

**NEWSLETTER - July 2015**

**From Jonathan Silverman, the President**

Just a short newsletter this time as I know many of you are just about to enjoy your summer break. Those of you in academia probably really need it! The cycle of teaching and assessment in the northern hemisphere has reached its climax and university faculty are usually by this time in a state of collapse! So enjoy the relative calm before the next year starts! From my semi-retired perspective, I'm just so grateful I'm not really part of it anymore. And in the southern hemisphere, enjoy the winter: I have to say that may not be so difficult having recently been in Sydney where it seemed to be hotter in the winter than in the UK in the summer.



When I last wrote to you in May, we had 353 members of EACH. I'm delighted to say we now have 418 members as of today and I'm excited that the association is growing so fast. So can I please, on behalf of the steering committee, welcome all the new members of EACH: we are looking forward to working with you over the coming years. Thank you so much for supporting us. I know that a lot of you have joined as you are coming to the Summer Event in London in August so we will meet then.



Our job in the steering committee is to ensure that we offer you support and assistance in all things concerning healthcare communication so that you feel your membership is not only worthwhile but an essential component of your professional identity. We would like EACH to be your natural home.

I've recently been on holiday in France in our lovely campervan, getting down as far as the Cathar castles of the Languedoc, which were fantastic. France is such a wonderful country with excellent healthcare and it got me thinking about the disparity in membership within our organisation from country to country. Although we

have tremendous support from almost all countries in Europe and large numbers of members from for instance the USA and Australia, we have never quite managed to make headway in France.

Currently and most surprisingly, we only have one member who is the national representative, Olivier Nardi. Yet we have plenty of members from French-speaking Switzerland and Canada. I'd be delighted if we could make connections with more people in France in our world so if you have any suggestions of how to do this, please do let me or Olivier know.

We are just off to visit our new grandchild in New Zealand. Here is a very sweet picture of their 2-year-old looking in wonder at the new baby. But if you look closely, in fact he is gazing intently and slightly worriedly at the cannula going into his mother's arm. The power of assumptions and picking up non-verbal cues!



### Summer event

EACH is currently really looking forward to the summer event in August which will be preceded by our 6-monthly steering committee meeting. Back in November, the event was just a twinkle in our collective eyes, a suggestion that maybe EACH could put on something with an entirely different flavour from our normal conference format that would be really attractive to our membership and beyond. And just a few months later, it's really happening with participants from all over the world as far afield as China, Chile and Sri Lanka coming to Regents University.

The event is deliberately highly participatory and experiential, concentrating only on workshops and posters. The research and teaching workshops themselves are all of the highest quality with a fantastic range and we are so grateful for the workshop facilitators for providing their time, expertise and enthusiasm.

If you haven't signed up, please register now [here](#).

### Fees for next year

In the last edition of the newsletter, I mentioned that we do need to gradually increase our fees over the next few years which have remained static for a little while. For the year 2016, the fees will be increased to €105 (€120 for print version). We have arranged that you can now pay for 2 years at once which might help some people administratively. We have also been looking into the issue of using direct debits which of course is quite difficult to organise for a very international membership, but we're still exploring this. I did last time say, completely mistakenly, that the membership fees had remained unchanged since 2001. Clearly this was not true and we are indebted to Sandra van Dulmen, our excellent treasurer from 2001 to 2014, for having looked after the membership fees assiduously during that time.

### Starting a special interest group (SIG)

EACH is very keen to start special interest groups amongst its members and here is a message from Gerry Humphris, chair of tEACH.

If you look at [this webpage](#) on the rEACH website you will find the link to the form for starting a Special Interest Group plus some instructions and further information. A rEACH Special Interest Group is: 'a group of EACH members who wish to share research interests, discuss joint issues, form a network, compare notes and create a focus for other researchers to join and start a dialogue'. There is a process which we hope will not be onerous but provide a quick decision and the opportunity to have a dedicated space on the

rEACH website. Included in this will be a blog space for entry of open discussion about your interest. We request that you state one of your 'officers' to be prepared to visit this blog (at least once a week) to check for inputs that are consistent with your interest group. This is not sinister! It is simply that this type of access can promote 'robot-machine' type inclusions (for example) that are offensive or annoying. The added advantage is the inclusion of officer(s) onto the rEACH Committee which is expanding and promoting inclusiveness. So please do have a look at this new facility and submit your proposals!

tEACH is similarly looking to start Special Interest Groups around teaching and is currently negotiating to start special interest groups around similarly patients and also end-of-life care. Please contact Marcy Rosenbaum, the chair of tEACH, if you're interested in setting up a group.

Can I, with my financial control hat on, just mention that while providing a dedicated space on the website is relatively straightforward, the facilities for blog spaces do incur some costs for EACH and therefore we will have to limit the provision of blog space to SIGs which have a minimum number of contributing members.

### **Now to end with, a brief message received from the Institute of Communication and Health (Lugano, Switzerland)**

The Ad-hoc Group "Health Communication", which is part of the German Journalism and Communication Science Association (DGPK), is thrilled to invite you to its annual convention titled "Health Communication: Tensions between Theory and Practice". The convention will be hosted by the Institute of Communication and Health at the Università della Svizzera italiana, Lugano, Switzerland from 12th to 14th of November 2015.

Researchers and practitioners who are interested in communication processes and strategies in the health sector are invited to take part and submit their extended abstracts in German or English until 5th of July 2015. For more information, please visit [www.gekom2015.usi.ch](http://www.gekom2015.usi.ch)

### **Best wishes**

Thank you once again for your support of our association and look forward to communicating with you again in the near future.

Very best wishes  
Jonathan

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