

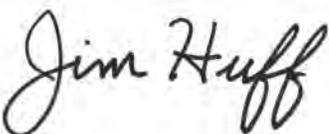
A Note from the President

It didn't surprise me to see that one hundred percent of the HeSCA members that responded to our recent survey said that having a professional organization was of value to them. It also didn't surprise me that "networking" was identified as the most valuable benefit that HeSCA provides its members. Reuniting with the officers and Board members in Providence for our midyear Board meeting was a great way to start off the new year. Relationships with these friends spans decades and I count them among the most important I have. We accomplished a lot for the short time we were together.

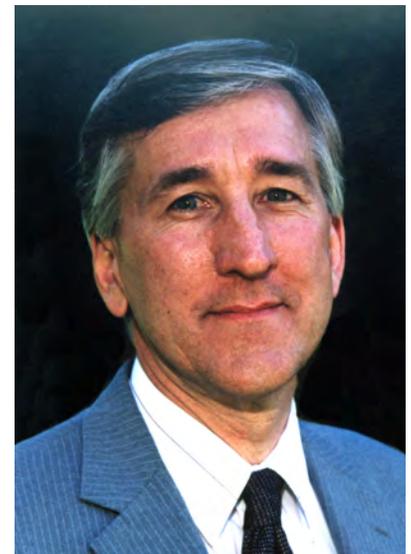
I was very excited to see how the annual meeting planning is progressing, as well as experiencing Providence, both the city and the beautiful Biltmore Hotel. So mark your calendars, you won't want to miss this one.

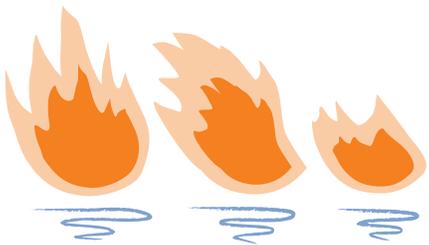
We also reviewed and updated the constitution and bylaws to streamline our operational functions and make us more efficient (see *Changes to Our Constitution and Bylaws* in this issue). We will be putting the proposed changes before the membership soon for a vote. In addition, we reviewed and decided to purchase an online registration system for both the annual meeting and membership. This will not only make registration quicker and easier, but allow us to maintain more efficiently the currency of our member database. Finally, again based on the responses from the survey, LinkedIn was strongly identified as the social media channel of choice. I would like to encourage you to sign up at LinkedIn, check in the HeSCA group, and post something—hopefully a little more often than "when I have time".

So grab a cup of coffee, sit down, and spend some time seeing what's going on with your professional organization



Jim Huff
President, HeSCA





53RD INTERNATIONAL CONFERENCE
ON HEALTH & SCIENCE COMMUNICATIONS
PROVIDENCE

Reflections & Connections

JUNE 20–23 2012

Plans are now well underway for the 53rd International Conference on Health and Science Communications, *Reflections and Connections*. This year's meeting takes us to lovely Providence, Rhode Island, a city known for its creative spirit, fabulous restaurants, and manageable size. We'll also get to see a Waterfire show, during which a series of 100 small bonfires blaze on piers just above the water of the three rivers that run through Providence, heightened by a soundtrack of eclectic and unusual music. (See www.waterfire.org/)

But aside from the wonders of Providence, attendees will be treated to a stellar array of presentations, workshops, and networking events. These include a "DeepDive" strategic planning management session by Andrew Boynton, dean of Boston College's business school; an in-depth look at social media as a business and professional tool; several presentations about integrating creative approaches in our work; a discussion on cartooning for health communications; a walking tour of colonial Providence; and much more.

This year's meeting promises to be a memorable event for HeSCAnS and their friends, one to reflect on the rich heritage of HeSCA's 53 years as the premier organization in health and science communications, as well as an opportunity to nurture new ways of staying connected in the future.

REGISTER NOW at www.hesca.net/providence

Changes to our Constitution and Bylaws

by Jim Huff

The Board will be recommending to the membership several changes to the Constitution and Bylaws to create more efficiency and flexibility within the leadership of the organization as well as bring us into current compliance with our non profit status.

We have updated the wording in the Constitution **Section 2. Not-for-Profit Status** and **Section 3. Dissolution and Disposition of Assets** to be in compliance with our non profit status. In **Article II. Membership, Section 1. Application and Selection** membership will begin upon approval by the Board. We removed the requirement of dues payment in the event that there are changes to the dues requirement in the future. In **Article III. Governance, Section 1. Officers** and **Section 5. Board of Directors Composition and Representation** we reduced number of elected Board members from 6 to 2 to function more efficiently with the present size of the organization. In **Article III. Governance, Section 10. Amendments** proposed amendments and changes to the Constitution can be made by a simple majority of those voting. The requirement for at least half the membership to have voted was eliminated to streamline the approval process. Presently, if we do not have more than half the membership voting, we need to hound the members to vote until we receive the required number of votes.

