



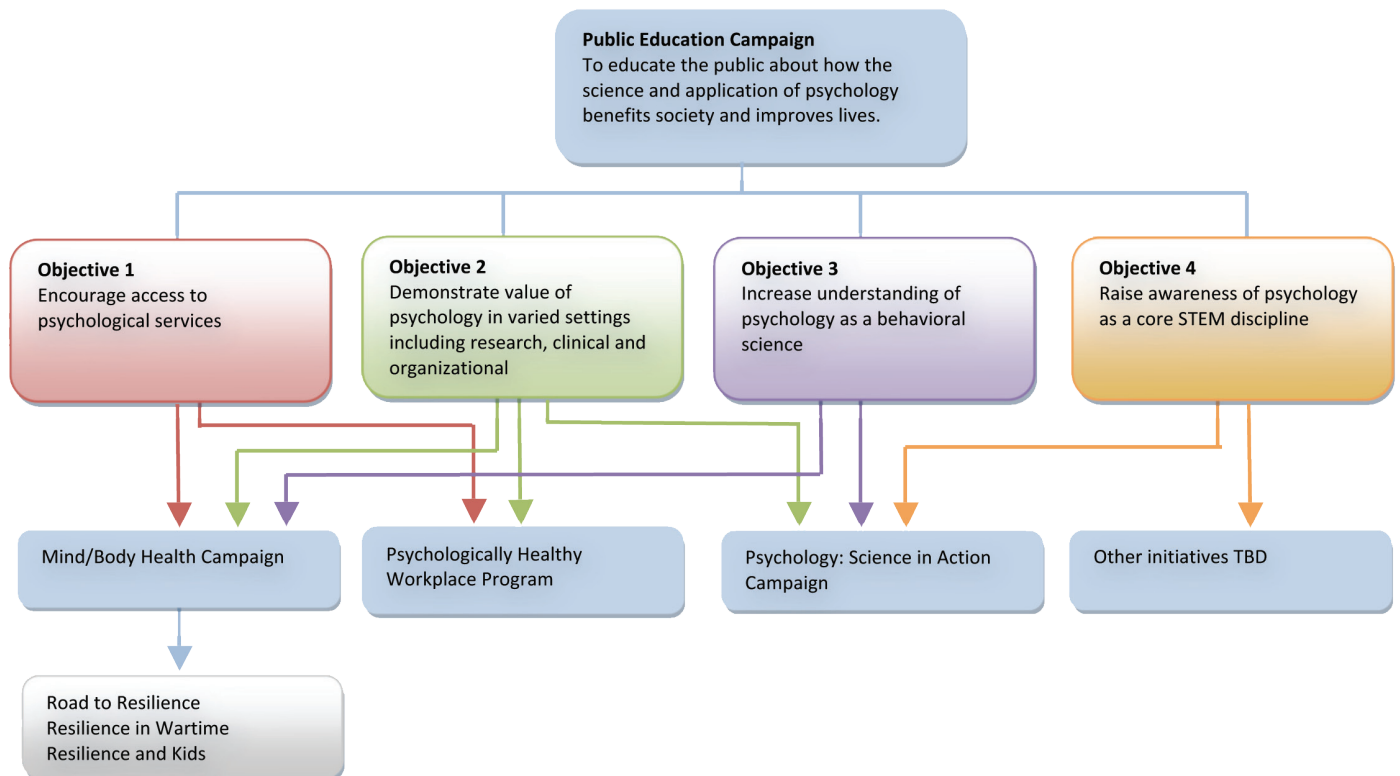
Overview of APA's Public Education Campaign

In 2010, the American Psychological Association (APA) Council of Representatives reauthorized funding for the Public Education Campaign (PEC) and voted to instruct the CEO and Executive Management Group of APA to determine the best way to implement and measure the outcomes of the PEC, with objectives to be consistent with APA's Strategic Plan.

In response to Council's motion, APA CEO and Executive Vice President Norman B. Anderson, PhD, established a multi-directorate campaign steering committee and appointed Rhea K. Farberman, executive director for public and member communications, chair. Members of this committee include Dr. Anderson; L. Michael Honaker, PhD, APA Deputy CEO; Cynthia D. Belar, PhD, executive director for education; Steven J. Breckler, PhD, executive director for science; Gwendolyn Puryear Keita, PhD, executive director for public interest; and Katherine C. Nordal, PhD, executive director for professional practice.

The PEC Steering Committee evaluated and set an overarching direction for the campaign that is in line with the association's strategic plan to expand psychology's role in advancing health and increase recognition of psychology as a science.

APA's Public Education Campaign is a multi-year initiative that consists of several social marketing initiatives and targeted public awareness campaigns intended to accomplish specific objectives that are in line with the association's strategic plan.





PUBLIC EDUCATION CAMPAIGN GOAL

To educate the public about how the science and application of psychology benefits society and improves lives.

Objectives:

- Encourage access to psychological services
- Increase understanding of psychology as a behavioral science
- Demonstrate the value of the psychology profession in a variety of settings, including research, clinical and organizational
- Raise awareness of psychology as a science, technology, engineering and mathematics (STEM) discipline

MIND/BODY HEALTH AND PSYCHOLOGICALLY HEALTHY WORKPLACE AWARDS

APA continues to implement the Mind/Body Health Campaign and the Psychologically Healthy Workplace Awards. The communications strategy for the Mind/Body Health Campaign will broaden to educate the public about the science base of psychology and the role of psychology and behavior in health, wellness, and individual and organizational effectiveness. This campaign will also continue to promote psychologists as health practitioners and educate the public about how psychology informs health care practice and delivery.

NEW CAMPAIGN

In 2011, APA will begin to develop a new campaign initiative that will illustrate the breadth and depth of psychology and the variety of settings in which psychologists work. This initiative will raise awareness of how psychologists contribute to daily living, as well as the many applications of psychological science. In addition, it will aim to increase the visibility of psychology as a STEM discipline. This new campaign will be launched in 2012.