

## EACH

### Newsletter March 2015

#### From Jonathan Silverman, the President



Greetings from the UK. I've been travelling a lot this year, and although some of this has been for pleasure, most has been on EACH business and has been fascinating. In February, EACH has been busy in South Africa, Poland, Ireland and Italy!

In Verona, members of the Verona Network on Sequence Analysis met under the auspices of tEACH for the 8<sup>th</sup> Invitational workshop to look at VR-CoDES issues and also psychophysiology in communication. EACH is very grateful for Lidia del Piccolo for her continuing and unswerving

zeal in ensuring the success of this continuing event.

Also in February, I was delighted to be asked to give a keynote address and workshop at the Annual Scientific Meeting in Limerick of the Irish Network of Medical Educators but perhaps more importantly, to launch at this meeting the Irish tEACH network, the brainchild of Eva Doherty, an active member of the tEACH committee and the deputy national representative of EACH in Ireland. 21 people became new members of EACH and a new proactive network of teachers has been established.

In Poland, in Bydgoszcz, we continued our ongoing national project with the establishment of a group of 7 teachers from throughout Poland to take the role of trainers who will train the trainers in the future. Thanks again to Anna Ratajska, the EACH national representative in Poland, and her colleagues for keeping the momentum going in the EACH Poland Network for Communication Teaching and Research.

And in the University of KwaZulu Natal in Durban, Jane Ege Møller from Denmark, Kim Taylor from the UK and myself spent a week working in the Faculty of Health Sciences after a kind invitation to EACH from the Dean (Professor Sabiha Essack), and Beverley Bolton and Rogier Van Bever Donker from the Physiotherapy Department within the Health Sciences School. This was a wonderful opportunity to work with a unique multi-professional team from across the whole faculty to try to establish a coordinated approach to communication teaching and learning throughout the 12 disciplines represented.



This next couple of weeks is going to be just as interesting. I'm off to visit the offices of SAS, our new association management company for a day this week for a regular meeting. I would just like to take this opportunity to publicly praise SAS who have done an outstanding job in taking over our affairs and I hope you have already noticed the increased professionalism that they have imparted to our organisation.



Then later in the week Myriam Deveugele, Evelyn van Weel-Baumgarten and myself ("the 3 presidents") are visiting Wolfgang Eich and his team in Heidelberg for a planning meeting for the 2016 international conference. And then at the end of the week it is the 6-monthly two-day steering committee meeting of EACH in Ghent, closely followed by the 2<sup>nd</sup> meeting of the new advocacy and implementation committee which we



couldn't resist renaming prEACH (the PR committee of EACH). I would like to devote the next newsletter to the decisions we make in the steering committee meeting and for a full report of what we are planning to do in the prEACH committee.

The last few months has been an incredibly busy time for EACH and in this newsletter I will bring you up to date with just 2 really important developments. Please remember there is space reserved in the newsletter for news from members about their teaching and research activities and innovations so please send me news about things you'd like to share with your colleagues at [jonathan.silverman@each.eu](mailto:jonathan.silverman@each.eu)

## News of the Summer Event

You will all I hope have received the exciting news of our new Summer Event:

**EACH Summer Event**  
**24-26 August 2015**  
**Regent's University London, Regent's Park, London, UK**



We are really pleased to be offering this event for the very first time. The event will be held Regent's University which is located actually within Regent's Park in Central London and is a fantastic venue.



Our idea is to have a European event in the years in between our biannual major European international conference. And we wanted to have something with an entirely different flavour from our normal conference format. The concept is that we will welcome delegates on the evening of the 24 August with a drinks reception, and then over the next 2 days, the event will consist entirely of high quality, half-day workshops on important and exciting topics in the research and teaching of healthcare communication. Participants will be able to enjoy 4 workshops over 2 days and choose their own path through the event. Each workshop will be repeated twice so that participants can increase the chance of planning exactly which workshops to attend over the 2 days.

As well as attending the workshops, participants are able to submit peer-reviewed posters of their work including work in progress, innovations and new ideas with less emphasis on data than in formal conferences. There will be two separate tracks for poster submission, an educational track and a research track. Poster abstracts should be uploaded by Wednesday 15 April 2015 to the abstract management site. Please go to the events section of our website for more information and a link through to the abstract management site <http://www.each.eu/events/conferences/each-summer-event/>

The conference booking form will be available on the EACH website from Monday 13 April 2015 and we are looking forward very much to meeting old colleagues and new friends in London in August.

## **Voluntary donations to help those in financial difficulties to participate in EACH activities**

Many will you would have noticed when you paid your membership for 2015 that we have set up a fund to provide financial assistance for people to attend EACH activities including conferences and workshops. The beneficiaries of this fund will be applicants who would otherwise find it difficult financially to participate in EACH activities. This might include for instance people from less-developed countries, countries in financial difficulties and students.

We would like to encourage you to donate to this fund so that we can help our fellow teachers and researchers from less privileged backgrounds. You are able to donate on registering or renewing your membership during the online membership system when a screen comes up suggesting a variety of choices from €15 to €100. For those of you who have already signed up for membership for 2015 and would still like to donate, please email us on [info@each.eu](mailto:info@each.eu)

### **Larger charitable donations**

For those of you who are wealthy or know people who are wealthy (!), please note that EACH is also actively seeking charitable donations to help us over the next 3 years to deliver two highly interrelated and fundamental projects which will significantly help the vision of EACH to be accomplished:

- The support and development of junior researchers in health care communication who will be the future leaders in our field.
- The support and development of teaching of communication to healthcare professionals in countries who have more recently embraced the need for communication training

EACH is seeking charitable donations totalling €50,000 per year for three years to enable this vision to be accomplished. For more detailed information about these projects and the financial requirements, please go to <http://www.each.eu/about-us/charity/>

## **Now a brief report from a steering committee national representative**

Ellen Smets who is the national representative on the EACH steering committee for the Netherlands has very kindly sent in this item which she feels would be very much of interest to the international audience of EACH members. It is about an attempt by a Dutch citizen to obtain obligatory personalised written information for patients.

*On January 15 2015, Maria Smit, a Dutch citizen, was allowed 5 minutes to present her plea to the Dutch parliament for obligatory, personalized written treatment information to patients. Maria Smit is a patient who still suffers from complications following gynaecological surgery. She succeeded in obtaining enough signatures (60.000) to allow her five minutes to initiate a debate in the House of Parliament, a so called citizens' initiative. Dutch patients already have the right to receive written information; however at present they themselves need to take the initiative. Patients hardly ever request information material. According to Smit, it would help patients in making better informed decisions personalised written treatment information was obligatory. Although the members of parliament were full of praise for the initiative, they were very reluctant to enforce such an obligation by law; they predict a lot of bureaucracy and high costs. A new law is in the making, which will cover physicians' duty to inform. However, that such information needs to be in writing was considered one bridge too far.*

## **Best wishes for Spring**

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