In the Bylaws **Article II. Members, Section 1. Membership Classes** and **Section 4. Delinquency** applicants will become members or be removed as members upon approval by the Board (the dues requirement was removed for reasons described above). In **Article III. Officers, Section 3. President-elect** the President-elect is no longer required to chair a meeting of the general membership allowing us more flexibility in meeting frequency. In **Article III. Officers, Section 5. Board of Directors** the Board must report to the association before the end of the current fiscal year rather than at the annual meeting. In **Section 6. Additional Members of the Board** the Board may approve additional Board member recommendations from the President to serve until the end of the current fiscal rather than until the next association meeting. In **Article VI. Board of Directors, Section 1. Elections** the number of Elected Board members was reduced (as mentioned above) and their term limit restriction was removed. This will allow present Board members to run for election again in the event that no nominations are received. In **Section 2. Frequency of Elections** vacant board seats will be filled by election at the end of the current fiscal year rather than at the annual meeting. In **Section 3. Nominations** the president-elect rather than the Nominations Committee will make recommendations for nominations. In **Section 4. Manner of Elections** the ballots will no longer need to be verified and the election results will be announced following the election rather than at the annual meeting. In **Article V. Committees, Section 1. General Role** committees and committee membership "may" be appointed. Currently they "shall" be created and appointed. Similarly in **Section 2. Membership in Special Interest Groups** the wording for dues support of the SIGS was changed from "shall" to "may". And finally **Article IX. Conflict of Interest Policy** was added to keep us current with the requirements for our non profit status.

We will be sending out the entire revised and amended Constitution and Bylaws for an approval vote in the near future. This summary should assist you in understanding the recommendations we are making. Presently, according to the Bylaws, we will need over half the membership to vote to approve or deny these recommendations, so when you receive your ballot please take the time to return it

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Nominations

Please send your nominations for
HeSCA President and **Board**
members to Jim Huff by
May 30, 2012:

Jim.Huff@ucdenver.edu

H&SCA



IMI Conference in Glasgow 2012

Consider attending the UK's Institute of Medical Illustrators Conference this year in Glasgow, Scotland. HeSCA members are always given a warm welcome across the pond!

www.imi.org.uk/document/imi-conference-2012

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or visit the website, www.hesca.net/providence/sponsors

Tales of an American Guest at the IMI Conference

IMI 44th Annual Conference, Cheshunt, UK, 5-8th October 2011

by Tom Kidder

It was an honor and a pleasure to be invited to speak at the Institute of Medical Illustrators (IMI) conference at Theobalds Park, Cheshunt in October, and I am grateful to IMI and HeSCA for granting me a scholarship that paid for the trip and conference fees. The conference and other encounters offered rich professional and personal experiences.

I began my stay with the added bonus of visits to Cambridge and Leicester medical media production groups. Roger Hickenbotham (an old friend from HeSCA and an active member of IMI) was my tour guide, host and driver. We were joined by another HeSCA friend and former colleague, Jamie Guth, who now works for WHO in Geneva.

At the University of Leicester Centre for Mass Communication, I met Jon Shears, Director, and Roger Dickenson, Director of Distance Learning. The Web work at Leicester is impressive. The Centre produces short, well made videos in which researchers describe and demonstrate their work in language suited to lay audiences. Some of these are offered as press releases to outlets like CNN for broadcast, and/or their internet sites. Interviews and B roll are loaded to FTP sites for use by broadcasters as well. I thought this was a brilliant approach to showing off institutional research, and could easily be applied to other medical topics, such as preventive health and innovative new treatments for disease and injury.

We then went on to the Health Education Video Unit at Leicester Royal Infirmary, where Roger worked prior to his retirement. This department is concentrating its production on eLearning modules, a very practical application of media skills.

The next day we visited Jerry Nayler and his colleagues at Cambridge University's Media Studio. This facility is amazingly well set up and organized, and is staffed by a highly productive group of creative people. The physical layout of the department is client centered and conducive to professional interaction and work flow. A poster outside the door briefly outlines all of the services the Media Studio offers, and the client enters a neat, friendly waiting area where a TV monitor loops a well produced video demonstrating the work of the department in photography, video production, video conferencing, poster production and graphic design. Brochures are available to clients describing these various services, all using a uniform design and simple language.

Their work in graphic design is outstanding, with Graham Newton leading the team. The department has eight photographers who are rotated through various assignments, so they are able to build proficiency in every realm of their work and avoid the potential boredom of falling into one repeated task. These assignments range from ophthalmic photography, to histology and dermatology, to taking photographs for print material or public affairs projects. There is only one video camera operator/editor, but he works with others including Jerry (who takes the role of producer), the graphic designer, and others.



Tom (right) visiting Jeremy Naylor at his media facility in Cambridge.

The conference itself was outstanding. Dr. Mary Archer, chair of Cambridge University Hospitals NHS foundation Trust, presented the keynote speech. She talked about innovations the National Health Service has made in integrating Shared Decision Making into medical practices. The science of Shared Decision Making had its origins at Dartmouth Medical School, where I work, so it was especially interesting to hear about how these principles are influencing medical care in the United Kingdom, and encouraging to learn how proactive the NHS has been in making Shared Decision Making aides available to all patients.

