2018-19
Final Committee Objectives

Public Relations Committee

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1. Provide direction to public relations staff on promoting the specialty of emergency medicine, focusing on ACEP’s priority issues and key message, including:
   - promoting the interests of emergency physicians and emergency patients
   - continuing to conduct ACEP’s Fair Coverage Campaign, promoting the value of emergency medicine, and shifting blame for “surprise bills” to health insurance companies.
   - increasing ACEP’s name recognition (branding) and relevancy of emergency medicine among its public audiences (advocacy)
   - mobilizing public support for funding emergency care and promoting the need for tort reform
   - refuting myths about emergency medicine and advocating to reduce “boarding”
   - communicating the need to protect access to emergency care as regulations are developed to implement the health care reform legislation and deflect efforts to harm the prudent layperson
   - developing and reviewing public relations materials distributed to the news media and the general public
   - promoting the value of emergency medicine and positive stories about emergency physicians caring for patients of all ages.
   - promoting placement of ACEP spokespersons in media roles, such as medical correspondents, to help represent emergency physicians to the public
   - promote the diversity and inclusion of emergency physicians and breadth of the patient population they serve


3. Provide oversight to the ACEP Journalism Awards Program.

4. Expand and further unify the spokesperson network to more effectively deliver messages at the local level.
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5. Provide input and increase ACEP’s name recognition thru social media platforms. Expand ACEP’s social media presence to increase Twitter, Facebook, Vine, You Tube, and podcasts, etc. Collaborate with content experts from the Membership Committee. (Public Relations is the lead committee.)

6. Provide input into the implementation of the comprehensive public relations plan, including internal and external messaging.

7. Develop messaging to educate the public on the health implications of antimicrobial resistance and the importance of antimicrobial stewardship in the ED as directed in Amended Resolution 38(18) Antimicrobial Stewardship