
THE COLLEGE DIVISIONS

The Communications Division

Responsibilities

The main purpose of the Communications Division is to co-ordinate and improve the contacts the College has with patients, other doctors, and organizations connected with general practice, including Government. Secondly, the Division is responsible for the College's internal communications between its own members and its own committees and working groups.

The Division will work by encouraging as many people as possible to be involved, by spreading responsibility, and particularly by allowing younger doctors to take office within the College.

The policy of the Division will be to innovate when possible, to help the College adapt to a rapidly changing society, and to absorb new technology in order to improve the standard of patient care during the 1980s.

Working groups

The new Executive Committee which will control Divisional policy will be smaller than some previous College committees. It will have only 11 members, and no power to co-opt. Members of the Committee will lead small groups which will carry out the work of the Division.

One Committee which will remain unchanged, but will now be within the Communications Division, is Publications. This will be chaired by Dr Colin Waine (North of England Faculty) and will continue to have responsibility for all the College's publishing arrangements, including those for the *Journal*, *Occasional Papers*, a new Annual Report and a new brochure. It will also help develop electronic communications, which will be the responsibility of Dr Simon Smail (South East Wales).

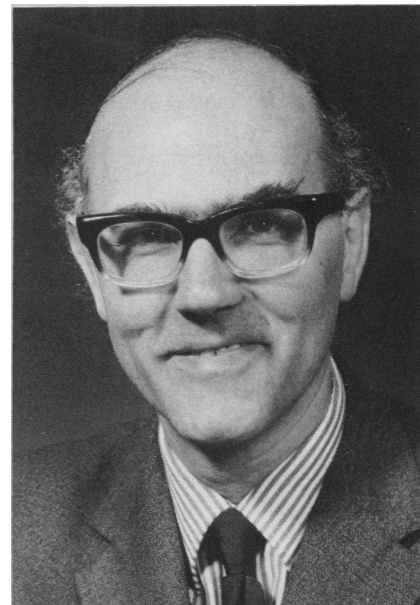
A new kind of appointment within the College falls to Dr Clive Froggatt (Severn Faculty) who will be reviewing the information services of the College, particularly the CIS and the Library Foundation. He will be looking for ways of cross-fertilizing these two services and promoting the College's information services generally.

Dr John Lawson (East Scotland) will have responsibility for international affairs and will be reviewing all the College's overseas links with a view to preparing a College policy.

One of the problems the College faces is its relationship with new principals and trainees. Many of them are still unaware of what the College can offer and do not yet see the need to take up the special offer of Associateship made to them at only a quarter of the current annual subscription. Dr Clare Ronalds (North West England Faculty), who was recently a trainee is to be responsible for encouraging better relationships between the College and young doctors, particularly trainees and young principals.

One of the most dramatic developments within the Division will be a new initiative in public relations. The College will be forming much closer links with television, and Drs Simon Smail and John Bennison, with the help of an Executive Committee led by Dr Donald Irvine (North of England Faculty) will be co-ordinating the College's contribution to the new fourth television channel, which is to produce a series of programmes for the public prepared by the College.

Another new strategy will be to build up better links with patients. Responsibility for initiating this will fall to Dr John Hasler (Thames Valley Faculty) who will continue as Honorary Secretary and Press Officer of the College.



Dr D. J. Pereira Gray, Chairman of the Communications Division.

The Division will also start to consider the standards of care which patients can expect of members of the College, and it will discuss these and other difficult topics during the next year.

Membership and Responsibilities of the Executive Committee

The special responsibilities of Committee members are summarized below and appear in brackets after their name.

Chairman: Dr D. J. Pereira Gray (standards of care).

Members: Dr J. C. Bennison (fourth TV channel); Dr C. Froggatt (information services: CIS and Library); Dr J. C. Hasler (relationship with patients; Press Officer); Dr D. H. Irvine (relationship with Government, GMC and BMA; Chairman, executive committee on fourth TV channel); Dr J. A. R. Lawson (international relations); Dr C. Ronalds (relationship with new principals and trainees); Dr S. Smail (Health Education Council; Prestel; fourth TV channel); Dr C. Waine (Chairman, Publications Committee).

MEDICAL NEWS

Meetings and Courses

BASW Summer School, 30 June–3 July, Owens Park, Manchester. Theme: Chronic illness in everyday life. Further details from Lyn Nock, BASW, 16 Kent Road, Birmingham B5 6RD.

Communication Within the Hospital: Seminar, 18–20 June. Doctor-patient relationships and interdisciplinary communication. Luton Industrial College. Further details from A. E. Boyes, Vice-Principal, Luton Industrial College, Chapel Street, Luton LU1 2SE.

Self-destructive Acts: A Psycho-analytic Approach. 8 May, Institute of Psychoanalysis, 63 New Cavendish Street, London W1. £15.00. S.63 recognized. Applications to the Hon. Secretary, Public Lectures, Institute of Psychoanalysis, address as above.