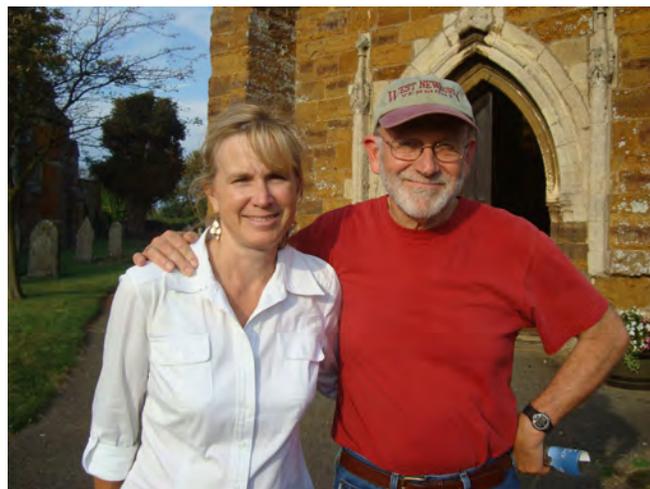
The New Voices Presentations were a series of short talks given by first time presenters. This is a brilliant idea and a highlight of the conference. The level of knowledge and the freshness with which it was delivered was outstanding; a great way to get people seriously involved in IMI as contributing members. This series obviously adds to the strength and longevity of IMI.

All of the other presentations and workshops were inspiring and useful, each in their own way. Some highlights included Ian Williams presenting some captivating samples of his own work in his presentation ***Graphic Novels for Healthcare Communication***. He gave a convincing argument for the use of graphic novels in medical education. Danielle Osborn sent chills of fear through us all as she described real and potential disaster scenarios in her superb presentation ***Major Incident Planning***. Debbie Stanton's ***Access for People with Communication Difficulties*** was another enlightening presentation. It was very well prepared using video interviews with people who have communication disabilities. She described the use of pictures, symbols, colours, and other visual cues to assist these people in situations like way finding.

Another polished presentation was given by Simon Brown in his talk about training non-professional photographers. He described a photography training project he led, and the successful results. He offered practical information, especially useful in situations where a professional photographer is not available, or where the type of photography is fairly routine and repeated techniques can be mastered, as in dermatological photography.

Spike Walker's presentation *Making SEM's into Exciting Imagery* was a real art show of the work he's done over the years in photomicrography, especially those images captured with electron microscopes. Hearing such an artist speak about his work was an inspiration, and his photographs are beautiful.

Of course, the best part of my journey, was spending time with so many fine and interesting people. I loved the enthusiasm and curiosity and pride-of-place of the English, the Scottish and the Welsh, and was drawn into many fascinating conversations. All were quite generous in their welcoming spirit, and I was sorry we didn't have more time together. I saw much of the beautiful British countryside, driving around the Midlands with Roger and spending time in his village of Lyddington; visiting Cambridge; staying at Theobalds Park; and spending two days after the meeting hiking the laws (hills) of Fife with my daughter and son-in-law. The British Isles are a beautiful part of the planet, and the land is well loved and protected. It was altogether a rich, rewarding experience and, once again, I must express my thanks to the IMI and HeSCA for making it possible, and to my friend and guide Roger Hickenbotham.



HeSCA past president Jamie Guth and Tom meet up before the IMI conference in Cheshunt.

Call for Nominations 2012

It's that time of year again ... time to start thinking about the HeSCA awards. This is a wonderful opportunity to recognize individuals and organizations doing excellent work within HeSCA and within our wider professional field. Here is a brief description of the awards.

The Golden Raster Award

The Golden Raster Award, established in 1967, is the most prestigious honor given by the Health and Sciences Communications Association.

As a "raster" provides stability and form to the electronic image so the Golden Raster recognizes those individuals who have provided stability and inspiration to the HeSCA organization through imaginative leadership and unswerving service. In addition the award is intended to recognize the contributions these individuals have made as leaders and innovators in the fields of health and science education and instructional technology.

Distinguished Achievement Award

Recognizes individuals and organizations who have accomplished significant goals in the field of health or science communications over a period of time, and whose cumulative achievements are notable.

Special Achievement Award

Recognizes individuals who have accomplished a significant goal or established a landmark in the field of health or science communications.

Distinguished Service Award

Recognizes members of HeSCA who have demonstrated an outstanding level of service to the Association in a variety of areas over a long period of time.

Special Service Award

Recognizes members of HeSCA who have made a significant and lasting contribution to the Association by virtue of a singular, outstanding achievement.

HeSCA Literary Award

The HeSCA Literary Award recognizes the best paper published in the Journal of Visual Communication in Medicine during the last year by a HeSCA member. Articles will be reviewed by the HeSCA members of the journal editorial team who will pass their decision to the HeSCA Board of Directors for ratification.

Nominations for these awards should be emailed to HeSCA President Jim Huff (Jim.Huff@ucdenver.edu)

Closing date for all nominations is **Friday, March 30th**.