

Terms of Office 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 (PEC) reports to the UCF Board of Directors. The Chair reports to the board at the regularly scheduled board meetings.

Council Meetings

There will be at least two virtual 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

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.

Compliance

Positions on Councils, Committees, Editorial Boards and Practice Guidelines Panels are open to AUA members in good standing. All members must agree to abide by *AUA's Committee Policies & Procedures* (see *AUA Participation Terms & Conditions* documents located under My Committees Section of the [myAUA](#) webpage). These documents include the requirement to abide by [AUA's Civility Policy](#) and annually complete a Conflicts of Interest (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 policy violation.

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 – 2025

- Began implementing the first year of a three-year Strategic Plan which focuses on refinement of content. As such, when an AUA guideline update is released, this Council 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) to evaluate relevant content to create meaningful patient-friendly resources.
- Contributed to the development of multiple industry-funded projects to include a UrologyHealth *extra*® Special Issue for the Firefighter Community, focusing on bladder cancer, which received a Silver Award for the category of Best Consumer Magazine.
- The Foundation made billions of patient education impressions worldwide, empowering people to improve their urologic health and confidently navigate care. This Council contributed to the Foundation offering a variety of modalities, so all people can find credible urologic patient education that speaks to them, reaching people across the globe through videos, podcasts and the online platform of our website, achieving more than 5.9M impressions through visits to web pages, visits to dedicated microsites and PDF downloads.