

ANZHNCS Communication and Education Committee Report August 2025

Firstly, I would like to start by thanking members of the Communication & Education Committee (CEC) Eric Khoo, Tracey Nicholls, Merran Findlay, Sally Ng, Paloma Chehade, and Sophie Fleming for their hard work, dedication, and input over the last 12 months.

To start the year, the CEC undertook a review of its functions in 2025 which focussed on the following 4 pillars:

1. Communication Strategy
2. Educational Programs
3. Public Awareness and Advocacy
4. Digital Presence and Social Media

The Committee developed a comprehensive communication strategy with stated milestones and deliverables related to all society activities which were mapped for the whole year, including activities related to the ASM in Adelaide.

From this, a detailed social media plan was created and responsibility for its implementation rested with Paloma Chehade and Sophie Fleming who have done a wonderful job in keeping the Society's socials buzzing with notifications.

The Society's website was also reviewed and some updates made, while additional updates and functionality improvements are ongoing. Some of the changes included updating details of the MDTs, adding a section that lists previous ASMs and other upcoming meetings, promotion of the Head and Neck Cancer Gala in association with HANCA. Further updates will be undertaken to the "Ongoing Research" and "Research and Trials" sections, and more educational resources or links added for patients and carers such as those available on government or hospital sites.

A summary of social media growth metrics over the last 12 months (compared with August 2024) (not including Instagram) clearly shows a significant increase in activity and follower engagement:

- 1.3k total followers - a 38% increase
- 229 posts - a 59% increase
- 4.8k likes - an 86% increase in engagement from followers
- 44.2k impressions via our posts - a 59% increase

As part of its education remit, the CEC organised 2 online webinars under the direction of Dr Eric Khoo.

1. Fluid Fix: Tackling Head and Neck Lymphoedema delivered by Dr. Hiroo Suami, Dr Amanda Pigott, Dr Tian Gan, Dr Ying Sheng Lin, chaired by Dr Sally Ng and Moderated by Dr Eric Khoo on Wednesday 9th April 2025, 7pm - 8pm (AEST) with sponsorship by Haddenham Healthcare. This webinar had 165 registrants and 74 attendees.

2. Overview of Dental Complications Post H+N Cancer Treatment delivered by A/Prof Sue-Ching Yeoh, Dr Emma Charters, A/Prof Martin Batstone, Dr Howard Liu, Dr Mathew Lim and Dr Kenneth Thistelwaite chaired by Dr Felix Sim and moderated by Dr Eric Khoo on Wednesday 18th June 2025, 7pm - 8.30 pm (AEST) with sponsorship by GC Dental. This webinar had 146 registrants and 122 attendees.

Both webinars were extremely well attended and appreciated based on feedback received. Overall webinar registrations and attendance are increasing year on year, a testament to the diligence of the CEC and in particular Eric Khoo who has led most of the webinar activities over the last several of years. He is thanked for his leadership in this regard.

The CEC is looking at other ways to enhance the educational offerings of the society and means of increased interaction and value for its members. Some of these are in the early stages of being explored, but an example includes summaries of pertinent papers in the literature that cover off on the multidisciplinary makeup of the society, in addition to promoting papers accepted for publication relating to grants supported by the Society's Research Foundation

Once again, I would like to thank members of the Communication & Education Committee for creating and promoting the Society's activities over the last 12 months.

Dr Camile Farah

Chair, Communication & Education Committee