

Notes from 1/16/21 Communications Committee Meeting

Present: Jamie Duignan, Scott Jakel, Colleen Coyne

Agenda:

- Serenity Prayer and check-In
- Immediate focus on healthcare outreach
- Mid-term focus on outreach to other 12-Step organizations
- Long-term focus on communications planning
- Close with Serenity Prayer

We reviewed the information for healthcare providers on the EA website (website text and pamphlet, For the Healthcare Provider). We noted that the language could be updated, made more provider-specific, and have an enhanced focus on recovery and sobriety. We identified a pressing need to move forward with targeted healthcare provider outreach via a news release, pamphlet and language on our website in order to reach the most individuals with our EA message of hope and emotional recovery during these tough times.

Colleen will follow with drafts of documents for the team to review. We will look into the most efficient model for sharing documents and managing versions, including the Google Docs and Base Camp options.

Following this effort, we will refocus on outreach to other 12-Step organizations using the existing research initiated by Jamie. Then, later in the year, we will return to our communications planning efforts.