

PUBLIC INFORMATION COMMITTEE REPORT

June 2021 | Submitted by Alison E.

The Public Information Committee called a meeting on Thursday, May 27th to discuss Joan's letter to treatment centres regarding the provision of the second-edition ABA textbook, the process for sending literature to treatment centres and other contacts as requests come in, and clarify some questions around the mention of outside literature during ABA meetings.

The sticking point our members encountered with composing our letter to treatment centres alongside Joan's was that in citing her words, we had nowhere to refer readers who may wish to read the letter in full. We decided to include her letter in its entirety as an enclosure with the letter from the Public Information Committee, rather than including excerpts without a publicly accessible source.

Our committee had received a request from an ABA member for pamphlets and a book to take to her doctor, and it made clear the need to establish a clear protocol for responding to such requests. In the past, members of the P.I. Committee have requested literature from the Board to provide clinics, schools, treatment centres, doctor's offices, etc. in their respective areas, and upon receipt would distribute in person accordingly. However, in this most recent case, the request came from an ABA member who would need to have the literature sent to her, and the committee discussed which would be most appropriate. We decided to treat it as a test case, try to get the doctor on the phone in order to establish contact and obtain details for sending literature, and seek feedback around whether or not an introductory letter from our committee would be helpful. We plan to ask the Board at the next meeting to allocate a budget for literature requests from the P.I. Committee.

Finally, we reviewed the traditions and ABA textbook for guidance around the mention of outside literature at ABA meetings. It seemed very telling that the first edition of our text includes a "Recommended Reading" section, but the second edition does not. In the end, the words on the ABA "Spoken Here" card cleared things up, confirming that literature not explicitly endorsed by ABA should not be mentioned during meetings.

Our next meeting is on Thursday, June 17th at 4pm Pacific / 7pm Eastern.