



INTEREST GROUP **LEADERSHIP TOOLKIT**

2023-2024

Managing a Thriving Interest Group (IG) and Engaging IG Members Throughout the Year.

AcademyHealth's Interest Groups are dynamic communities that bring members with similar interests together. Serving as an Interest Group (IG) advisory committee member is a great opportunity to increase your professional network and be in the center of the action for your area of interest.

The Interest Groups are very popular among the AcademyHealth membership.

As of August 2023, 50% of all AcademyHealth members were signed up to be in one or more Interest Groups.

This quick reference guide provides you the most essential information you need to take action and:

- enhance the visibility of your IG and your IG members
- facilitate networking and collaboration, and
- diversify your IG's membership

Enhance the Visibility of your IG and your IG Members

In surveys, one of the top challenges members report is gaining visibility for their research. There are several ways your IG can help members bring their research to the forefront and promote the IG at the same time.

1. **"IG Spotlight"** – Promote your IG and IG members in front of AcademyHealth's members. The "IG Spotlight" in the Member Update e-Newsletter is the perfect place to help you highlight the valuable resources you are creating. This e-newsletter is a key resource for AcademyHealth's members to learn about the latest professional development and learning opportunities for the field. [Review the IG Spotlight submission guidelines](#) and start promoting your IG and IG members.
2. **Write a blog post for the AcademyHealth blog** – This is an excellent way to showcase the work of your Interest Groups and IG members. AcademyHealth's blog is widely read by the health services research community and puts your IGs work in a prominent position. [Review the blog guidelines](#) and pitch your idea to our blog editor.
3. **IG Newsletter** – **Share what's happening with your IG members on a regular basis.**
IG members are excited to be a part of the IG and want to know how they can get involved and interact with other IG members. An IG newsletter is an easy way for you to send your IG members the latest information and opportunities. [Review the AcademyHealth Design Guidelines](#) to learn about the approval process for the creation of print materials, webpages, and social networking pages and groups.
4. **IG Listserv** – **Communicate directly with your IG members**
The listservs are an exclusive benefit of IG membership and allow for ongoing dialogue between IG members. This is an easy way to generate conversations and engagement by continually encouraging IG member involvement.

Utilize the IG listserv to:
 - Disseminate interesting publications and research;
 - Announce events, conferences, and meet-ups related to the IG; and
 - Promote IG-related information (e.g., IG newsletter, speakers at IG meeting, IG call for abstracts, etc.).Look up your [IG Listserv email address](#) and send out your notification to members.
5. **Use Twitter to follow and share IG-related topics**
AcademyHealth created a hashtag for each IG. This can be another way of promoting the IG and nurturing communication with and amongst members. AcademyHealth does not recommend or endorse the creation of individual IG Twitter handles. [Look up your IG's hashtag](#) and share your news on social media.

Facilitate Networking and Collaboration through IG Convenings

Health services researchers are consistently looking for aligned collaborators and partners. Your IG is a great place to facilitate convenings throughout the year to support the professional development and group of the IG members.

6. Host Informal Conference Calls and Online/In-Person Meetups

Coordinate informal meet ups throughout the year to provided a two-way conversation between the IG Advisory Committee and IG members. Sessions can be formal or informal opportunities to share insight and best practices.

7. Host a formal Webinar/Online Learning Session

IG Members are interested in learning from their peers and learning about new research and methods. A great way to highlight the rising stars in your area of expertise is to feature them on webinars you host. AcademyHealth encourages you to host the webinar on your organization's platform. We will post the video recording and slides for AcademyHealth's members only on our website.

8. Host an IG Meeting at the Annual Research Meeting (ARM)

The Annual Research Meeting is a popular place to gather your Interest Group members for networking and professional development. IG meetings are concurrent sessions held during the ARM. Full details will be provided this fall to help you plan your 2024 IG meeting. Based on this structure, IGs are not required to fundraise to host a meeting. Any additional items (e.g. awards, honoraria, registration, etc.) will require your IG to fundraise. See the [IG Fundraising](#) document for more details.

AcademyHealth is committed to IG representation on the ARM Planning Committee and follows a three-year rotation schedule. [See the ARM IG Rotation Schedule](#) for details.

9. Encourage your IG Members to Volunteer as Theme Reviewers for AcademyHealth conferences

To broaden your IGs involvement in AcademyHealth, we encourage you to ask your members to volunteer with AcademyHealth. Learn more about this and other volunteer opportunities with AcademyHealth [here](#).

