

<b>Staff Liaison</b>	Nicole Ramey
<b>Chair</b>	Courtney Rowe, MD
<b>Terms of Office</b>	Chair: 3 years (non-renewable) Members: 2 years (renewable once)

### **Council Makeup**

The Chair is the editor of the Foundation's primary publication. Members include the component committee chairs that serve ex-officio (Bladder Health, Kidney & Adrenal Health, Pediatric Health, Prostate Health, Reproductive & Sexual Health, and Technology & Publications). The incoming committee chairs serve as non-voting members along with a member from a patient advocacy organization or community engagement group.

### **Mission Statement**

The Council will advise the Board on matters requiring medical and scientific judgment, and regarding patient or public educational information. It will serve as a resource for the development, review and oversight of such educational materials and programs. (UCF Bylaws May 2015)

### **Reporting**

The Public Education Council reports to the UCF Board of Directors. The Chair reports to the board at the regularly scheduled board meetings.

### **Council Meetings**

There will be one face-to-face meeting during the AUA Annual meeting and at least two additional meetings throughout the year, via teleconference or web conferencing. The Council Chair will submit a report, detailing the status of Council and the six health Committees projects, to the Foundation Board during regularly scheduled meetings and via teleconference as requested. Additionally, contact with council members via conference calls and email correspondence shall occur throughout the year.

### **Time Commitment**

*Chair:* 10-15 hours monthly on average

*Member:* 10-20 hours is an annual average, in addition to participation on a Public Education Health Committee and/or non-standing expert panel

### **Qualifications/ Responsibilities**

*Chair:*

- Advise the UCF Board of matters requiring medical & scientific judgment and regarding patient or public educational information.
- Nominate Council, Committee and Expert Panel members.
- Occasionally will be asked to be quoted for media.
- Assist the UCF Board and Foundation team in identifying specialists that can provide advice on emerging issues.
- Support the Foundation team in setting priorities and direction for public education projects.
- Present information to Urology Care Foundation and AUA Board of Directors.

- Serve as Public Education Council liaison and representative during Industry meetings, and represents the AUA to other outside groups and organizations events/programs, when necessary.

### *Members:*

- Provide medical/professional expertise in the development of disease/condition specific educational materials designed to address critical health information needs in field of urology, this may include participating in other Committees and Expert Panels as a member
- Provide suggestions for future topics for public education material development and input on the prioritization of public education and patient advocacy projects.
- Interacts with Foundation and Patient Advocacy Groups during Annual Meeting.
- Social media interaction
- Suggest sources of financial support for production and distribution of patient education materials.

### **Criteria for Selecting Next Chair**

In the last year of the current Chair's term, the committee chairs are presented with an opportunity to apply for the position of the next Public Education Chair. A written statement of interest highlighting their qualifications and current contributions to public education is presented to the the UCF President for selection and appointment to the position.

- The ideal chair has excellent communication skills, the ability to effectively solicit and integrate different perspectives and sufficient time to devote to the job.
- Prior experience on one of the UCF Health Committees as a Chair or Member.

### **Recent Accomplishments 2023**

- Fulfilled 32 grant-funded patient education deliverables and more than 200 non-funded patient education deliverables
- Welcomed more than 14 million page views to our website, Urologyhealth.org, providing access to more than 800 pieces of physician-led patient education for patients, caregivers and healthcare providers
- Expanded the Foundation's global presence with translated patient education in 11 languages aiming to reach those facing urologic cancers and conditions.
- Increased the visibility and expanded the reach of the Foundation's materials through technology and publication platforms including social media, podcasts, care blogs, videos, UrologyHealth.org and our award-winning magazine, UrologyHealth *extra*®
- Collaborated in the development, through the Council's component committees (Bladder Health, Kidney & Adrenal Health, Pediatric Health, Prostate Health, Reproductive & Sexual Health and Technology and Publications)