



## **Agenda of the ICS Fistula Committee Meeting**

**09.00-17.00, 10th February 2012**

**Sheraton Skyline Hotel, London UK**

**Attending:** Sherif Mourad (Chair), Jacky Cahill\*, Sophie Fletcher

**In Attendance:** Dominic Turner, Ashley Brookes, Chris Angle

**\*Jacky will leave at 10.30 am on 10<sup>th</sup> February**

### **Friday 10th February**

- Fistula committee fund raising strategy- Jacky Cahill  
To be discussed and schedule drafted
- Awareness Plan for Fistula Prevention- Jacky Cahill  
To be discussed and schedule drafted
- Fistula website- All to work on with the ICS office staff
- Fact Sheets- Sophie Fletcher  
To be discussed and further information/assistance to be provided from the Committee to Sophie
- Newsletter- Sophie Fletcher  
To be discussed and further information/assistance to be provided from the Committee to Sophie
- Website Notifications- Sophie Fletcher  
To be discussed and further information/assistance to be provided from the Committee to Sophie
  
- Fistula Video- Sherif to work with Chris Angle
  1. To be condensed
  2. Sherif to provide commentary

### **Additional Information**

#### **Saturday 11th February- PCC side of meeting**

Sherif and Sophie to attend the PCC meeting for 30-40 minutes to discuss the Fistula Committee plans that require PPC comments or approval.

Jacky will also be in attendance as a PCC member.

ICS Fistula Committee Meeting  
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Attendees:

Committee Members: Sherif Mourad , Jacky Cahill, Sophie Fletcher  
ICS Staff: Dominic Turner, Chris Angle , Ashley Brookes

Opening Remarks: Sherif Mourad

Meeting Goals:

Small group-focused work on two key issues:

1. Raising awareness about the committee (marketing)
2. Website development

Marketing

- Contacting other fistula organizations internationally to educate them regarding the committees work
  - The goal of this marketing is not primarily to generate funds, but to generate a presence among other similarly-minded incontinence/pelvic health organizations (IUGA, EAU, SIU, AUA for example).
  - This marketing would consist of written information, and personal contact from Jacky.
  - This would result in marketing gains such as having our logo with a link on their website.
  - Secondly, these organizations may have funding to designate for ICS Fistula Committee work.
- Creating awareness for organizations and potential fistula course trainees in the developing world:
  - How can we communicate with people in the developing world, and let them know about the training courses, especially when they represent the group with the greatest need?
  - Communicate through ISOFS, AFFCS (Africa Fistula & Continence Society), PACS, PAUSA (Pan African Urologic Surgery Association), Asian Urological and Gynecological Societies, UNFPA, WHO
  - Jacky may be able to send email bulletins to these societies' members through their member email address listings

- Dominic to set up an ICS email account for Jacky, given that she will be contacting these organizations regularly
- Dominic will also set up a more discrete link to the Fistula Committee microsite, [www.icsoffice.org/fistula](http://www.icsoffice.org/fistula)
  - This will be easier to include in emails, and add as a link for organizations and individuals on their websites
- **Action items for Jacky:**
  - 1. Dominic to set up an email account for Jacky to email overseas organizations**
  - 2. Jacky to contact organizations**
  - 3. Jacky will report back to Sherif April 1<sup>st</sup> regarding her progress**

#### Prevention of obstetric fistulas:

- Question of “prevention” came up as an area where Fistula Committee has not yet focused efforts.
- Discussed that awareness is a first step toward prevention
- Concluded that efforts will be focused on awareness and training course development for now
- Review of meeting minutes from Glasgow meeting show that committee decided to focus efforts on:
  - Awareness of the committee among ancillary healthcare professionals
  - Treating the complex complications associated with failed fistula repair, and teaching this to others

#### Fistula Textbook

- To be Published by ICS
- To be edited by Sherif et al.
- Preliminary list of chapters with authors discussed
- Chapters to represent: history, epidemiology, surgical technique, complications of fistula repair surgery, rehabilitation, to name a few
- Sherif to contact proposed authors individually regarding participation

#### Video Editing: Sherif, Chris, Ashley

- Sherif has many videos of fistula surgeries, each several hours long
- Sherif worked with Chris and Ashley to edit these videos into shorter videos.
- Surgery videos will be available for “members only” viewing on the ICS Fistula Committee microsite

- Another use for the videos will be to produce a more comprehensive e-learning module for the main ICS website
- **Action for ICS OFFICE – Ashley Brookes:**
  - 1. Edit down the rest of the videos and make them available to sheriff via a hidden webpage on the ICS Website.**
  - 2. Arrange another meeting with sheriff to narrate all the videos.**