Managing a Thriving and Growing IG – Encourage non-members to join AcademyHealth, which includes the benefit of joining an Interest Group

Managing an IG requires dedicated time and focus, and we commend you for your efforts. IG activities are a benefit for AcademyHealth members. Bringing in new members to the IG helps expand the expertise available and networking opportunities for existing members, thus further enhancing the value of participation in the IG. You can do this by encouraging non-members to join AcademyHealth (and existing members to renew) at:

- Industry conferences and events;
- Informal conference calls;
- University/Institutional events;
- Within your professional network; and
- Your place of employment.

Additional Resources to Manage your IG

- [IG Advisory Committee Roles and Responsibilities](#)
- [Application & Requirements to Create a New AcademyHealth Interest Group](#)

Fundraising for Interest (IG) Activities

AcademyHealth encourages IGs to engage with their members throughout the year and there are several ways to engage that do not require fundraising, including:

- Posting information and discussions using IG listservs
- Utilizing existing social media platforms and the IG's hashtag
- Producing and distribution IG newsletters
- Hosting IG webinars using your organization's online meeting platform

Annual IG meetings occur as concurrent sessions during the Annual Research Meeting (ARM). As such, the base costs for hosting an IG meeting are assumed by AcademyHealth and do not require fundraising by IG leadership.

If Interest Groups want to provide additional benefits/features, fundraising and obtaining sponsorships will be required to support these efforts.

Examples of activities that require additional fundraising include scholarships, awards, complimentary memberships, honoraria, etc.

Important Notices:

- AcademyHealth's prevailing indirect cost (IDC) rate (50%) will be assessed to applicable charges, so please keep that in mind when fundraising.
- General Accounting Rules require that funds raised to support the Interest Groups must be used by the end of the fiscal year in which they were received.

Items subject to indirect charges:

- Cash awards and honoraria
- Award plaques
- Food and beverage costs
- Webinars using AcademyHealth's online meeting platform (includes registration & marketing support)

Items not subject to indirect charges:

- Registration to AcademyHealth conferences
- AcademyHealth membership dues

Example A:

The Advocacy IG wants to provide a \$250 honorarium to their IG meeting speaker, a scholarship for a member to attend the 2024 ARM registration, and award three students with AcademyHealth annual membership. Additionally, they want to host a webinar using the Zoom meeting platform of their IG chair. The IG would need to raise \$1,595 to cover the additional items they would like to provide. Details are below.

Item	Financial Details*	Total
Honorarium	\$250 + 50% indirect	\$375
Scholarship: 2024 Arm Registration	\$995	\$995
Award: 3 Student Memberships	\$75	\$225
Webinar Option 1: Host Using IG Resources	\$0	\$0
Total		\$1,595

Example B:

The Advocacy IG wants to provide a \$250 honorarium to their IG meeting speaker, a \$500 cash scholarship to a student, and three award plaques to student members. Additionally, the IG wants to host a webinar using AcademyHealth's online Zoom meeting platform (including marketing and registration support). The IG would need to raise \$2,605 to cover the additional items they would like to provide.

Item	Financial Details*	Total
Honorarium	\$250 + 50% Indirect	\$375
Scholarship: Cash Award	\$500 + 50% Indirect	\$750
Award: 3 Plaques	(\$40 + 50% Indirect) per plaque	\$180
Webinar Option 2** - Obtain sponsorship and host webinar using AcademyHealth's resources.	\$835 + 50% Indirect	\$1,250
Total		\$2,555

*All amounts are examples only. Actual financial details will vary.

** Review [Hosting an IG Webinar](#) for more details.

Hosting an IG Webinar

One of the more popular activities IG advisory committee leaders want to deliver are webinars. IG webinars are specialized seminars relating to current topics in policy or research of interest to the IG membership. There are two ways to have your IG's webinar posted on the AcademyHealth website for members only.

Option 1: Independently-hosted IG webinar

This option encourages IGs to host webinars independently on their organization's online meeting platform. After the event ends, the IG sends the recording to AcademyHealth for posting. There are no fundraising or sponsorship requirements for this type of event, however, the content and format of the recording is subject to review and approval before posting on the AcademyHealth website.

