

ISUOG Outreach Committee Terms of Reference

Secretariat Liaison: Senior Outreach Programs Coordinator

Purpose

The Outreach Committee's primary objective is to promote the education, training and the availability of ultrasound in underserved communities around the world with the goal of improving women's and perinatal health. This links directly to ISUOG's overall mission, *'that every woman in the world has access to ultrasound, that every scan provider is competent and that the diagnosis of obstetric and gynecologic conditions is effective so that women's health outcomes improve'*.

Achieving the agreed objectives is done through the ISUOG Outreach program, which provides intensive hands-on training in ultrasound in obstetrics and gynecology, supported by essential theoretical knowledge. The Outreach Committee has responsibility for developing new Outreach programs ensuring these programs can attract philanthropic income in the longer term. Current program focus is on locations with under-developed healthcare systems in the first instance.

Outreach critical success factors

- To collaborate with key stakeholders to ensure a strong Outreach strategy is developed and maintained.
- To ensure the highest standards of training materials used in Outreach programs.
- To conduct thorough reviews of potential Outreach sites, and to recommend viable and sustainable Outreach projects to the Board of Trustees for approval.
- To foster relationships and important partners to ensure the success of all Outreach projects.
- To support robust reporting methodology to assess the success and future of Outreach Programs to achieve the Outreach mission, vision and strategy.

Outreach mission, vision and strategic goals

- Our mission is to bring comprehensive and sustainable OBGYN ultrasound education globally so every woman can access high-quality ultrasound services with the aim of impacting health outcomes.
- Our vision is that every woman should undergo a safe and patient-centered quality ultrasound as part of their healthcare evaluation.
- The strategic goals are under active review. These are reviewed every 5 years and approved by the Board of Trustees.

Outreach Committee key responsibilities

1. To identify key clinical and geographical areas of need using the Program Identification Standard Operating Procedure (SOP);
2. To identify sites where ISUOG can partner with local NGOs and other organisations undertaking similar activities using the Program Identification SOP;
3. To develop protocols for Outreach activities using the Outreach Operations Manual;
4. To develop core teaching objectives and training plans;
5. To develop templates for core teaching areas;
6. To provide support and structure to enhance educational effectiveness and sustainability of training;
7. To monitor and report on the success of Outreach education activities in-line with the Impact Evaluation framework and Quality Assurance methodology;
8. To develop variables to quantitatively measure success and sustainability in-line with the Impact Evaluation framework and Quality Assurance methodology;
9. To secure donations of ultrasound equipment, physician time, and potentially coordinate donors support utilising the Outreach Partnerships SOP;
10. To establish appropriate NGO / Industry partnerships utilising the Outreach Partnerships SOP.

Membership

- The Outreach Committee consists of a Chair and Vice-Chair, and a group of 8-10 members, which includes a representative of the Education Committee. The Outreach Committee Chair is also an ex-officio member of the Education Committee.
- The overall Chair term lasts 4 years (the Committee follows Vice Chair/Chair model established across the core Committees).
- Member term lasts 3 years and is renewable once.

- Members are appointed by the Nominations Committee, on recommendation from the Chair, following the procedure described in the ISUOG governance document called "Recruitment and Re-appointment of Committee Chairs Members".
- Members meet a minimum of annually, usually at the World Congress, and periodically as required online.
- Ad-hoc members may be appointed to the Committee at the discretion of the Chair (and with approval of the Nominations Committee Chair) to represent industry, NGOs or government organizations as appropriate in pursuance of the Committee's work. A fixed term will be identified for these ad-hoc appointments, outside of the Trustee approved rotations policy.

Process / framework for delivery

- Day-to-day Outreach management is delivered by the ISUOG Secretariat with the support of an external consultant Pax Tecum (collectively known as the Secretariat).
- The Secretariat provision is through the Education department of ISUOG and this team will monitor the work of Outreach education to ensure it is in line with broader education goals.
- The Secretariat is the main point of contact for the Committee and will work closely with the Chair to plan and progress activities for Outreach.
- The Secretariat provides the Outreach Committee with the appropriate administrative support for meetings, communication tools to communicate as necessary, e.g. Basecamp, and meets with the Chair and Vice Chair on a regular basis throughout the year to facilitate effective development of the relevant processes and programs.
- The Secretariat will work closely with the Chair to support the preparation of the necessary reports for the Board of Trustees, where necessary.
- The Secretariat will support the Committee to provide the appropriate orientation to new Committee members to ensure the remit of the committee and its responsibilities are fully understood and delivered to.
- The Committee is responsible for producing and reviewing standardised training materials with quorate approval. The final approval of this material is by the Outreach Chair, Outreach and Education Committees. The Outreach program does not certify sonographic skills; but it does certify attendance and completion of the course. ISUOG's Outreach Committee assumes no responsibility for clinical work that is provided by the trainees. This responsibility is assumed by the MOH/Hospital/Clinic where the trainee is employed.
- A quorum necessary for decision-making and includes the Committee Chair, three Outreach Members plus a member of the ISUOG Secretariat.
- If the Chair is unable to attend then the Vice-Chair assumes the Chair's responsibilities.
- If members are unable to attend the two compulsory meetings per year, they must inform the Secretariat.
- Other members, including Industry and NGO partners, can be invited to meetings by the Chair as necessary, determined by the agenda.
- Historically the Committee has had the opportunity to meet in-person at an Outreach Summit, usually at the ISUOG office in London, however this has been suspended until the Outreach Strategy is confirmed and only if budgets allow. This is agreed in consultation with the CEO.