

**Unconfirmed Minutes of the Communications Committee of the  
British Orthodontic Society, held on Friday 3 April 2009 at 1.30p.m.  
At BOS Headquarters, 12 Bridewell Place, London EC4V 6AP**

**Members present:**

Les Joffe (LJ)	CEO
Alison Newlyn (AN)	NOW Representative
Baz Parmar (BP)	Editor, BOS News
Mary Lo (ML)	Website Manager
Tracy Posner (TP)	Communications Manager

By invitation: Andrew Hayward-Dunn (AHD) from Dodds the printers

**09/01 Welcome by Chairman**

Les Joffe welcomed members to the meeting.

**09/02 Apologies for absence**

Apologies were received from Mark Forty, Editor of the Business Supplement, Gavin Barry, Editor of Clinical Effectiveness Bulletin, Phil Benson, Editor of the Journal of Orthodontics and Simon Littlewood.

**09/03 New members**

LJ welcomed Mary Lo as a new member to the meeting and mentioned that Mark Forty is also a new member.

**09/04 Minutes of previous meeting on 6 March 2008**

The minutes of the previous meeting were accepted.

**09/05 Notice of AOB**

There was no notice of any other business.

**09/06 Role of the Committee**

LJ has produced a short paper that outlines the role of the Communications Committee. This was circulated at the meeting and Members agreed that this should be displayed on the website.

**09/07 Publications**

**Annual Review**

The Annual Review has been completed and is being printed. This will be sent out with the next issue of BOSNews.

**Journal of Orthodontics**

A report from Phil Benson was circulated to members prior to the meeting. LJ reported that we are working towards having a link from the Blackboard website to the Journal making it possible for readers to claim CPD online. Members highlighted that not all journals are available through the BOS website without having a username and password once directed to Maney's site.

LJ will speak to Maney to ensure BOS members have full access to all issues of the Journal online. Members were informed that the Journal is supposed to go to six issues in 2011; LJ feels that there will not be enough submissions to make this possible.

### **Website**

ML raised concerns over the filing system within the website, the difficulties faced when trying to locate documents and how much is actually stored within the site. This seems to have happened due to all authors storing documents in different places and not removing the out of date material. Strict rules need to be in place to ensure documents are easily accessible. It was suggested that this could be achieved by all website material being sent to ML or Jaki Walker (JW) who will ensure the old material is removed, replaced or archived in the correct folder.

ML and JW will work together to begin to sort through the back log of old material stored on the site. LJ will speak to Cubik to see if it is possible to write a script for 'housekeeping', a program that will list all files with expired dates, and will offer an option to archive or dispose of the page. Members were asked to consider new ideas for the homepage, a new introductory page to keep it fresh for members and the public.

Any suggestions are to be emailed to LJ before the next Board of Trustees meeting (3-4 weeks).

### **BOS News and OBS**

BP is happy with the BOSNews and informed members that it should be completed by the end of April 09. ONG members will also receive a copy. TP informed members that all articles and images are in place for OBS. LJ asked TP to speak with ORMCO as their previous advertisement was published in the previous issue and was originally intended for this issue. There will be no additional cost involved. LJ would like to try and encourage more advertisements for the OBS as the next issue of OBS has a blank back cover and feels that this is wasted space.

BP reminded members that he is coming to the end of his three year term as Editor of BOS News; he was asked to remain on the committee for another year and has agreed but would like to identify someone to shadow him to ensure a smooth change over.

Members discussed the need for a professional photographer to attend all Society meetings and events. This is already the accepted protocol for BOC, Spring Meetings and BOS main events but could be applied to all other Group meetings and smaller BOS events. This is to ensure good quality photographs for publications. AHD has agreed to photograph local events and meetings when needed.

### **Wired**

TP notified members that the timing and focus of Wired is going to change slightly; this is because it was felt that it was becoming too case study orientated. There will be two issues a year, one will focus towards the 'Against the odds' competition and the other will focus towards NOW (National Orthodontic Week, to be discussed further in the agenda). It was agreed that fifty copies is too many to send to each member and all agreed to cut the number of copies to ten per member. Members had a short discussion on who they believe Wired is aimed towards and how we get Wired to them. Everyone felt it was aimed more towards the public, particularly teenagers. Options were discussed on how to reach them. TP will make further enquires and find out a cost for a dedicated micro site for Wired, she may also know of a possible sponsor and will report back to Committee members.

## **Clinical Effectiveness Bulletin**

Gavin Barry circulated a report prior to this meeting. Members were informed that CEB will now be printed in duo colour due to the difficulty caused in reproducing the graphs;, this takes a lot of time and involves extra costs.

## **Other publications**

Members said that they were not happy with the cream tint on the new Patient information Leaflets and there has been a lot of negative feedback. TP explained that the reason for this came from advice from the Dyslexia Association. AHD also highlighted that it is also harder to maintain quality control when printing the tinted leaflets. There was a discussion on possible options to solve this. agreed to speak to David Morris, of Clinical Standards, about the concerns raised and will report back to Committee members.

## **09/08 National Orthodontic Week**

TP informed members that National Orthodontic Week (NOW) is an outreach programme to educate the public. It has its own dedicated Committee. AN is going to be on the NOW Committee and will be the main link between the Communications and NOW committees. This is because there will be matters that will affect other Communications issues. It is a possible that the BOSNews and Wired may have to work around promoting NOW. There are a number of ideas in place to promote this event and many more suggestions and ideas still up for discussion. The NOW Committee is aiming for this event to take place in March 2010. The basic package should be in place and launched at the BOC in Edinburgh. AN will keep Committee members updated.

## **09/09 Photograph storage/downloads**

AHD has been building a photograph open access site for BOS members to visit and view photographs of meetings and events. The site address is [www.bosimages.org](http://www.bosimages.org) and the username and password are guest and guest. This applies to all BOS users, there will also be a link from the BOS website. The site will be promoted to members as soon as the photos from Dublin are uploaded. All images from publications will be stored on the site. Further ideas were discussed on how to find photos easily as the site grows. AHD will take views into account and come up with some ideas for a tree structure. Committee members would also like to build a collection of real life images for the site. Copyright issues will need to be discussed and possibly a consent form to be signed. The photographer at Edinburgh will be asked to provide better quality photos of the Board of Trustees and Rep Body for the website.

## **09/10 Policy on internal and external communications**

LJ circulated the policy document prior to the meeting.

This document was requested by the Board of Trustees to ensure new members coming on to the Communications Committee are aware of the guidelines to follow. LJ read through the policy with members and advised that this policy document will be circulated to all BOS Committees and will take immediate effect. LJ asked members to ensure that documents being circulated and changed are version dated and that the final version is accepted by LJ and / or AnnWright at BOS HO before being sent to AHD.

## **09/11 AOB**

There was no other business

**09/12 Future meetings**

October 2009 – to be confirmed