Guidelines:

- AcademyHealth will provide a template title slide for each recorded webinar. IGs must use this slide as the opening slide of the webinar.
- The content must be related to health services and health policy research and the topic of your interest group.
- AcademyHealth will include a standard statement of origin on each recording page noting that the content of the webinar was produced by the individual Interest Group volunteers. The statement will read, in part:
 - “The content in this webinar was produced by volunteers from the [name] Interest Group and as such does not necessarily reflect the views of their respective employers or AcademyHealth. It is being posted for informational and educational purposes as a member benefit.”

Option 1 Cost: \$0

Option 2: AcademyHealth-hosted IG webinar

This option enables IGs to host a webinar utilizing AcademyHealth resources. Based on the resources required for this option, IGs must secure funding to host this type of a webinar.

Webinar Financial Details for AcademyHealth-hosted IG webinar

Webinars AcademyHealth hosts have additional costs due to expenses associated with Zoom webinar technology, IT support, registration support, and marketing efforts. These technology and labor costs need to be covered through IG fundraising initiatives. The fees for each AcademyHealth-hosted IG webinar are \$1,250, which covers the labor and technology. This fee does not include honoraria for speakers, which are additional. See the IG Fundraising document for more details.

AcademyHealth's Role for AcademyHealth-hosted IG webinar

AcademyHealth will host the Zoom webinar technology, provide IT support, registration support and marketing efforts. Additionally, staff will serve as background administrators (technology) for the event, save the video recording, post to the AcademyHealth website, and promote the archived recording to AcademyHealth members. .

IG Advisory Committee's Role for AcademyHealth-hosted IG webinar

Advisory committee members are responsible for identifying the content of the webinar, securing speakers, and providing a moderator for the call. This includes distributing speaker invitations and hosting planning call(s) with the speakers. IG leaders and speakers plan the event on a volunteer basis.

Option 2 Cost: \$1,300

Timeline of Webinars Deliverables for AcademyHealth-hosted IG webinar

10 weeks prior to webinar*

- Webinar date/time must be received so AcademyHealth can reserve the time.
- AcademyHealth webinars are scheduled Tuesday-Thursday, 1:00-4:00pm Eastern.

8 weeks prior to webinar*

- All speaker materials and webinar write up are due. This includes:
 - Webinar title
 - Date and time of webinar
 - Webinar overview
 - Webinar learning objectives
 - Speaker list including speaker bios, headshots, & emails

4 weeks prior to webinar

- Schedule a dry run with the speakers

1-2 weeks prior to webinar

- Host dry run (typically within 7 calendar days of the live webinar)

1 week prior to webinar

- All PowerPoint presentations are due

Webinar Scheduling Guidelines

AcademyHealth will hosts IG webinars Tuesday-Thursday, 1-4pm Eastern (this accommodates members in all continental-U.S. time zones).

* Due to the additional webinars AcademyHealth hosts, the timeline for deliverables is firm. If the “10 week” or “8 week out” deliverable dates are not met, we'll need to reschedule the webinar to allot for the appropriate lead time. This ensures that the AcademyHealth team has enough preparation time to market the event appropriately to maximize attendance.

Interest Group Advisory Committee Roles and Responsibilities

IGs are led by an advisory committee consisting of member volunteers. The primary responsibility of the advisory committee is to engage IG members throughout the year. Several tactics in this toolkit have explained various methods to connect with your IG colleagues (e.g., IG listserv, member highlight, IG newsletter). The IG listserv is an excellent communication vehicle to directly link you to your interest group members.

The Advisory Committee members rotate on an annual basis (with staggered committee term end dates). AcademyHealth staff will assist each IG to identify leadership positions and finalize the advisory committee roster, including members-at-large, by the end of August.

A. Benefits of Volunteering as an IG Advisory Committee Leader

There are nearly 200 leaders from the field who serve on AcademyHealth's Interest Group advisory committees each year. Several of our IG leaders have told us that serving on the advisory committee helped boost their career. Here are a few of the many benefits you will receive from serving in this leadership role:

- Broaden your professional network;
- Receive national exposure to colleagues located throughout the country; and
- Influence the content presented at the annual IG meeting.

B. Time Commitment for Volunteering as an IG Advisory Committee Leader

We recognize that you have a very busy schedule and are grateful to you for volunteering your time to make an impact on the health services research field. Here is the time commitment that you can expect during the 2022-2023 Interest Group year.

