

## **PUBLIC INFORMATION COMMITTEE REPORT FOR 2022 AGM**

March 2022 | Submitted by Alison E.

During the second year of the global pandemic, our committee was able to make further progress on our outreach projects, and benefitted greatly from the camaraderie of our members in the process. Our core trio of members has remained present and committed throughout, and while we lost our fourth member after only a few meetings, another joined us at the end of 2021 and has already brought fantastic energy to the committee.

I am happy to report that in the first half of the year, we completed one of our ongoing projects, our *Guidelines for Speaking at Non-ABA Events* document. Thanks to generous feedback and guidance from the Literature Committee, we finalized that document and it is now ready for use by the Fellowship.

Early in 2021, the Board allocated 30 copies of the new 2<sup>nd</sup> edition of the ABA textbook for the PI Committee to distribute to treatment centres and community facilities that treat or support those with eating disorders and would be open to our approach to recovery. Joan proposed that she reach out to these facilities herself to establish contact, introduce the fellowship as a doctor who has seen patients recover by following the program, and offer to send the book, and that the Public Information Committee take charge of creating the list of facilities to contact. She wrote a follow-up letter to these facilities, also from the doctor's perspective, which our committee reviewed and helped revise. This will be included, along with a letter from the Public Information Committee on behalf of the fellowship, along with the book.

Curating the list of treatment centres and community facilities has taken up much of our time over the past year. By January 2022, we had collected names and contact info for 30-40 places across Canada, the US, and the UK, with the help of other members of the fellowship. We have since begun the process of reaching out to the most local of these. To date, Joan has called 9 places in Vancouver, Vancouver Island, and Edmonton, all of which responded positively with much interest and enthusiasm. Some of them also asked for ABA pamphlets, so we have requested permission from the Board to print more for this purpose. Over the next few months, we plan to continue working with Joan to reach out to the other places on our list, while distributing books to the ones already reached. Shipping to the US and the UK may pose some expensive and complicated logistical challenges, but we are in the process of addressing those.

Meanwhile, our committee has fielded a number of inquiries over the year around providing resources to healthcare providers, directories, and other groups. We are working to make the process of handling such requests more and more efficient by creating email templates and protocols.

The progress we've made this year, along with the conservative hope of the pandemic coming to an end, has kept us in good spirits and happily motivated to continue serving ABA in the year ahead.