

## **PUBLIC INFORMATION COMMITTEE REPORT FOR 2020 AGM**

March 2020 | Submitted by Alison E.

The efforts of the Public Information Committee over the past year have focused primarily on two areas: the creation and revision of resources to support our committee and ABA in general; and a deeper investigation into potential opportunities for ABA to engage with outside organizations that are aligned with our primary purpose (to carry the message of hope to those with eating disorders) and to participate in non-ABA events in support of that purpose.

The resources we worked on this year included the *Letter to Physicians*, which we completed and submitted for the Literature Committee to review last fall, a guide for approaching organizations about participating in non-ABA events, and the *Guidelines for Speaking at Non-ABA Events*. The latter we submitted to the Literature Committee as well, and were extremely grateful for the time and energy the members devoted to its revision. Upon review, our committee was surprised by what our members perceived as a departure from the warm and encouraging tone we had tried to maintain throughout the document, but decided to first submit a few questions about the revisions to the Literature Committee for clarification. We have since received their answers and look forward to reviewing them at our next meeting (March 8<sup>th</sup>).

In our search for engagement and event opportunities, our committee listed a number of dates throughout the year that could relate to our purpose in ABA, but in the end chose three that seemed most aligned with the Third Tradition: National Addictions Awareness Week (November 26 to December 2, 2020), Eating Disorders Awareness Week (February 2 to 8, 2020), and Mental Health Awareness Week (May 4 to 10, 2020). We decided to focus primarily on identifying which organizations lead and/or participate in events dedicated to these occasions, the ways in which they acknowledge them, and how to contact them if it seems a good fit for ABA. In so doing, we found that engagement in the digital realm (i.e. through social media, blogging, podcasts, etc.) may in fact prove more effective and efficient in the long run than if we were to over-extend ourselves (small as our committee and fellowship are) in the effort to present at larger scale exhibitions and conferences. We continue to research both digital and live opportunities as we further solidify our objectives as a committee.

While our committee was sad to lose a member over the past year, we were also joined by three newcomers, two of which came and went without much word since, but the third of which has even joined the Board.