1. Monthly Time Commitment

1-2 hours per month (varies)

2. Time Commitment Details

- Participate on orientation webinar in late-September (1 hour)
- Participate on monthly calls hosted by IG leadership (1 hour/month)
- Participate on bi-monthly calls hosted by AcademyHealth from October 2023 - June 2024 (1 hour/call).
- Any follow up participation that you commit to (time = variable)
- Attend Interest Group meeting during the Annual Research Meeting (1 hour)

C. Eligibility Requirements and General Guidelines for the Composition of the IG Advisory Committee

1. All advisory committee members, including students, must be current AcademyHealth individual members in good standing.
2. All advisory committee members must be a member of the Interest Group on which they are serving as a committee member.
3. Each IG will hold an open Call for Applications for advisory committee membership and leadership positions immediately following the ARM.
 - a. The IG Call for Nominations will provide the general membership an opportunity to apply to serve on an IG advisory committee. Requirements include proof of membership and a personal statement of interest.
 - b. AcademyHealth recommends that IG advisory committees consist of no more than 12 volunteers per year.
4. The advisory committee should also be representative of the field of health services research and policy and should encourage diversity.

AcademyHealth is committed to promoting diversity among our members, our leadership committees, and the field at-large in terms of race, ethnicity, disability, sexual orientation, gender identity, and other historically underrepresented backgrounds.

Diversity of discipline, function and work setting are also encouraged (e.g., research professionals at different career stages and working in a variety of employment settings, policymakers program managers, health system leaders and clinical practitioners). Please encourage and support diversity on your advisory committee.

5. Each advisory committee is encouraged to have at least one student member. Student members serve one-year terms, which can be extended by up to one additional year based on their active full-time student status.
6. With the exception of in-person meetings associated with the ARM or other AcademyHealth events, an IG's activities should be available to its members for free.
7. We strongly encourage individuals to serve on the IG Advisory Committee for one year, prior to serving in a leadership role.

D. IG Advisory Committee Positions

The advisory committee can elect members to serve on an advisory committee for up to two years. A two-year appointment cycle ensures that terms are staggered for smoother committee member transitions. Those who serve in the chair or vice-chair role can serve a maximum of four years (one year as a member-at-large, one year

as chair-elect, one year as chair, and one year as past chair). Advisory committees are expected to include the following positions with responsibilities outlined below:

Chair: Plans the annual strategy and schedule of activities in support of the IG's vision, mission, and goals in coordination with the AcademyHealth Interest Group Manager. Convenes the advisory committee, and establishes subcommittees to execute the IG strategy. Directs the IG's ARM meeting planning, including the coordination of speakers and activities. Works to complete all tasks and deliverables, and provides editorial review and final approval of all IG documents and emails. The chair is also the primary contact for the AcademyHealth team.

Immediate Past-Chair: Provides historical perspective and serves as a resource for the chair and advisory committee.

Vice Chair: Supports the current chair in all efforts to execute the annual IG strategy. The vice chair serves as chair if the chair is unable to attend any calls or the annual meeting. Along with the chair, leads the IG's ARM meeting planning, including the coordination of speakers and activities.

Secretary: Takes roll call and minutes of the advisory committee conference calls; provides a copy of the minutes to AcademyHealth staff. Disseminates meeting minutes with the IG membership via an online communication tool.

Communications Liaison: Coordinates all IG-specific postings on the listserv. Drafts correspondence to the general IG membership. Utilizes social media on behalf of the IG when appropriate.

Member-at-Large: Represents IG members on the advisory committee, participates in the IG ARM meeting planning, and provides ad hoc leadership as needed for various projects and advisory committee needs. The number of members-at-large will depend on the size of the IG. The typical number is between 6-8 members-at-large. At least one member-at-large should be a student member.

E. IG Advisory Committee Member Responsibilities

1. As an advisory committee member, your active engagement is integral to the overall success of your IG. Make a commitment to regularly connect with your IG colleagues and encourage their feedback and collaboration. Your IG listserv is an excellent communication vehicle to directly link you to your interest group associates.
2. Advisory committee members are expected to attend each IG committee call and actively engage in discussion and planning. A committee member who is unable to participate on any calls is responsible for notifying the IG chair in advance.
3. Advisory committee members who are unable to make the regular call time can arrange to contribute to the committee by overseeing ad-hoc tasks (webinar planning, networking events, etc.). The advisory committee must approve of this exception to attendance.
4. Advisory committee members who are absent for more than 50% of the year's calls may not be considered to complete the second year of their two-year term on the committee.

