

**EACH: Executive Committee Meeting
MINUTES
Monday 16th September 2019, 12:30pm – 3pm CEST
Leiden, The Netherlands**

Present:

Sara Rubinelli	EACH President
Marcy Rosenbaum	EACH President-Elect
Evelyn van Weel-Baumgarten	EACH Past President
Maddalena Fiordelli	Treasurer
Sandra Winterburn	tEACH Chair
Arwen Pieterse	rEACH Chair
Sarah Bigi	pEACH Chair
Lode Verreyen	Advisory Committee Chair & Networking Chair

Administration:

Keta Hunt *SAS Event and Association Management*

Item	Subject	Action
1	<p>Approval of minutes of last meeting</p> <ul style="list-style-type: none"> Approved with no amendments. 	
2	<p>EACH Finances</p> <ul style="list-style-type: none"> Copies of the 2018 final accounts distributed to all EC members for reference 2019 budget and year to date accounts distributed, showing the expected/guaranteed income and expenditure for the year to date, compared with the projected budget No specific plans to use Networking Expenses (£1630). Will roll over to 2020 if not used this year. Confirmed marketing budget of £8000 is not for use for events – events have their own marketing budget. <ul style="list-style-type: none"> Use to create infographic for the new website and social media platforms. EC to prepare text. SR to send link to example infographic that was created by a company in Switzerland. KH to confirm possible cost from UK designers May also look to invest in expertise (e.g. Social media marketing advice). Once a social media structure is in place, will require a budget for paid for advertising via social media platforms Conference attendance budget put aside for EACH promotion at external events. Covers expenses if executive is invited to attend but attendance costs are not being covered by the event hosts/organisers. Membership grants can only be allocated if the application is completed. Grants must be mentioned more prominently on the new website. £8446 currently remains in the strategic plan budget. <ul style="list-style-type: none"> Could be invested in the new course offer if required? Social Media implementation requires funding so may be allocated to social media development. 2020 budget to be discussed at next EC meeting. 	<p>SR/KH</p> <p>KH/MF</p>
3	<p>Implementation of Strategic Plan</p> <p>a) Website</p> <ul style="list-style-type: none"> Text within the “Organisation” section has been amended/received as follows; <ul style="list-style-type: none"> rEACH – Copy received, but will need to be edited in order to fit structure pEACH – Copy received, based on template 	

