



AC Strategy Document - Porto Paper 2020

1 – Process

- 1) There will be an opportunity for the Advisory Committee group to meet face to face twice a year every 6 months, as well have 2 online meetings between these face to face meetings. There will always be the opportunity for members to join the face to face meetings online to help enable as many people as possible to attend.
- 2) It was agreed in the meeting that the group will use the AC forum on the EACH website to communicate with each other. It is important for everyone to engage with this and share what you're all doing in order to avoid duplication of effort. NRs & Executive members need to post in advance of the AC meetings with information & questions. This input needs to be read by NRs and the executive in advance of the meeting and will form the agenda of the meeting. The AC chair & co-chairs will oversee this process and check that the agenda covers all points raised in advance.
- 3) Information generated by the Presidents and three sub-committee chairs would be preferred in video format & uploaded onto the AC section of the EACH website. Information to be discussed during meetings needs to be provided ahead of time from the Presidents, sub-committee chairs & the NRs. All AC members must read/watch all information ahead of the meeting in order to make this process successful. A key job of the AC chair & co-chairs is to see if there are common issues raised in advance of the meeting to help formulate groups.
- 4) The AC meetings should comprise small group work to discuss the issues raised in advance of the meeting.
- 5) The AC chair & deputy/co-chair should manage this at the meeting and also oversee those attending online.
- 6) There needs to be a standard operating procedure for deadlines of when the information will be made available on the AC page and when it must be read and commented on in order to help this process work. It was minuted in March 2018 that the agreed timeline for deadlines should be two weeks for non-urgent items and ten days for urgent requests.

2 – Content

The content of the meetings should be structured as follows:

- Fixed content – key business items and reporting from the presidents and sub-committee chairs should be strictly moderated and after time stopped, so the key parts are done efficiently.

The minutes from the previous meeting together with the agenda need to be sent out in advance to allow people online to follow and contribute to the meeting more easily. These should both be minimal and concise

It might be nice to include a short presentation from the host country of the meeting on something they are doing in healthcare communication as well as from a country from further afield who is attending online.

- Flexible content – most of the meeting should be in small groups with clear objectives on key topics that were identified in advance.



It was agreed that specific topic issues are just as important to include rather than just a focus on what is happening in individual countries.

- Feedback - The group also needs time in the meeting to feedback their ideas, work & questions to the executive and to ascertain how this fits within the overall EACH strategy.

The group felt it could be good to open up a post discussion with the whole membership to allow them to also directly input their thoughts too. It was agreed to start using it within the AC to start with and then open it up once the group is more familiar and confident with using it.

3 – Relationships

It was acknowledged that there are a lot of different groups within EACH and that there needs to be a clear description of each groups role and how they relate to the other groups as well as internally with each other.

For example:

- NRs have a direct line with the EACH members of their country, but also with non-members. These members can feed the NRs with questions and issues for the NRs to bring back to the AC group and the NRs can send out EACH questions to the members for responses.
- NRs have a relationship with the sub-committees, who inform the NRs what they want as well as NRs can report back to the sub-committees of national issues.
- NRs have relationships with other NRs
- NRs have a relationship with the organisation of EACH where the presidents can ask NRs to help operationalise the strategic plan, but also for the NRs to feed into the plan to help shape it. The presidents should also inform NRs about what is going on with our sister organisation, ACH, and things that are happening within EACH.
- NRs are able to feed their advice on items they feel should be included in the strategic plan for EACH through the AC chair who will report back at the Executive committee meetings. For example if there are particularly important topics that are coming up in a lot of countries or from a lot of members that the NRs feel the Executive need to be made aware of.

Eva: “The AC are effectively ‘out-rEACH’ and the NRs are ‘out-rEACHers’”