F. Election/Selection Process

The following process is available for finalizing the IG advisory committee roster:

1. The advisory committee identifies nominees through a general call for volunteers with the membership.
2. New advisory committee members are selected and invited by current IG leadership, in partnership with AcademyHealth. Alternative opportunities can be provided for those who are not selected to the IG advisory committee. New advisory committee members (not including the chair) should be confirmed by mid-August. Standard notifications are provided for those who are selected and those who are rotating off the committee.

IG Involvement in Planning for the Annual Research Meeting (ARM)

Based on feedback from the IG leaders, AcademyHealth has been incorporating IG leadership on the Annual Research Meeting Planning Committee since 2017. To ensure that each IG is represented we adhere to an official rotation schedule for the planning committee as noted below. Per the schedule, six IGs are included annually.

In addition to serving on the ARM Planning Committee, IG leaders will also have the opportunity to serve as a theme co-lead reviewer, and/or as an ARM abstract reviewer.

Rotation Schedule for Interest Groups to Serve on the ARM Planning Committee			
Interest Group	2024 ARM	2025 ARM	2026 ARM
Child Health Services Research Interest Group			X
Disability Research Interest Group			X
Global Health and Health Care Interest Group	X		
Health Economics Interest Group	X		
Health Equity Interest Group	X		
Health Information Technology Interest Group			X
Health Workforce Interest Group			X
Interdisciplinary Research Group on Nursing Issues (IRGNI)			X
Learning Health Systems Interest Group	X		
Long-Term Services and Supports Interest Group	X		
Mental Health and Substance Use Research Interest Group		X	
Oral Health Interest Group		X	
Public Health Services and Systems Research Interest Group		X	
Quality and Value Interest Group			X
State Health Research and Policy Interest Group		X	
Surgical and Perioperative Care Interest Group	X		
Translation and Communications Interest Group		X	
Women and Gender Health Interest Group		X	

Application & Requirements to Create a New AcademyHealth Interest Group

AcademyHealth's Interest Groups (IG) are member-led and provide AcademyHealth members with volunteer leadership opportunities, professional development and engagement opportunities throughout the year. The Interest Groups are led by seven to twelve volunteer members who comprise each IG's advisory committee. The role of the IG advisory committee is to set the annual agenda and manage the activities for the group. AcademyHealth's role is to provide guidance and support to the IG advisory committees.

Submitting your Proposal for a New AcademyHealth Interest Group

1. The creation of a new IG can be proposed by AcademyHealth members or staff. To propose a new IG focus, individuals must first contact the AcademyHealth Membership Director and confirm that the proposed IG supports AcademyHealth's mission and is not duplicative with other IGs, initiatives, groups or councils.
2. Upon confirmation of the opportunity to move forward, a written proposal needs to be submitted to the AcademyHealth Membership Director. The proposal will then be presented to the AcademyHealth Membership Committee during their next meeting. A submission to create new IG (see application on page 15) requires:
 - a. Name, title, affiliation and contact information of main point of contact;
 - b. IG Topic name;
 - c. Brief description of topic;
 - d. How topic is being/has been addressed in health services research;
 - e. Why you think AcademyHealth members would benefit from this new Interest Group;
 - f. How the new IG supports AcademyHealth's mission; and
 - g. List of AcademyHealth members, including their affiliations, who support the formation of the proposed IG.
3. Once submitted and evaluated by staff, the proposal will be presented to the AcademyHealth Membership Committee,* which evaluates potential IGs on a number of criteria, including:
 - a. Fit with AcademyHealth's vision and mission;
 - b. Interest in topic expressed by AcademyHealth members;
 - c. Lack of redundancy with topics covered by existing Interest Groups;
 - d. Availability of adequate resources, including adequate fundraising for meetings, webinars and additional activities; and
 - e. Likelihood of long-term sustainability by volunteers.

4. The Executive Committee will then vote to officially accept the proposed IG and the final decision will be relayed to the submitting member via email.
 - a. If approved by the Executive Committee, the proposed IG becomes a provisional IG for up to two years; and
 - b. If not approved, the member(s) proposing the IG will be advised that the topic is not accepted as proposed and be provided feedback on the specific reasons. The member can refine or adjust the proposed topic and resubmit. Only one resubmission will be allowed every five years.
5. If at any point an IG is not able to sustain itself via volunteer leadership (i.e., members do not volunteer to serve as an IG advisory committee member) and AcademyHealth has made a concerted effort to recruit volunteer leaders, the IG may be discontinued and removed from the AcademyHealth website. All registered members will be informed that the IG is no longer operational due to the lack of volunteer leadership.