	<ul style="list-style-type: none"> ○ tEACH – Copy drafted at face-to-face meeting. Will be forwarded asap. ○ Special Interest Groups – KH to ask relevant contacts for updates ○ Networking Committee – Will be forwarded by 24th September ○ Advisory Committee – Has been completed and will be forwarded by 24th September ○ Executive – SAS will be required to draft. MR to discuss with KH. ● “Projects” should be changed to “Current Work” <ul style="list-style-type: none"> ○ Include links to current work at the top of the rEACH/tEACH/pEACH organisation pages ○ rEACH and pEACH projects descriptions already included in draft copy ○ tEACH, Networking committee, and advisory committee to be forwarded with other content ○ SIG project information to be collected with content updates ● Look to set up a YouTube channel for EACH and provide a link from the website. YouTube allows users to download videos and view subtitles in own language. ● MR, SW, Eva Doherty and Marij Hillen to meet direct with Kim Thurlow (SAS) regarding database functionality ● Consultancy work currently listed under “Courses”. Support for courses and national initiatives (i.e. Consultancy courses) is a separate offer. Need to decide overall where and how this should be advertised. ● Noted that annual activities section would need to be updated every year. Agreed to remove advertising of the annual activities fund from the new website initially. May be added to the ‘Members Area’ at a later date as funding is only available internally. ● “Events” as a title suggests one-off events. Could be changed to “Events & Courses”. KH to confirm. ● Remove “Future Plans” section from the website ● “News” section will need to coordinate with social media. In order to generate more content, should look to engage with National Representatives and coordinate content with newsletter. ● Discussed at length how resources should be presented. Agreed that final decision should be made by the Executive. Tools should not be made public, as current members have paid for access to the tools. One or two high quality tools will be viewed publicly to encourage membership, with a list of example topics that are available to members. <p>b) Course Co-ordinator Report</p> <ul style="list-style-type: none"> ● Jane Ege Moller contracted to review member survey responses and collate recommendations. Jane’s report is now complete. ● Courses committee that was initially appointed is now being broadened to include balanced representation from rEACH, tEACH and pEACH. ● Two new courses will be ready for delivery next year; <ul style="list-style-type: none"> ○ tEACH course from MR will be delivered in the Autumn ○ rEACH course on Basic Research Skills from Sandra Van Dulmen will be ready for delivery in March 2020 ● Key question of whether EACH should offer MOOCs/e-learning? If so, how will this be developed? <ul style="list-style-type: none"> ○ Climate Emergency Group report suggests that online courses would be more environmentally sustainable. 	<p>MR/SW & SAS</p> <p>KH</p>
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	<ul style="list-style-type: none"> ○ 3 President's have agreed that there is a need for a separate committee in order to discuss online courses. ○ tEACH are already discussing online courses, so 2-3 members would be interested in joining the new committee. Will need to be offered to the wider membership too. ○ Evelyn to coordinate the new online courses group. Contact tEACH members who have expressed interest, then open to rEACH/pEACH. ● Outstanding points for further discussion include; <ul style="list-style-type: none"> ○ How many courses can be offered per year? ○ How should courses be advertised? Need to look at making better use of the existing EACH networks, and advertising will need to be scheduled/structured. 	EvWB
4	<p>pEACH update</p> <ul style="list-style-type: none"> ● Members met on 9th September ● Shared existing list of bullet point topics for author suggestions <ul style="list-style-type: none"> ○ Proposals put forward for new topics, e.g. patient engagement & empowerment ○ SB to circulate new topics to the Executive for comments and author suggestions ● Bullet points should be updated – other organisations request updates every 3 years. ● Queried whether bullet points should continue to sit under pEACH. For greater <ul style="list-style-type: none"> ○ Change name to “Evidence Summaries” for greater impact ○ As they are developed/updated, should be forwarded to National Representatives and highlighted on the news feed ○ Link to the relevant position paper ● Annual appointment of position paper guest editors still to be confirmed. <ul style="list-style-type: none"> ○ Suggested that mid-level members (moving out of yEACH) who are looking for promotion within field should be asked. Criteria for the role would help to ensure that a ‘nomination’ cannot be challenged. ○ Ultimately agreed editors just need to be willing so could be advertised on website as an opportunity EACH offer to members. ○ SR will edit for the first year but is writing the first position paper. SB to ask pEACH members to volunteer to edit SR’s paper. ● SB would like to start collecting policy documents, then prepare own documents on behalf of EACH. <ul style="list-style-type: none"> ○ Will test template that people have to complete when submitting policy papers. Template will enable submitters to summarise the policy document and help to prioritise which policy areas EACH should respond to. ○ Question of what a policy document should be defined as has purposefully been left open in order for pEACH to be able to move more quickly with project. ○ SAS to check DropBox capacity for storing policy documents. 	SB SB/SAS SB KH
5	<p>Advisory & Networking Committees</p> <p>a) Advisory Committee</p> <ul style="list-style-type: none"> ● Advisory committee has become more active and is working more strategically. Have ability to set own agenda and points for development/discussion. <ul style="list-style-type: none"> ○ Have completed proposed new website text. Document reads how information should be presented - structured but very interactive (e.g. map to immediately illustrate international reach) ● National representative guidelines have been formatted into a quick start document 	

b) Networking Committee

- Networking committee has proven its usefulness, connecting new members with relevant sub committees. Have an overview of the whole of EACH and can facilitate making contacts wherever possible

