

- **Public Information /Professional Outreach Committee Report**

- **7/16/22**

- **Meeting time: 4th SUNDAY 5p Zoom Eastern**

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Phil, C Chic, TPI (Chair), Melissa B, Central Ohio (Secretary), Martha, D TPI Pam L CII Indianapolis, Wanda C SNI, Cassidy Madison, Chis B Melrose Park, IL, Kim B, WI, Shirley L, Rock River

The PIPO Committee met on 4/23/22, 5/22/22, and 6/26/22

The group identified an interest in focusing on the public relations/public understanding of the program and discussed various ideas to include:

Creative use of meeting schedules which includes information about OA (Shirley provided examples) – share this idea with IGs

Creating a zoom workshop for R5 IGs that focuses on building an “elevator speech” to educate the public (including professionals) “one person at a time.” The workshop seeks to build comfort and skills with this interaction. Committee members are discussing this with IGs. Committee would like PIPO Committee reps to continue to gather feedback about interest in this workshop (and interest in helping) as well as preparing a current elevator speech regarding “carrying the message” of OA (Chris provided examples). Committee members are also looking through oa.org for current resources to utilize.

Discuss with IGs idea of having a “poster party” to post OA posters within the local community. Posters currently exist from R5 pre-pandemic project that was halted. R5 could pay for the printing of the posters through requesting funds from R5. This could offer a community building event for each IG and engage members in a fun PIPO event while carrying the message in the local community.

Next meeting: July 24, 2022 4p Central zoom

SMART goal from Spring Conference:

- **We will develop a list of best practices in the post pandemic electronic age that provides tools for carrying the message on an individual, IG, professional outreach and/or public relations level. We will measure this**

goal with the completed list of best practices. We will meet monthly and develop achievable tasks for each member. This goal is relevant because the way information is conveyed has changed and has become increasingly electronic. We will meet on March 27th at 4p central time to share updates and identify tasks for each group member.