

NEWSLETTER - March 2016

From Jonathan Silverman, the President



I hope you're all enjoying the beginnings of spring in the northern hemisphere and autumn in the southern hemisphere! The next 6 months is a really busy time for EACH leading up to the Heidelberg conference in September. It's also the period in which we hold elections for national representatives, the next president-elect and the treasurer. So in this newsletter, I'd really like to tell you about how you can become involved in EACH and also explain the continuing efforts we have made to democratise our association. As well, I'd like to tell you about some important

decisions we have made at the Steering Committee meeting in Verona earlier this month which impact you as members. We also have a fascinating report from a visit to China and news from EACH Switzerland.

The need for constant renewal

I'm sure you would have noticed over the last year that we have put out calls to the membership to become involved in our 3 standing committees: rEACH, tEACH and pEACH. We are really grateful to all the members who have put their names forward to work with us. It's so important for EACH to offer opportunities for our members to play a part in our organisation and contribute their enthusiasm and expertise. It's only through bringing new members forward into our day-to-day work that we can refresh the organisation. What we really don't want is to have an organisation which appears top-heavy or un-democratic and doesn't let new blood through to provide a safe future for the association. So we are constantly trying to move towards more transparent processes of renewal, while balancing continuity with change.

National Representatives

In April, all members will receive a call to nominate themselves or someone else who is willing to stand as their country's national representative and deputy national representative on the steering committee, the highest decision-making body of EACH. Every national representative steps down after two years but can be re-elected two times, up to a maximum of 6 years. You will find the information about the timetable, process, roles and responsibilities etc in the password protected membership area of the website. [Click here](#) to view the election pages.

Up until now, we have only appointed national representatives from countries with at least 5 members of EACH. This year, for a two-year trial, we are creating national representatives from all countries whatever the country's membership numbers, although those with less than 5 members will not have voting rights. We hope this will allow more people from an ever expanding number of countries to understand the workings of the Steering Committee and enable them to pass on their enthusiasm and eventually recruit more members in their country. Please start thinking now whether you would be willing to represent your country and put your name forward. We shall be delighted to hear from you.

President-elect and treasurer

At the same time, you will be receiving a call to nominate yourself or someone else who is willing to stand either as President-elect or for the position of treasurer. Both these positions are available to all who have been members of EACH for at least 2 years and who fulfil the published essential criteria. Not long ago, the

position of President-elect was restricted to European members of the steering committee and gradually we have removed these restrictions to enable the whole membership to be considered. You can find the criteria and responsibilities of both posts on the password protected area of the website. [Click here](#) to view the President-elect and treasurer election pages.

The President-elect is a two-year position. At the end of this time, the President-elect becomes President for a further two years, and then progresses to Past President for another two years. During the whole of this time, he/she is a member of both the executive committee and the steering committee of the association.

The treasurer is elected for two years and is currently Karolien Albrecht who is coming to the end of her first two-year term. The treasurer can be re-elected twice, with a maximum possible term of six years. During the period of office, the treasurer is a member of both the executive committee and the steering committee of the association.

Again, please consider whether you would like to stand. These positions are absolutely central to our work as an association and we would be delighted for people to put their name forward and help take EACH forward in the years to come.

Special interest groups and EACH country networks

One of the important ways we are trying to involve more and more people in the organisation is through Special Interest Groups (SIG) which provide a clear focus for members who wish to push forward an important area of research or teaching related to communication in healthcare. The steering committee in Verona has decided that once people have joined a SIG, they are required to become a member of EACH. It is only this way that we can have the ability and funds to help support SIGs administratively and through the website.

Currently, we have SIGs of the rEACH committee on:

- *psychophysiological research*
- *the Verona network on sequence analysis*
- *communication in oral healthcare*
- *communication in healthcare education research network*
- *language and culture*

and the tEACH committee is currently developing a SIG on:

- *simulated patients*

To find out more information about special interest groups, use the contact form on the EACH website to contact the chair of either the rEACH committee or the tEACH committee.

Another development has been the establishment of EACH country networks to help healthcare communication researchers and teachers throughout their country to come together and support each other. Again, the steering committee has agreed that members of country networks that have been specifically established under the auspices of EACH must become EACH members so that we can provide a website presence, support and help

Membership fees for 2017

Every year, the steering committee reviews the membership fees for the following year. Our guiding principle is to make a balance between keeping the membership fee as low as possible for members and setting the membership fee at a level which will enable us to deliver the activities that EACH wishes to implement on behalf of its members in the forthcoming year. We have 2 major streams of income for the association: membership fees and income from our courses and conferences, and we are always concerned to keep all fees at a reasonable level. The current membership fees for 2016 are €120 including a print copy of PEC and €105 for an electronic copy only. The steering committee has decided to increase the fees for 2017 to €130 for print copy and €115 for electronic copy.

