2012-2013

Committee Descriptions, Initiatives and Rosters

Public Affairs Committee *(Ad Hoc Committees)*

Description: The **Public Affairs Committee** is charged with developing programs to provide information on issues of cytopathology to the public and developing patient education programs for the Internet and local/ national forums

Responsibilities

- Monitor current articles, news feeds, etc. that affect the field of cytopathology and develop a response as needed.
- Recommend ways to promote ASC's standing among other pathology and medical societies.
- Recommend improvements to the ASC Web site in order to better educate the public, physicians and our members about the Society's mission, programs and events.
- Promote a positive image of the field of cytopathology
- Work closely with the ASC foundation board on advocacy efforts
- Nominate colleagues for ASC Achievement Awards
- Schedule face to face meeting at ASC annual meeting and conference calls as warranted
- Chair to provide EB with evaluation update of committee initiatives/achievements and committee member participation per schedule from ASC staff.

2012-2013 Initiatives

- **Committee to review 2012 ASC strategic plan and responsibilities and align/prioritize specific initiatives for 2012-2013**
- Explore 'sunsetting' the ASC Listserv and replacing with more modern web-based communication that members find useful and friendly.
- Expand communication promoting the ASC and its activities to a broad audience, using social media.
- Increase activity on Facebook, LinkedIn, Twitter, etc.
- Blog regularly about important issues concerning the field on the ASC Web site.
- Increase communications surrounding the Annual Meeting:
- Daily blogs or Tweets re: annual meeting activities/highlights
- Develop press releases on hot topics/abstracts from the ASC Annual Scientific Meeting.
- Explore development of a media day at the ASC Annual Meeting by inviting press.
- Increase advocacy with renewed focus on the individual patient and non physician health care workers. Develop and prioritize specific initiatives in this area.
- Explore jointly branded communications with the ASCP or other organizations on hot topics and advocacy areas.
- Work with Government Affairs and Economic Policy Committee for press release on

2012-2013

Committee Descriptions, Initiatives and Rosters

policy changes and the effects on the practice of cytology

- Educate the public through the ASC Web site Promote the professional identity and evolving role of the cytopathology professional
- Successfully promote: ethical practices, safe and reasonable workloads, properly educated workforce for the prevention of disease, EMR issues
- In collaboration with the Clinical Practice Committee consider a paper on the 2012 Cervical Cancer Screening Guidelines for publication in JASC.

Public Affairs Committee
Julie Kunkel MD, *Chair, 2014*
Alice Coogan MD*, 2013*
Barbara Crothers DO, *2013*
Eliza Enstine BS CT(ASCP) *2013*
Lori Haack BA SCT(ASCP) , *2013*
Aparna Mahajan MD, *2014*
Marina Mosunjac MD, *2014*
Chiara Sugrue MBA MS SCT(ASCP) , *2014*
Mark Vande Haar CT(ASCP) , *2014*
Gladwyn Leiman MD, *ex officio (Foundation Board)*
Wen-Chi Foo MD, *2013, Junior Ad Hoc Member*
Nicole Nelles MD, *2013, Junior Ad Hoc Member*
Michael R. Henry, MD, *EB Advisor*
Beth Jenkins, MD, *ASC Staff Liaison*