

## **PUBLIC INFORMATION COMMITTEE REPORT**

January 2024 | Submitted by Alison E.

Our committee met twice since our last report to the Board — once on Sunday, December 3<sup>rd</sup>, and again on Sunday, January 7<sup>th</sup>. We devoted a significant part of both meetings to new ideas for outreach presented by our newest committee member, Kathryn M. These ideas are ways to reach those who are still suffering, or others who may be supporting those with eating disorders, in digital spaces such as social media, podcasts, WhatsApp groups, etc. Our discussions and tremendous work by Kathryn between meetings led to an appearance on the RECO podcast by Joan, an interview in which she will share on a chosen topic and provide information about our Fellowship. The live recording will be on February 2<sup>nd</sup> — details and link to join to come.

Kathryn also created a useful image similar to our ABA flyer, but in a digital format that can be edited with specific meeting info and shared in WhatsApp groups. The project raised the question of permissions and copyright for the ABA logo, and further investigation confirmed that the logo can indeed be used by our committee for outreach (as outlined in a copyright document posted to the ABA website). The image will soon be on our Google Drive, and members of ABA can request access / editing permission from our committee members.

We also made further revisions to the Virtual Welcome Letter, created as a template to send in response to requests for more information about ABA from care providers, physicians, community leaders, etc. The document is also stored in our Google Drive folder.

Our book distribution project has been on pause while Joan settles into her new home, but she plans to resume reaching out to the next handful of community facilities and treatment centres later this month.

Our next meeting will be on Sunday, February 4<sup>th</sup> at 12pm ET / 5pm UK time.