

## COUNCIL FOR PSYCHEDELIC SCIENCE AND INFORMATION (PLACEHOLDER NAME)

Focus	Core Priorities
<p><b>Fieldwide Resources and Coordination:</b> Provide high-impact communication resources and expertise to support the field at large with a goal of driving large-scale awareness through an “always on” operation.</p>	<p>Many of the following priorities were initially envisioned and repeatedly proposed by the foundering leaders of the Psychedelic Communications Hub, Robyn Thomas and Anne Friedman</p> <ul style="list-style-type: none"> <li>• Host and facilitate Communications Committee and Public Health Education Committee meetings and decision points</li> <li>• Overall coordination and accountability for development and successful activation of the national strategic communications plan</li> <li>• Commission national public opinion research (qualitative and quantitative) designed to inform national message strategy and provide a benchmark and tracking of public opinion attitudes over time</li> <li>• Develop message framework and supportive resources to amplify messages throughout the field</li> <li>• Maintain a public-facing informational website, potentially with an externally-facing name (e.g., Council for Psychedelics Information) to communicate shared messaging, supportive data and media coverage, options and access resources, and links to individual organizations across the field</li> <li>• Monitor national news coverage, generate proactive national media stories, and help coordinate responses to inquiries from national media</li> <li>• Monitor social media and influencer feeds and develop content to proactively and systematically push through social and influencer channels to influence the national dialogue</li> <li>• Maintain a speaker’s bureau of trained and ready spokespeople who can be deployed to support comms efforts across the field</li> <li>• Identify and prepare the field to mitigate potential risks and coordinate rapid response initiatives</li> <li>• Coordinate ad hoc fieldwide issue-specific campaigns (e.g., MDMA-AT)</li> <li>• Centrally vet and incubate new ideas for supporting the field (e.g., representation in movies); ensure resources are prioritized on most impactful ideas and actions</li> <li>• Operational note: the launch of this entity depends on recruiting and preparing a suitable leader; this process will be advised and supported by leaders of the Psychedelic Communications Hub, Robyn Thomas and Anne Friedman, whose experience and expertise will be crucial in this matter. The intention in this selection process is to identify a leader committed to building a values-driven organization that prioritizes transparency, trust, respect, and inclusion in all aspects of the work</li> </ul>