

CRCPD Working Group Fact Sheet

G-73 Committee on Communication and Outreach

July 2020

Chairperson:

Email:

Members		Advisors	
Resource Individuals			
EPA	Stefanie Bacon		
FDA	Mike Hilohi		
Notes and Comments			
NOTE: If difficulty in getting resource persons, contact the following Federal Liaisons to the Board of Directors for assistance.			
CDRH	Donald Miller	(301) 796-3299	
EPA	Stefanie Bacon	(202) 343-9063	
NRC	Andrea Kock	(301) 415-3340	

Charges:

1. Review current CRCPD website and provide input to the Board on improvements for better information transfer and navigability by September 30, 2020.
2. Develop a protocol for use of Facebook, Twitter, Instagram, You-Tube, and other forms of Social Media. This protocol should include guidelines on the type of social media most appropriate for the type of information to be conveyed, as well as the development and approval process for posts. A draft protocol should be provided to the Board for review and comment by December 31, 2020.
3. Make recommendations on the use of social media to reach members and the radiation protection community. Provide wording, advice and strategic outreach options. This includes recommendations for routine messages and updates, as well as just-in-time messages to communicate specific occurrences and events and new information for the website. (This should not preclude normal day-to-day communication and website posts by the OED.)
4. Make recommendations on connecting members with each other and with other stakeholders in radiation protection through interactive tools.
5. Ensure that CRCPD communications and outreach emphasize CRCPD's mission and goals, specifically:
 - a. Produce radiation protection solutions that meet community needs
 - b. Assist states with improving tools
 - c. Promote an active, energized membership
 - d. Enhance the profile of the organization.

Note: When a Letter/Number combination appear in brackets after a charge, it denotes how the charge links to CRCPD's Goals and Objectives, as listed in [CRCPD's Strategic Plan](#).