

## WFPI Executive Committee meeting, 10<sup>th</sup> March 2016 (online)

Present/ESPR: Veronica Donoghue/VD (President), Ines Boechat/IB (Past President, EXCOM Chair), Gloria Soto/GS (Vice President), Dorothy Bulas/DB (Secretary), Jaishree Naidoo/JN (Vice Secretary), Tim Cain/TC (Treasurer), Sanjay Prabhu (Webmaster), Amanda Dehaye/AD (General Director).

Absent: Rutgers-Jan Nievelstein (Vice-Treasurer), Kimberly Applegate (IG Representative) – absent due to a mix up with invite lists from AD, sorry Kimberly!!

**Red comments = agreed**

**Blue comments = action**

1/ IPR

### IPR table:

We need to investigate where the Starfish poster will be exhibited and work out which materials to display (printing needs) and/or distribute (IDoR book, pins, etc.). We also need to draw up a schedule to have the table manned for each break.

### Annual Meeting

#### REQUEST FROM AMANDA

Could all EXCOM members kindly help with circulating the meeting invite? Please give the URL

<http://www.wfpiweb.org/WFPImeetingsMay2016.aspx> every time so people have access to all the details – it does reduce subsequent mail traffic

**UPCOMING - WFPI annual members' meeting**

Online or on-site, Mon. May 16 2016, 9 - 10:30 am CHICAGO (CST) time

**UPCOMING - WFPI tele-readers gathering**

Online or on-site, Mon. May 16 2016, 10:30 - 11 am CHICAGO (CST) time

<http://www.wfpiweb.org/WFPImeetingsMay2016.aspx>

#### **To note:**

##### 1/ Online:

Places go to the first 26 who log in (CAUTION: at RSNA, we hit capacity).

Log in details: see <http://www.wfpiweb.org/WFPImeetingsMay2016.aspx>

##### 2/ Onsite:

At IPR Chicago, Regent, 3rd floor of the Fairmount

3/ Times: see <http://www.wfpiweb.org/WFPImeetingsMay2016.aspx>

VD will not be at IPR. As per the bylaws, the meeting will be chaired by the GS, the Vice President, who will also deliver the Annual Report. IB will chair the subsequent discussion. Special care will be taken to secure online participants' inclusion.

### Annual Report

VD and GS will prepare the report together. The aim: keep it shorter than previous years. GS will present it all to keep it fast-moving (30-35 mins) and leave time for open discussion.

The report will cover a synopsis of:

- Telereading (include TB hotline)
- Highlights of onsite teaching
- Highlights of online education (video library)
- Patient safety – including a reference to the WHO Radiation Risk publication
- Changes in communications strategies – website, other
- Publications (one slide, include TB publications)
- IDoR (one slide)
- Main objectives for year to come, reflecting revised Strategic Framework
- Treasury Report (TC)

To fit in somewhere/somewhat: a more detailed zoom (4 minutes each?) on:

- Onsite teaching and tele-reading via the recent Laos visit, part-funded by WFPI: Cicero, Ramdas Senasi
- WHO working group on pneumonia vaccines: Nasreen Mohammed

#### Action

- **VD, GS & AD to prepare the Annual report**
- **TC, RJN & AD to prepare the Treasurer's Report**
- **Requested by mail since this EXCOM meeting:**
  - o **our Secretary team (VD and JN) to prepare the IPR table**
  - o **All EXCOM members to circulate meeting details and issue invites**

## 2/ Virtual education

To date, social media cases and video production have worked well. The website has become a secondary place to visit and a repository for information disseminated via other channels.

We need to generate original content and avoid overlap with SPR

The problem: apart from the handful of cases secured for IDoR/Radiopaedia, all our cases were being produced from Boston, leading to overlap with SPR. So they were not worth pursuing.

What we need:

1/ Content from all over the world. We are not getting it right now.

It is not that hard to generate. EG see this link:

<https://www.facebook.com/176723089107785/photos/a.231814213598672.51457.176723089107785/929181190528634/?type=3&theater>

We could also encourage people to

- publish a case,
- make e.g. 3 points about it
- AND link it to an article or free information already available elsewhere – Michael Alessandro's sites, Radiopaedia etc.

2/ Content generated on a "drip drip drip" continuous basis. To date, we have had content production in fits and starts. This is lethal for an online presence. It has to be a constant, one drop at a time.

This explains the stagnation of/drop off in web traffic and online followings.

3/ We also need to resource our online education team. Sanjay has been calling for replacement on the website, there is no online education team in place right now.

**So: we're in a void – on content generation, and resources. Yet this is potentially the WFPI's biggest area of added value. We have seen the results we can secure with the video library (11K views, 140 countries reached, videos being picked up by other platforms) and the cases online.**

The plan:

#### 1/ Strategic framework:

Split virtual education and onsite education, with the latter absorbed into “outreach” (sub-committee?)

