

Terms of Office Chair: 3 years (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

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 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 – 2025

- Our award-winning magazine, **UrologyHealth extra**®, achieved more than **3.1M impressions**
 - Strategy updated to bi-annual issues (Summer/Winter)
 - Fully digital issues were created on the topics of Bladder Cancer (Summer – Special Issue) and Aging in Urology (Winter)
 - The summer issue (Special Bladder Cancer Issue) was funded by Astellas & Pfizer, with print distribution and a three-month promotion.
 - Committee members were sent each issue via email and encouraged to share on social media.
 - Special Firefighter Issue of UHe won Silver Davey Award in 2025 for Best Consumer Magazine
- Our patient-facing podcast, **The Urology Care Podcast**, brought engaging and hopeful conversations with patients and urologists, achieving more than **113K impressions** through podcast listens, promotional video shorts and web page views.
- **Social media** continues to connect people globally, allowing us to gain more than **9.2M views** through impressions, engagements and ads, with a following of over **134K people**.
- Our website, **UrologyHealth.org**, achieved more than **5.9M impressions** through visits to web pages, visits to dedicated microsites and PDF downloads.
- Reaching Patients Everywhere by Supported Ability to Reach Patients at home and on-the-go: UrologyHealth.org website, UHe, Educational Videos, Video Shorts, Care Blogs, Podcasts, Emails and Social Media (Facebook, Instagram, LinkedIn and X)