

2007-2008 Key Results

Public Relations Committee

1. Make target groups (i.e. members, constituent organizations and other health care providers) more aware of resources the PRC can provide, including information about the contributions of physician assistants to health care.
2. Enhance the public relations tools page on the AAPA Web site.
3. Repackage existing public relations tools for increased utilization.
4. Continue to assess research regarding a potential public awareness campaign per HOD Resolution 2006-A-02.
5. Encourage PAs to become more knowledgeable about health literacy and other efforts to decrease health care disparities.
6. Develop articles and share information about health literacy and health care disparities for use in state medical society publications, the *AAPA News*, and other media.
7. Partner with the Red Cross or the local blood center of the annual conference city, and hold another successful blood drive with the goal of collecting 325 pints of blood during the 2008 conference.
8. Encourage constituent organization to become involved in National PA Week projects that promote health literacy.
9. Increase physician understanding of the PA concept and the importance of team practice.
10. Support constituent organization efforts to host physician-PA team events. Increase physician understanding of the PA concept and the importance of team practice.
11. Provide appropriate public relations tools. Increase physician understanding of the PA concept and the importance of team practice.
12. Share case studies of communications challenges faced by COs to highlight how PR tools may be used to effectively address specific problems or issues.
13. Contact CO public education coordinators on a quarterly basis to provide support and gather feedback about their public relations needs.