** The Membership Committee meets three times a year in the winter, summer and fall.*

AcademyHealth Support for IGs

Upon approval and while an active IG (including IGs in provisional status), the IG will receive the following support from AcademyHealth:

- Listed on the AcademyHealth website;
- Advertised in the AcademyHealth booth at the Annual Research Meeting (ARM), and Dissemination & Implementation Conference;
- IG listserv for IG members;
- Space to hold a 1 hour meeting at ARM (it can be a combination of an educational/business meeting);
- IG Toolkit providing suggestions on how to operate the IG throughout the year, with suggestions on engagement activities; and
- IG Meeting Materials to help you plan the annual IG Meeting.

Re-evaluation/Discontinuation of an IG

To remain operational, IGs must have volunteer leadership in place to lead the group, establish an agenda for the year and convene either the Advisory Committee or the entire IG (via phone, webinar or in-person meeting) at least once per year. As the IG evolves, the topic must remain aligned with AcademyHealth's mission to remain an active IG.

Moving from Provisional IG Status to Permanent IG Status

Once a provisional IG has been active for two years, the Membership Committee will review the IG to make sure that (a) volunteers are still engaged and involved; (b) the IG has been able to sustain itself with volunteer leadership and any needed fundraising for the IG's intended events; and (c) the IG still meets the requirements of aligning with Acad-

Discontinuation of an IG

If an IG is disbanded (either a permanent IG or a provisional IG), the IG will be removed from the website and discontinued. All registered members will be informed of the discontinuation of the IG.

[illegible]

AcademyHealth Design Guidelines for Interest Groups

Updated September 2019

Section I: Purpose

To enable individual interest groups (IG) of AcademyHealth to efficiently produce materials for the recruitment of new members to their interest group and to promote their events to their IG community, AcademyHealth offers the following brand guidelines and approval process for the creation of print materials, webpages, and social networking pages and groups.

Section II: Background

AcademyHealth recognizes the need for interest groups to have a degree of autonomy and discretion in creating promotional materials for their local use. However, each interest group has a unique personality and different design resources. These guidelines are intended to allow each IG to create materials that reflect their individual IGs personality and “brand” while ensuring the brand of AcademyHealth is maintained uniformly. These guidelines were drafted based on the following principles:

1. Use of the AcademyHealth logo is important to reflect each IG’s affiliation with the organization and may be permitted, as long as basic guidelines for logo use are followed.
2. It must be clear that materials developed for IG use are the work of the IG, and are not construed as created by AcademyHealth.
3. Logo use guidelines need to be sufficiently detailed to allow expedited review and approval of documents by AcademyHealth.
4. Standard language will aid the interest groups in conveying the relationship between the IG and AcademyHealth, and in accurately reflecting the AcademyHealth brand.

Section III: Criteria for using the AcademyHealth Logo

Materials developed by interest groups that include the AcademyHealth logo must first be reviewed and approved by the AcademyHealth Communications department. Below are guidelines and a process for development and review.

Logo Use Guidelines

- The logo should be added to the document by the AcademyHealth communications team, to insure proper scale, resolution and usage
- The AcademyHealth logo may not be modified, altered or corrupted in any manner. This includes breaking it apart, using elements separately, outlining it, repeating it, using it as a background pattern, adding a texture, or any other modification.
- In IG materials, the AcademyHealth logo should be placed in the bottom left or bottom right corner of materials, flush with the respective left/right and bottom margin. The logo may not appear at the top of the page, nor should it be centered or joined with other text.

Logo Use Request/Approval Process

Develop your materials using your IGs preferred “look and feel.” In your design, indicate the preferred location for the AcademyHealth logo and affiliation statement on your document.

- If you describe AcademyHealth in the body text, the following is the preferred language to use (please do not modify for any reason):
“AcademyHealth is a membership organization representing individuals and organizations producing and using evidence to improve health and the delivery of health care, and a leading, non-partisan resource for the best in health research and policy.”
- Submit document(s) for review via email to: membership@academyhealth.org. Allow three business days for review and approval. Please note the program(s) used to create the document in the body of your email, as well as the deadline for response and the contact name, phone number and email address for the advisory committee member who requires the approval.
- Upon approval, the AcademyHealth Communications department will affix the logo and an appropriate affiliate statement, i.e., “Developed by the [IG Name] advisory committee. [IG name] is an official Interest Group of AcademyHealth,” and return the documents to the contact listed.

