

COMMISSION

COMMUNICATIONS and MEMBERSHIP COMMITTEE

COUNCIL ON LIFESTYLE AND CARDIOMETABOLIC HEALTH

- Mission:** To put cutting-edge emerging science on nutrition, physical activity, obesity and diabetes into context for Council members and a broad range of health professionals. Access to timely information will be an incentive for Council membership, and the Committee will provide a critical analysis and overview of new research that will serve as an important resource for the American Heart Association – and ultimately, the media and public.
- Drawing upon the skills and knowledge of relevant Committee liaisons and external experts, communications vehicles like a web site and newsletter will be developed to serve as a central repository, through which new research is synthesized and a comprehensive database built. These same delivery mechanisms will serve to inform Council members about relevant legislative issues, important meetings, and other developments of significance.
- Reports To:** Council Chair and Executive Committee.
- Number of Members:** Eight (8) members shall include:
- Chairman/Newsletter Editor
 - Web Page Manager
 - Up to 6 members representing the Council's constituencies.
 - Ex-officio members: Council Chair and Vice Chair
- Method of Appointment:** The Council Chair shall appoint the Chair of the committee. The Council Chair in consultation with chair of the committee shall appoint the Web Page Manager and members.
- Term of Office:** Committee terms shall be for two years, and shall begin and end with the AHA fiscal year (July-June). Terms shall be staggered to insure continuity. Members may be re-appointed for one term.
- Frequency of Meetings:** The committee shall meet in conjunction with the AHA Scientific Sessions and by teleconference as needed.
- Time Commitment:**
- Meetings: 1 half-day per year.
Other: 2-4 hours per month.
- Chair's Responsibilities:** The chair shall also serve as a member of the Executive Committee and will attend two face-to-face meetings per year (spring and November). The chair is responsible for:
- Filing a written report on the committee's activities, including proposals for new initiatives and project updates, at least 3 weeks prior to each Executive Committee meeting.
 - Attend Executive Committee meetings and present Committee report.
 - Attend the Annual Business meeting and present a report as required.

- Work with AHA staff to set meeting dates and times.
- Review the structure and operating plans of the committee, including policies, procedures and assignment of responsibilities.
- Identifying and recruiting committee members.
- With the assistance of staff, edit and publish 1-2 issues of the Council Newsletter each year.
- Determining the focus and soliciting articles and contributions for the newsletter and web site.
- With the assistance of Staff, develop an annual plan and budget and oversee development and implementation of projects.
- With the assistance of staff, organize the content and visual layout to stimulate reader interest.
- Assign responsibilities as needed.

Committee Responsibilities:

The committee will promote communication and unity of purpose among the varied members of the Council on Nutrition, Physical Activity and Metabolism. The content of the newsletter and web page is at the discretion of the Chairman and typically includes the Council's goals and activities, trends and developments of interest to the members, and pertinent information about the AHA (such as the research program).

- Promote the utilization of the newsletter and web page as aids to two-way communication between the Council's leadership and members.
- Gather and compile summaries, reports, articles and other information of interest to the Council's membership from the Council chair, committee chairs, and other sources.
- Disseminate information regarding research and educational activities in nutrition, physical activity, obesity and diabetes.
- Promote initiatives for improved funding of research, education, and patient care.
- With the assistance of AHA staff, insuring the web page content is up to date and accurate.

Member Qualifications:

- Knowledge of the developments and emerging trends in the fields of nutrition, physical activity, obesity and diabetes.
- Extensive professional networks within and outside the Council and the AHA.
- Excellent interpersonal skills, including the ability to identify information needs from the reader's point of view, and to persuade potential authors to contribute materials useful to the members.
- Excellent oral and written communication skills.
- Familiarity with communication and publishing technologies.
- Demonstrated change management skills such as accountability, flexibility, rational and timely decision making, initiative, and innovation.
- Organizational skills and time availability to be able to meet deadlines and follow-through on commitments.
- Working knowledge of the AHA strategic goals and organization.

Staffed By:

Council Manager