Public Education Council

Staff Liaison  Patricia Banks
Chair  T. Ernesto Figueroa, MD
Terms of Office  Chair 2-year term (renewable once)
               Members 2-years (renewable once)

Council Makeup
Comprised of the designated component committee chairs, approximately ten additional members and
the editor of the Foundation’s primary publication (currently the chair is serving as editor). The
Foundation Board Chair shall appoint members to serve terms of two years, with one renewal. Of those
members, the Foundation Board Chair shall appoint a Chair for a two-year term. The functions and
activities of this Council shall be assigned to component committees including but not limited to the
Bladder Health Committee, Kidney & Adrenal Health Committee, Pediatric Health Committee, Prostate
Health Committee, Reproductive & Sexual Health Committee and Technology & Publications Committee.
(UCF Bylaws May 2015). Component Committee Chairs serve ex-officio, in addition one member is
selected from each committee. A member from a patient advocacy organization or community
engagement group also serves as a member.

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)

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:
• Advises the UCF BOD of matters requiring medical & scientific judgment and regarding patient or
  public educational information.
• Nominates Council, Committee and Expert Panel members.
• Occasionally will be asked to be quoted for media.
• Assists the UCF BOD and Foundation team in identifying specialists that can provide advice on
  emerging issues.
Chair (continued):  
- Supports the Foundation team in setting priorities and direction for public education projects.  
- Presents information to Urology Care Foundation and AUA Board of Directors.  
- Serves 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:  
- Provides 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  
- Provides 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.

Recent Accomplishments 2017  
- Fulfilled outreach grant deliverables  
- Increased the visibility and expanded the reach of the Foundation’s materials through technology and publications  
- Oversaw the development of patient education materials utilizing sub-committees on the following topical areas  
  - Bladder Health  
  - Kidney & Adrenal Health  
  - Pediatric Health  
  - Prostate Health  
  - Reproductive & Sexual Health