

Terms of Office Chair: 3years (non-renewable)
Members: 3 years (renewable once)

Committee Makeup

The Committee is comprised of the Chair, 4 members and 1 resident member.

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

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
- 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

Compliance

Committee positions are open to AUA members in good standing. All new members are required to agree to abide by [AUA's Civility Policy](#) when they accept their appointment and agree to annually complete a COI Disclosure Form in accordance with [AUA's COI Disclosure Policy](#). The AUA reserves the right to suspend or remove a member from participation in any AUA activity while the individual is under investigation for a violation of AUA's policies.

Criteria for Selecting New Members

- Publications experience in patient education materials
- Experience in emerging technologies (e.g., web resources, apps, social media platforms) to expand reach and audience of public education information
- Collegial and involved in networking within the field of urologic advocacy and patient organizations

Criteria for Selecting Next Chair

Chairs are chosen from current or past committee members and are selected by the Public Education Council Chair.

Recent Accomplishments – 2024

UrologyHealth extra® (UHe)

- Quarterly issues sent in 2024 - Fully digital issues were created on the topics of What is Urology? (Spring), Pain Below the Belt (Summer), Fertility Preservation and Reproductive Health in Urology (Fall) and Special Firefighter and Bladder Cancer Issue (Winter-pending)
- The winter issue is being funded by ImmunityBio and set to release early 2025. It will also be available for print distribution.
- Committee members were sent each issue via email and encouraged to share on social media.

Podcasts: 10 podcasts were developed and launched in 2024 (total of 234 podcasts)

- Podcasts are available on Spotify, iTunes, Sound Cloud and Urologyhealth.org
- Podcasts have been played over 36,000 times in 2024
- (2) Video podcasts were created and released on streaming platforms and YouTube. Topics included Living with a Urologic Cancer and Clinical Trial Basics

Social Media and Website

- Social Media followers 137,000
- Maintained weekly development of Care Blog posts

Reaching Patients Everywhere by Supported Ability to Reach Patients:

- At Home: UrologyHealth.org website, UHe, Educational Videos, Care Blogs and Emails
- On the Go: Podcasts, Facebook, Twitter (X), Instagram and new for 2024: LinkedIn