The suggested text for online education was annexed to the agenda for this meeting.

*But our strategic objectives will remain out of our reach unless we also work on.....*

#### 2/ Making it happen:

Now the first five years have passed, take WFPI into Phase II

Committee leaders develop action plans AND timelines for follow through and results. The plans would include resource needs (volunteers and staff), budgets and other forms of support.

The leaders report to EXCOM every 3 or 6 months so as to monitor progress, discuss what works and what doesn't, and seek solutions together.

Regarding proposed solutions (Zika imaging findings/NEJM, program heads, Ghana trainees): as they come up, these will be included in the education project plan so as to ensure follow through and translation into results, with EXCOM officers playing an active role in follow through.

With a plan, we then start re-building the virtual education team.

- a) Regarding the leadership: we are splitting online and onsite education, and reaching the end of current leadership terms as set out in the bylaws. So with Dorothy and Sanjay's help, we need to identify an online education leader going forward. It must be a physician with the requisite online skills and at ease with negotiations on when content is national, regional or international.
- b) Regarding staff support: Amanda needs to dedicate more time to supporting the leadership with the management of online education. We hope Jennifer Boylan might also be able to help.

#### 3/ Governance

We need to incorporate committee leaders – online education and outreach - into EXCOM

#### 4/ Meanwhile

WFPI will have the spotlight following the ACR Humanitarian Award. We need to have the website recharged by May.

#### **Action:**

- **Between now and IPR, come up with a project outline for online education, for discussion with the leadership at IPR (AD to steer)**
- **Finalization should include contributions from the future leader, team members and cross-regional key online figures (AOSPR webmaster, SLARP webmaster, SPR webmaster, CinnkiKids, Erich Sorantin etc.)**
- **Pull out the stops to build some new content into the website by May – could all EXCOM members participate?**

### **3/ Bylaws revision**

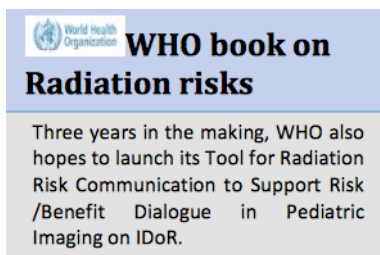
A bylaws revision is required (can be done via e-votes) to include the following positions in EXCOM

- Online education leader (will represent the webmaster, the social media team and the online video library)
- Outreach leader (will represent tele-reading, TB, US, onsite teaching)
- The Founding President, for as long as she feels able to stay

**Action: TC and AD to put the revision together: aim to have it ready for an e-ballot in May/June**

### **4/ Upcoming issue of WHO's Radiation Risk Communication document**

This topic was covered in a WFPI newsletter last year:



The document is now ready and due for launch on April 14<sup>th</sup> with a webinar on April 22<sup>nd</sup>. It would be good to present it at IPR, somehow.

**Agreed**

- **GS will consult with Don Frush**
- **We will include a slide on it in WFPI's Annual meeting**
- **We could include information about it on our IPR table**
- **GS could organize bullet points of the document or - even better - a short video of it (recorded on an iPhone is fine!!! Or just slides and talk over them) for dissemination on our social media and the website**

**5/ Strategic Framework – moving forward**

Calendar:

- ⇒ **Prior to the April 7th EXCOM: AD circulates to EXCOM the FULL draft of the revised Strategic Framework**
- ⇒ **April 7th EXCOM: discuss and finalizes/approves the draft**
  
- ⇒ **By mid-April : AD circulates the final version to EXCOM**
- ⇒ **By end of April: EXCOM validates the final version**
  
- ⇒ **By 1st week of May : AD circulates the final version to the full Council**
- ⇒ **By 2nd week May: the Council validates the final version**
  
- ⇒ **By IPR: we post the final version online**
- ⇒ **at WFPI's Annual Members Meeting, IPR: we present WFPI's objectives moving forward based on the revised SF**

**6/ EXCOM turnover**

Needed:

- a new online education leader
- By IPR: a Vice President to be nominated from AOSPR and
- By IPR: a Vice Treasurer from SLARP or SPR (ESPR will be Treasurer, AOSPR has just been Treasurer, AfSPI is moving into Secretary and, in 2017, Vice President)

**Action: AOSPR and SLARP or SPR to identify new officers. The search is on for a new online leader.**

**7/ Ghana (DB)**

The Ghana residents use desktop internet access more than handheld devices  
DB intends to discuss lobbying vendors with RSNA for including installation and maintenance instructions with machines. There is too much dependence on government services and finances right now.  
DB will write a report, which we can share online and encourage people who have encountered the same issues elsewhere to share their experienced.

**Next EXCOM meeting: Thurs 7th April 2016**