International Conference on Communication in Healthcare, Heidelberg 2016



We are delighted to report that we have received 671 submissions for the Heidelberg conference and we are looking forward to seeing as many of you as possible at what will be a fantastic event. Please now register on the conference registration page: www.each2016.de where you will also find details about scholarships that

we are offering to enable pre-qualification undergraduate students to present at the conference and how to make a voluntary donation to support these scholarships.

Summer Event 2017

We are also delighted to report that we shall be repeating our very successful Summer Event in 2017 with provisional dates and venue of September 4-8 Regent's University London. We have established a planning committee for this event and will take into account the participant feedback from 2015. The Summer Event will once again be held in conjunction with the Summer School for junior investigators. More information and confirmation of this soon.



Report from EACH Switzerland

Noelle Junod Perron, Johanna Sommer and Sara Rubinelli are organising the first EACH mini-symposium in Switzerland. Its aim is to bring together health communication researchers, trainers, health professionals and students active in Switzerland, who are willing to share research and teaching experiences on a variety of health-related topics. Ultimately, it is a first endeavour to promote network collaborations (research and/or training) in the field of health communication in Switzerland. The event will take place on 7th June at the University of Bern.

Report visit to China

Yuefang Zhou and Gerry Humphris recently visited Changsha in China at the invitation of Angela Liu (EACH China Representative) and they have kindly provided this report about a fantastic initiative:

We visited Changsha 8-11 January to support the Chinese Medical Board-Intensive Care Unit Project: The effects of family-clinician shared decision making model on patient-centred care in advanced critical illness: Multi-centred cluster randomised control trial: Kick-off meeting and Training the Trainers Workshop: Changsha, China

A research grant from CMB was successfully secured in the middle of 2015 for a 4 year study using a cluster-randomised clinical trial with severely ill intensive care unit families as the focus. The study was designed to test a new psychosocial pragmatic intervention. The basis of the intervention was to encourage staff to develop their skills in using shared decisions with the patient's family members. The changes in staff approach and care delivery that this intervention demands was deliberately encouraged through the design of a single day workshop in Changsha, China.



The Workshop was run by Dr Angela Liu (PI and China EACH National Representative) with Prof Gerry Humphris and Dr Yuefang Zhou in attendance from St Andrews University. The aim of the intervention was to increase satisfaction by families of the process of care provided and eventual outcome of how their seriously (terminally) ill relative was treated. The local research co-PIs and Participants were present including staff from the various ICUs to exchange experiences on the two Pilot Studies (Control and Intervention arms).



Training session included 4 components:

(1) Warm up consisting of spotting communication skills in a video of a patient and doctor consultation on decision making
(2) Role-play exercise of a relevant ICU scenario with doctor, relative and observer conducting a structured exercise. Feedback system reviewed and applied.

(3) Role-play exercise with a different scenario but relevant to the ICU situation of managing a terminally ill patient. Introduced a new component of practising feedback in a constructive manner.

(4) A 'Theatre' event which consisted of a complex and engaging

scenario played over 2 family planned meetings. Three family members were present and two nurses, 1 junior and 1 senior doctor. A moving and highly illustrative acting of the scenario was played out to demonstrate the intervention process.

Plenary discussions were held at key points during the day and lectures on the pilot study results, ethics and modern palliative care practice were given. Excellent language translation was available to ensure good comprehension throughout the proceedings.

The following day presentations by Prof Humphris and Dr Zhou were given to the Medical Faculty of the 3rd Xiangya Hospital of Central South University on emotion expression in patient consultations, followed by a Round Table Discussion. EACH was highlighted to encourage new members to join the organisation.

A cultural visit to Orange Island was organised by Angela Liu on 10th January where an impressive monument to Chairman Mao had been constructed in the latest decade.

The final day concluded the academic visit with introductions to Clinical Staff in the Clinical Skills Unit at the 3rd Xiangya Hospital of Central South University and its Intensive Care Unit. A highlight of the trip was that Prof Humphris and Dr Zhou were able to observe the shared-decision making model applied in the Unit with a family consultation (husband, son and two sisters of a seriously ill patient) by the medical and nursing staff.



Best wishes,

Please feel free to send us your news items which we can share with our members through this newsletter. We will also post these onto the news section of the website.

Thank you all once again for your support of our association and all the developments we are making.

Very best wishes,

Jonathan.

EACH

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