#### Website Updates: Dominic and Sophie

- Title banner of microsite changed from “Fistula Worldwide” to the more appropriate “ICS Fistula Committee”
- Discussed changing Fistula Committee logo to say: “Fistula Worldwide. Care Across the World” (The group agreed on this.)
  - Dominic will follow up with logo changes
- Mission statement to be outlined on first page of microsite
- A slideshow of photos from surgical training courses will be added to the top of the page
- Tabs in left sidebar updated:
  - MEMBERS
    - Associate Member category of the Fistula Committee is dissolved, per Sherif
    - Members section updated with addition of associate members: Stavros Charaloambous, Paul Hilton, Diaa Rizk, Lan Zhu and Edward Stanford
  - NEWS
    - Sophie will work with Sherif to create more Fistula Committee news
    - This will start with updates regarding recent past, and upcoming surgical training courses
  - DOCUMENTS AND FORUMS
    - Several outdated documents were deleted, updating the section
  - INFORMATION AND E-LEARNING
    - This section separated into 2 new tabs:
      - PROFESSIONAL EDUCATION
        - Will consist of surgical technique teaching videos, ICI chapter updates, and A reference list of research publications/presentations by committee members
      - PUBLIC INFORMATION

- Consists of the *Obstetric Fistulas in the Developing World* leaflet, the *ICS Obstetric Fistula* Video
  - The ICS Fistula Committee Fact Sheet will be added to this section
- CASE HISTORIES, SURGERY AND SUCCESS STORIES
  - This section was changed to PATIENT STORIES
  - Sherif will upload patient photos from his surgical training courses and add captions, to be added to this section
- WORKSHOPS AND EVENTS tab was changed to SURGICAL TRAINING
  - This section outlines the schedule of surgical training courses, past and future.
  - The format of the schedule was updated for easier navigation
  - Each new posting for a course will have a link directly to the application form for the course
  - The schedule was updated with the upcoming Luxor training course
  - A goal will be to keep this schedule updated 6 months in advance of course dates, and always have a notice stating when course enrollment is full
- FINANCIAL SUPPORT tab was changed to DONATE NOW
  - The goal of this change is to make it easy for site visitors to make donations toward the mission of the ICS Fistula Committee
  - This tab will contain a description of expenses incurred by surgical training courses and efforts toward awareness
  - Visitors will be guided toward donation amounts by reading what certain donation amounts can fund
  - For example: “A \$10 donation can buy the food needed by one fistula patient as she recovers in the hospital”, “A \$50 donation can buy the antibiotics and pain medications required by one fistula patient”, “A \$1, 500 donation can fund the tuition for one medical doctor from an underserved country to undergo a fistula repair surgical training course”, etc.
  - Sophie to work with Sherif via email to get estimates on costs of items for this section
  - Dominic to work with accountant in ICS office to set up a user-friendly Pay Pal system for this section
- FISTULA IN THE NEWS SECTION deleted
  - This section was interesting, but difficult to maintain
  - When the above-mentioned sections are running smoothly, committee members may elect to re-instate this section and update it regularly

- **Action items for ICS Office – Dominic Turner**
  1. Change microsite banner from “Fistula Worldwide” to the more appropriate “ICS Fistula Committee”.
  2. Change Fistula Committee logo to say: “Fistula Worldwide. Care Across the World”.
  3. Set up on-line photo album account for Sherif to upload photos from past surgical training courses.
  4. Add a slideshow of photos from surgical training courses to the top of the committee web page.
  5. Set up a user-friendly Pay Pal system for donations in the “Donate Now” section.
- **Action items for Sophie**
  1. Get Fistula Committee sign-off on Obstetric Fistula fact sheet for updated PICC publication of Fact Sheet Booklet.
  2. Mission statement to be outlined on the first page of microsite.
  3. Work with Sherif to select photos for website banner showing photos of courses/patients and “Patient Stories” section.
  4. Work with Sherif to update surgical training course schedule.
  5. Solicit references from research published by Fistula Committee members to post on the website.
  6. Work with Sherif to get an idea of what supplies, medications, patient meals, etc. cost during surgical training courses. This is for the “Donate Now” section of the website.

ICS Fistula Committee Presentation to Publications and Communications Committee  
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Overview of the previous day's Fistula Committee meeting presented by Sophie, with help from Jane and Dominic

Jane Meijlink recommended that Jacky also include the Pan Arab Continence Society in her awareness outreach toward other societies

- Jane also asked for a review of the recent Pan Arab Continence Society meeting, from Sherif, who attended the PACS meeting
  - Sophie will relay this request to Sherif

Jane also brought up to the committee that the mission statement of the ICS Fistula Committee has not drawn up its Terms of Reference

- The Fistula Committee's Terms of Reference will also need to be ratified by the ICS Board of Trustees

Jane also reminded the committee that the Fistula Committee's Fistula Fact Sheet has been written, and needs to be included in the upcoming ICS Fact Sheet Booklet

- As mentioned above, the Fistula Fact Sheet will also be added to the PUBLIC INFORMATION tab in the left sidebar of the Fistula Committee microsite

Jerzey Gajewski suggested that surgical training course attendees receive a formal "Certificate of Attendance"

- The importance of evaluation forms for course participants was also discussed
- The development of certificates of attendance and evaluation forms will be discussed with committee members via the website forum feature

Jane requested that Suzy Oniel contribute a piece to the *ICS News* describing her personal experience with fistula surgery in underserved countries

- Sophie will contact Suzy regarding this, and refer her to Jane for editorial style and word limit details