

## Communications and Public Relations Committee

**Chair:** Jonathan Davy

**Committee members:** Sara Albolino (Co-chair and webinar programme coordinator); Sadeem M. Qureshi (ECC and outreach coordinator); Katie Buckley (ECC and outreach coordinator); Sma Ngcamu-Tukulula (IEA NewsBriefs editor); Kathleen Mosier and Michelle Robertson (senior liaison with external stakeholders); Maggie Graf (Secretary General and VP of IEA).

### Committee roles and responsibilities

1. To improve on and diversify the methods of communication with and between internal and external stakeholder groups.
2. Promote the HFE profession and enhance the IEA's presence on and use of social media platforms (e.g. Facebook, Twitter, LinkedIn).
3. To promote events and activities of the IEA and its stakeholders. This may be achieved through:
  - a. The promotion and sharing of high quality research and practice of HFE through the "IEA webinar program"
  - b. The support and promotion of events, activities and publications that emanate from the IEA's Technical Committees (TCs), IEA networks and federated societies.
4. Enact and leverage the existing MOUs with external stakeholders through IEA executive liaisons.
5. Provide support to the Early Career Coalition, composed of ECRs (researchers) and ECPs (professionals) and other early career groups such as students to ensure the sustainable growth of HFE.

### Activities to date and plans for further development

#### **Social media presence for promotion**

In the attempt increase the visibility of the IEA and its internal stakeholders, the committee has increased the use of certain social media platforms, specifically LinkedIn, and to a lesser extent, Facebook and Twitter. This has enabled our committee to publicize the activities and events of the IEA Technical Committees who have held a number of webinars, most of which are available on the IEA's YouTube channel (<https://www.youtube.com/channel/UCDnjCjRcYB7rBR2PJFw6k6w/videos>).

- **Plans for further development:** There is need to enhance the frequency, quality and diversity of the means through which the activities of the IEA and its internal stakeholders are promoted and shared on these and other platforms. This may require the assistance of professional marketing and communication services.

There is a need for better network creation on various social media platforms, which could include the creation of distinct social media pages for societies, technical committees and networks which may facilitate a wider network through which to disseminate IEA news and events. This should also include determining how societies and networks that do not or cannot use these platforms, can be connected as well.

## IEA NewsBriefs

Under the Editorship of Dr Erin Chiou (until the end of 2021) and Sma Ngcamu-Tukulula (present editor), the IEA NewsBriefs has offered an important platform through which to disseminate the latest news, events, publications, education and award opportunities from within the IEA and its internal stakeholders, but also, to a lesser extent, joint activities with external stakeholders (eg: joint publications between the IEA and the ILO). An exciting addition to the NewsBriefs was the Society Spotlight feature, which offers the platform through which the IEA's federated societies can share their history, insights into their activities and other important information. This has been an important addition to this publication. The repository for previous editions of the IEA NewsBriefs can be accessed here: <https://iea.cc/?s=NEWSBRIEFS>.

- **Plans for further development:** there is a need to perhaps expand the reach of the IEA NewsBriefs through the IEA's internal stakeholder networks and through social media. There is the potential to also profile the IEA's Technical Committees as well as a regular feature.

In collaboration with the International Development Committee (IDC), we are also looking at strategies to ensure that federated societies see value in and contribute to the society spotlight feature in the NewsBriefs. This would involve assisting societies with the drafting of their submissions in collaboration with the IDC.

## Early Career Community development

An important part of growing the base of HFE researchers, students and practitioners is to focus on understanding the barriers faced by the Early Career Community (ECC) which include the aforementioned groups. Historically, these efforts have centered on gaining insights from ECC groups at the IEA Congresses (specifically those who attended IEA 2015, IEA 2018 and the recent congress held in 2021). Driven by Katie Buckley and Sadeem Qureshi, we now have a better understanding of the challenges faced by and mechanisms to be support those trying to find a place in HFE, which has been captured in a manuscript that forms part of the IEA 2021 Special Issue in the journal WORK, which will be published later this year (title: Barriers and Opportunities to Support Early-Career Academics and Professionals in Human Factors/Ergonomics - Revisiting Reflections from IEA2015, IEA2018 and IEA2021). We have shared these results with the Professional Development standing committee and will continue to engage with this committee and the IEA 2024 organising committee to develop various mechanisms of support for the ECC at future IEA Congresses and events. More recently, Katie Buckley in collaboration with a colleague, Kai Yin Davidson-Khor, released and are now analyzing the results of a survey centered on understanding how the IEA Technical Committees have engaged in activities that aim to support early career researchers, practitioners and students. The results will be available by the end of the year.

- **Plans for further development:** the survey mentioned above is due to be circulated to federated societies to further learn about how the ECC is engaged at this level. This will provide important insights into how to build a strong ECC network across the IEA.

## External stakeholder engagement activities

The IEA has formed relationships with a variety of external stakeholders already mentioned in the IEA President's report. This aspect of the CPR committee's activities needs better structure and coordination in many instances to ensure that the agreements between the IEA and its external stakeholders add value to one another. However, to date, there have been outputs:

- **WHO-IEA**

An IEA scientific advisory committee is involved in a collaboration with the World Health Organization Flagship on Patient Safety. Other IEA advisors include Michelle Robertson (US), Pascale Carayon (US; France), Sara Albolino (Italy), Sue Hignett (UK), and Marijke Melles (The Netherlands). We are drafting a guidance document titled Applying HFE to Health Care for Patient Safety, which will be supplemented by a set of relevant case studies gathered from all over the world. A preliminary international review of the draft document will be conducted in Delft during the Healthcare Ergonomics Technical Committee conference.

- **IEA-ILO**

A team of IEA writers created a draft report documenting HFE-related legislation, standards, and guidance documents from a representative sample of countries and regions across the globe. The scope of application includes all occupations, industries, and workers in member states. To complete this report we searched for legislation, standards, and guidelines pertaining to the physical hazards that can arise from manual handling work tasks, and also for those pertaining to other relevant factors such as perceptual, cognitive, and psychosocial sources of risk, and for other work system and environment factors of particular relevance to HFE and OSH.

This project is intended to be the first stage of a process that will culminate in a draft ILO convention on HFE and Manual Handling in the workplace. The report provides evidence-based input for this planned ILO Convention and Recommendation, as well as best practices for HFE and manual handling at the workplace drawn from HFE core principles, evidenced by research and practice, and discussed in the precursor to this report, Principles and guidelines for human factors/ergonomics (HFE) design and management of work systems (2021).

- **Other activities:** through the leadership of the IEA President, a collaborative webinar between the IEA and ICOH was hosted under the theme of whether Tele Work was decent work or not. Additionally, the IEA executive has constituted an Ad Hoc committee on HFE Standardization, which will be headed up by the past-president of the IEA, Yushi Fujita and other IEA stakeholders and specialists.

**Plans for further development:** there is a need to develop a policy and protocol within the IEA around how to manage various external stakeholders' relationships to ensure that it is manageable for the volunteers who will facilitate these relationships.

In closing, I wish to express my sincere gratitude to all those named in this report, Maggie Graf, Lynn Strother, Aleksandra Gamper, Noorzaman Rashid and the broader IEA executive and other stakeholders for their continued support of the CPR Committee's activities.

**Dr JP Davy (CPR Chair)**

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