

PSYCHEDELIC COMMUNICATIONS HUB

Focus	Core Priorities
Psychedelic Ecosystem Coordination: Coordinate communications education, activation and best practice sharing across the broad field (e.g., APA, Healing Breakthrough, smaller orgs)	<ul style="list-style-type: none"> • Maintain a nationwide network of organizations and individuals to help shape the mainstream narrative of psychedelics • Ensure the field is prepared to respond quickly, accurately and effectively to any adverse events and negative media cascades; circulate updated news information and messaging guidance to allies • Support organizations across the ecosystem by amplifying successes, sowing connections among partners, and providing robust messaging and media support • Create trusting relationships with membership organizations from across the psychedelic ecosystem • Convene partner organizations to discuss and find shared ground on some of the most polarizing communications challenges • Note: many of these activities are synergistic with the newly proposed Council for Psychedelic Science and Information (placeholder name). As a result, we will assess opportunities to merge these two efforts, incorporating the Hub's successful work providing resources to smaller organizations, and creating a forum for engagement across any and all psychedelic organizations, into the new group's portfolio of work

MAPS

Focus	Core Priorities
Convener and Clearinghouse: Facilitate and manage multi-org policy coalition; amplify core coalition messages; mobilize broad support aligned to shared goals outlined in the national communications strategy.	<i>Synthesize, Amplify, and Evolve Narrative</i> <ul style="list-style-type: none"> • Leverage MAPS' exceptional earned media presence (3,254 unique media hits, 1k journalist shares, with a combined unique visitor count of 48 billion in 2023) to introduce and engage mainstream audiences on psychedelic topics • Direct media toward mature analysis of psychedelics and evidence-based discussion of risks and benefits; educate psychedelic users to reduce harms and increase benefits regardless of the legal context of their use • Place targeted, impactful stories featuring thoughtful surrogates with aligned messaging