Interest Group Listserv Emails & Hashtags

AcademyHealth launched IG listservs and created hashtags to make it easier to communicate with IG members. Use these two tools to generate conversations and engagement by continually encouraging IG member involvement.

1. IG Listserv – Communicate directly with your IG members

Utilize the IG listserv to:

- Disseminate interesting publications and research;
- Announce events, conferences, and meet-ups related to the IG; and
- Promote IG-related information (e.g., IG newsletter, speakers at IG meeting, IG call for abstracts, etc.).

Note: This is a tool for IG members to utilize and communicate amongst like-minded peers. AcademyHealth does not use the listservs to promote AcademyHealth activities.

2. Use Twitter to follow and share IG-related topics

AcademyHealth created a hashtag for each IG. This can be another way of promoting the IG and nurturing communication with and amongst members. AcademyHealth does not recommend or endorse the creation of individual IG Twitter handles.

Interest Group	Listserv Email	Hashtag
Advocacy IG	AdvocacyIG@lists.academyhealth.org	#AHAdvocacyIG
Child Health Services Research IG	ChildHealthIG@lists.academyhealth.org	#AHChildIG
Disability Research IG	DisabilityIG@lists.academyhealth.org	#AHDisabilityIG
Health Equity IG	DisparitiesIG@lists.academyhealth.org	#AHDisparitiesIG
Global Health and Health Care IG	GlobalHealthIG@lists.academyhealth.org	#AHGlobalIG
Health Economics IG	HealthEconIG@lists.academyhealth.org	#AHEconIG
Health Information Technology IG	HealthITIG@lists.academyhealth.org	#AHHealthITIG
Health Workforce IG	HealthWorkforceIG@lists.academyhealth.org	#AHWorkforceIG
Interdisciplinary Research Group on Nursing Issues (IRGNI)	IRGNIIG@lists.academyhealth.org	#AHIRGNI
Learning Health Systems IG	LearningHealthIG@lists.academyhealth.org	#AHLearningHealth
Long-Term Services and Supports IG	LTSSIG@lists.academyhealth.org	#AHLongTermIG
Mental Health and Substance Abuse Research IG	BehavioralIG@lists.academyhealth.org	#AHBehavioralIG
Oral Health IG	OralHealthIG@lists.academyhealth.org	#AHOraHealthIG
Public Health Services and Systems Research IG	PHSRIG@lists.academyhealth.org	#AHPHSRIG
Quality and Value IG	Quality_ValueIG@lists.academyhealth.org	#AHQualValIG
State Health Research and Policy IG	StateHealthIG@lists.academyhealth.org	#AHStateIG
Surgical and Perioperative Care IG	Surgical_PerioIG@lists.academyhealth.org	#AHPerioPIG
Translation and Communications IG	TranslationIG@lists.academyhealth.org	#AHTranComIG
Women & Gender Health IG	Women_GenderIG@lists.academyhealth.org	#AHGenderIG

FAQ - Social Media

Q: Can my Interest Group set up an IG-specific Facebook page, LinkedIn Group, Instagram account, or other social media account?

A: While we appreciate the enthusiasm for promoting your IG, AcademyHealth does not support the creation of branded Facebook pages, Twitter handles, LinkedIn Groups, or other social media accounts for AcademyHealth Interest Groups by non-staff members. While we understand your desire to communicate directly on social media, the nature of volunteer leadership makes it difficult to ensure the sustainability of these accounts and prevent brand confusion.

For example, social media accounts such as these need to be maintained on a very regular basis (ideally daily) in order to stay relevant, and should have a tone and perspective somewhat similar to that of AcademyHealth to ensure a consistency with our mission. But different communication leads will have variable tenure, tone, perspective, and dedication. We encourage you instead to maintain your own accounts, so that you can use the time you spend on social media to build your own personal “brand” and networks related to your interests. Thus, we have created hashtags for each IG. AcademyHealth’s social media team actively monitors for mentions of AcademyHealth and the IG hashtags, and will retweet IG related posts as appropriate.

In addition, because Interest Groups are a members-only benefit, social media platforms are not ideal for long-term planning, organizing and add the below text to the bottom/next page