



What it means to be a Public Education Campaign Coordinator **FREQUENTLY ASKED QUESTIONS**

What does a Public Education Campaign Coordinator do?

A Public Education Campaign (PEC) Coordinator, appointed by his or her state, provincial or territorial psychological association (SPTA), serves as the SPTA public education “captain” as well as the PEC liaison between APA and the SPTA. Although each coordinator tailors the campaign to meet local needs, the coordinator often is called upon to:

- speak to the media about the PEC;
- speak at state association meetings, community workshops or seminars;
- hold or help coordinate community outreach activities such as a psychology booth at a local health fair;
- serve as a mentor to APA members seeking guidance about how to use PEC materials;
- track the use of campaign materials in that state, province or territory;
- attend the APA State Leadership Conference in Washington, D.C., for leadership and public education advocacy training; and
- promote the PEC within the state, province or territory.

What are the criteria to be a PEC Coordinator?

You must be a member of both APA and your SPTA to serve as a PEC Coordinator.

How can being a PEC Coordinator help me?

Although this is not a referral campaign, many PEC Coordinators, as well as the psychologists who are members of their SPTA PEC Committees, say that the increased visibility of doing grassroots outreach has provided them with the kind of recognition that proves helpful in marketing their practice. In addition, many psychologists involved in public education say that using the PEC materials to help a population in need makes them feel like they are giving back to their communities.

To whom can I turn for advice?

The PEC Network Regional Coordinators are available to provide guidance and serve as mentors to state-level PEC Coordinators. Regional Coordinators are selected by APA and serve as liaisons between staff and the Public Education Campaign Coordinators in the region they represent. (The current roster of PEC Coordinators, which includes Regional Coordinators denoted as members of the Guidance Council, is included in this binder.) In addition, APA’s Practice Directorate public relations staff is available for consultation.

Who is eligible for free campaign consumer materials?

Anyone can download or order free consumer materials from APA’s online Psychology Help Center, www.apa.org/helpcenter. The public can order a single copy of each of the consumer materials. Free bulk orders (up to 50 copies) of brochures and fact sheets to use in community outreach activities are available ONLY to APA members. Be sure to have your APA member identification number handy when placing an online order.

What resources are available to me through the PEC?

- **Toolkit materials** — APA's PEC toolkits provide guidelines on organizing community outreach activities and working with the media. These toolkits include template press releases, template PowerPoint presentations, discussion guides, event signage and other resources. Complete campaign toolkits are available ONLY to APA members as a member benefit and are free of charge. Non-members have access to limited toolkit materials, such as the co-branded APA/Y-USA materials, through PEC Connect, APA's PEC social networking site (www.peconnect.org).
- **PEC Social Networking Site** (www.peconnect.org) — PEC Connect is an online community for APA member psychologists engaged in public education that features resources as well as discussion groups where psychologists can share ideas. The resource section includes co-branded APA/Y-USA materials as well as a variety of other templates and tools to support local community outreach activities.
- **Psychology Help Center** (www.apa.org/helpcenter) — APA's online Psychology Help Center is available 24/7 to psychologists and the public to download articles and fact sheets on mind/body health, resilience and other psychological issues.