**Public Education Council**

**Staff Liaison**  
Christine Frey

**Chair**  
Brian Stork, MD

**Terms of Office**  
Chair 2-year term (renewable once)  
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, in addition one member from each component committee (Bladder Health, Kidney & Adrenal Health, Pediatric Health, Prostate Health, Reproductive & Sexual Health, and Technology & Publications). 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:*  
- 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.

Recent Accomplishments 2020
- Fulfilled 35 patient education funded grant deliverables and more than 135 non-funded patient education deliverables
- Increased the visibility and expanded the reach of the Foundation’s materials through technology and publications
- Developed a COVID-19 Resource Center for patients and caregivers on UrologyHealth.org
- Redesigned and launched new UrologyHealth.org website – more dynamic interface, easier navigation and more user friendly experience; increased opportunity to share patient education materials; and developed tighter compliance with Web Content Accessibility Guidelines and American Disabilities Act protocols
- Introduced more than 100 new patient education materials in languages other than English. Translations included Arabic, Brazilian Portuguese, Hindi, Italian, Punjabi, Spanish and Urdu
- Developed a Spanish Translation Work Group, as well as a three-year strategic plan to translated entire Foundation library into Spanish. Year one of the plan was completed with nearly 50 percent of library translated into Spanish.
- Developed a Diversity and Inclusion (D&I) for Patient Education action plan. This includes three D&I areas of focus – council and committee recruitment, patient education development and dissemination of patient education.
  - Developed a Men’s Health Checklist for African American men in collaboration with Drs. Burnett, Downs, Nagler, Stork, Veranda (primary care physician who predominately treats AA men), as well as the R. Frank Jones Society. Initial dissemination for the U.S. currently being defined.
  - Developed a QR code or UH.org for physicians to utilize in offices as way to share patient education materials. PEC piloting QR code utilization in telehealth platform, as well as Cerna and EPIC – opening ability/access to reach underserved and vulnerable populations in 2021
- Oversaw the development, review and update of more than 135 patient education materials for the following topical areas of the council’s component committees (Bladder Health, Kidney & Adrenal Health, Pediatric Health, Prostate Health and Reproductive & Sexual Health