Chair  Benjamin Ristau, MD

Staff Liaison  Christine Frey

Terms of Office  Chair 2-year term (renewable once)
   Members 3-year term (renewable once)

Committee Makeup
   The Committee is comprised of the Chair and 5 other members.

Mission Statement:
   The mission of the Public Education Health Committees is to serve as consultative bodies, working with the Foundation patient education team, to help guide strategic direction for patient education development and outreach as well as serve as a resource for the development, review and oversight of the Foundation patient education materials.

Committee Purpose:
   The purpose of the Technology and Publications Committee is to inform the direction and work of the Foundation, as well as the Public Education Council and Committees as it relates to using various technology platforms and publications to communicate and/or share patient education materials with patients, caregivers, health care providers, researchers and the general public.

Committee Meetings:
   At least two meetings annually via a teleconference or web conferencing system. Email correspondence as required on specific projects.

Time Commitment
   Depending on the priorities set for the year, time commitments can vary significantly.

Chairs: 5 to 10 hours a month
   Members: 1 to 3 hours a month

Qualifications
   Members have a unique skill set related to the dissemination of education information via media platforms. Members should be collegial, vibrant, deadline dependable, efficient, knowledgeable about various their respective health topic. They should have a willingness to make meetings and conference calls a priority, and promptly produce a requested project.

Responsibilities
   Chair:
      • Serves ex-officio on the Public Education Council (PEC) and advises the Council on technology and publication matters
      • Assists in developing a Technology and Publications Committee action plan
Technology & Publications Committee
A Public Education Council Subcommittee

- Works with Foundation staff to ensure all action items related to said Committee are completed by designated deadlines
- Reports to Council, progress on initiatives and projects

Members:
- Set priorities for the development of initiatives and products
- Serve as a resource for the development, review and oversight of public educational information
- Research emerging technologies (e.g., web resources, apps, social media platforms) to expand reach and audience of public education information
- Assist in the development, accuracy, expansion and growth of UrologyHealth extra® magazine
- One member is identified as chair-elect with the following additional responsibilities.
  - Serves ex-officio on the PEC and advises the Council on matters of technology and publications when Chair is unavailable
  - Supports the Chair to ensure all action items are completed in a timely manner
  - Reports to Council, progress on initiatives and projects when the Chair is unavailable

2020 Accomplishments
UrologyHealthextra® (UHe)
- Quarterly issues sent in 2020 (Winter, Fall, Summer, Spring)
- Two Special Edition Issues Released on Bladder Health and Military/VA

Podcasts: More than 50 podcasts were developed and launched in 2020
- Podcasts are available on iTunes, Sound Cloud, Spotify, YouTube and Urologyhealth.org
- Podcasts have been played nearly 55,000 times in 2020

Social Media and Website Statistics
- Social Media followers approached nearly 140,000
- Increased Facebook followers to 116,000
- Increased Twitter followers to 20,000
- Nearly 163,000 patient education materials downloaded online
- Developed 28 new CareBlogs
- Garnered more than 11 million visits to UH.org

Reaching Patients Everywhere by Supported Ability to Reach Patients:
- At Home: UrologyHealth.org website, UHe, Educational Videos, CareBlogs and Emails
- On the Go: Podcasts, Facebook, Twitter, Instagram, and Pinterest