c) Proposal by Lee Webster from ISO

- LV contacted by Lee Webster from ISO, the International Organization for Standardisation. ISO develop and publish international standards. They want to create standards for Healthcare Communication for distribution through their global network of national standards bodies.
- EACH have been asked to commite 3-5 hours per month;
 - Draft project plan - approved by ISO Technical Commission within 16 weeks
 - Create a working group with project leader/convener to deliver project (approx 12 months). Technical Commission votes/comments, and standards are then distributed worldwide for additional comments. After one year, if approved by second vote, standards would be released.
- Standards published with ISO logo. Membership to ISO for each country is payable.
- Involvement would have potential financial benefits for EACH; will be able to assess and verify others, and charge a fee for the standards.
 - Will help to fulfil EACH's aims of generating higher patient satisfaction and healthcare services.
 - Standards already being developed as part of national projects
- ISO known to set standards in companies in Italy. Remarked that Belgian physiotherapists affiliated to the government require ISO accreditation.
 - Member standards agencies represent the foremost standards organisations in their countries, with only one member per country.
 - Possibility that this is a different 'ISO' as standards are being set independently. Need to clarify which ISO have approached EACH.
- Multiple individuals within EACH have been contacted. Need to formulate an organisational response. **Discussions to be continued at the next EC meeting.**
- Agreed that any **potential involvement should also be discussed with the ACH board.** Many individuals within ACH have also been contacted.
- Noted that if opportunity is ignored, EACH may become less relevant in future. Need to ensure that EACH remain at the forefront of developments within healthcare communication standards.

d) ICCH outside of Europe

- Currently, lower proportion of members in Asia-Pacific but a large-scale event in the region could attract more
 - Suggested that a conference in Prato could be the first step, as they have links to Australia
 - Worries over increased carbon footprint negated, as Asia Pacific members currently travel to Europe so travel would be reversed with European members travelling to Asia Pacific
 - Financial risk of an event outside Europe to be considered
 - **KH to forward conference feasibility criteria to LV** so Advisory understand location requirements/considerations
 - Strategy for recruiting new members to be established first. Can then assess whether new members would be located in Asia-Pacific as accessing current membership may not provide enough benefits for EACH

KH/SR
SR/LV

KH

10	<p>PEC update - EACH Association Pages</p> <ul style="list-style-type: none"> • Association pages authored by different sub-committees over the last year <ul style="list-style-type: none"> ○ MR to email EC members to allocate responsibility for the next year. • Pages to focus on specific projects, as opposed to a broad overview. 2-page feature published every other issue, 1-page advert published every issue. <ul style="list-style-type: none"> ○ Agreed that resources should be featured in one issue ○ EvWB suggested that collaboration/joint training with WONCA should feature. ○ Evidence based bullet points could feature in PEC. pEACH to put out a call for projects in future. 	MR SB
11	<p>Social Media</p> <ul style="list-style-type: none"> • Last Spring, agreed that a Social Media Committee would create content for Twitter. <ul style="list-style-type: none"> ○ Estimated possibility to draft up to 50 tweets during a 1 hour meeting. ○ Committee Lead nominated, but due to other commitments a meeting was not convened. ○ SR to arrange a Social Media meeting with the committee volunteers and members of yEACH. Content for Twitter to be produced during the meeting, then scheduled by SAS. • Sub-committees also required to contribute to social media content. Schedule to be agreed (i.e. x number of posts, every x weeks). • Agreed that social media committee and sub-committees should provide imagery to accompany content where possible. If specific imagery cannot be provided, SAS should have access to a stock photo database. <ul style="list-style-type: none"> ○ Stock photo database should be appropriate for healthcare communication. Recommendation from SR. • New Twitter account to be launched at the same time as the website • EACH Facebook page or group to be initiated. Should feature different content to Twitter. To be discussed further within the Social Media committee. 	SR SR KH SR
12	<p>ICHH 2022</p> <ul style="list-style-type: none"> • Milan proposed as an alternative city. SB suggested the Catholic University in Cremona. <ul style="list-style-type: none"> ○ New facilities being built but current auditorium does not have capacity for 600 persons. ○ Located 80km from Milan. Transport could be arranged through the University's travel agent but agreed it is not appropriate due to distance from airport and therefore travel time for international participants. ○ May be suitable for pre-conference workshops. Faculty of Agriculture currently trying to expand 'food' subject area, which links to health/nutrition. • Cremona could be considered as a venue for future tEACH courses. • SB has considered the main campus in Milan. Centrally located but may be difficult as classes will be scheduled at the time of the conference. • KH to provide further information relating to current bids before research into additional cities continues 	KH
13	AOB	
14	<p>Next meetings</p> <ul style="list-style-type: none"> • November meeting date to be confirmed. KH to send Doodle Poll. 	KH