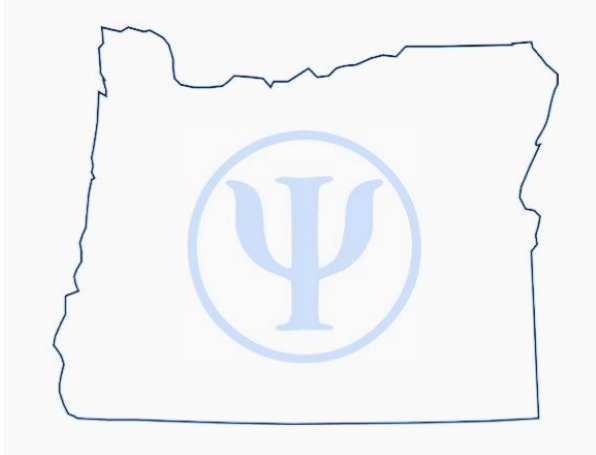


Giving Psychology Away:

A Multimedia Approach to Caring for the Community



OPA Public Education Committee

[illegible]

Gauging Your Interest



What would you like us to explore during this presentation?

What specific questions do you have about connecting with the community (via social media, news media, etc.) and giving psychology away?

Introductions



Sandy Ramirez, PsyD



Tony Farrenkopf, PhD



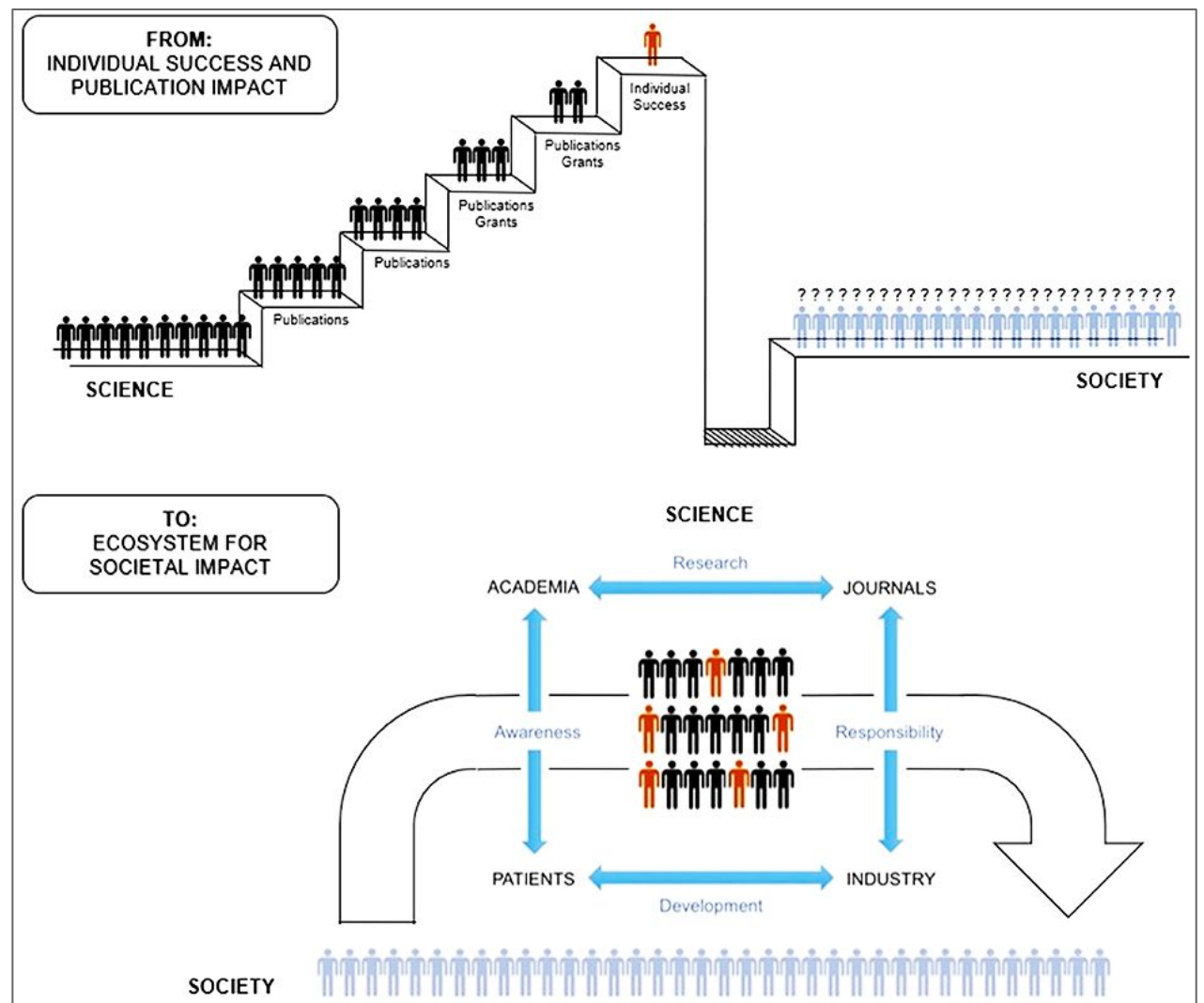
Stephanie Van Orden, PsyD



Paige Reohr, MS

Why do we reach out?

Figure 1. From individual career success and publication impact to a collaborative multidirectional ecosystem for societal impact (Kools et al., 2018)



We advocate and educate to support:

1. Mental health awareness and destigmatization
2. Social Justice
3. Improved health outcomes
4. Ethical dissemination of psychological research



Public Media

Public Media Formats

- Television
- Radio
- Print

Key Factors

- Networking with public media sources
- The interview
- Post interview



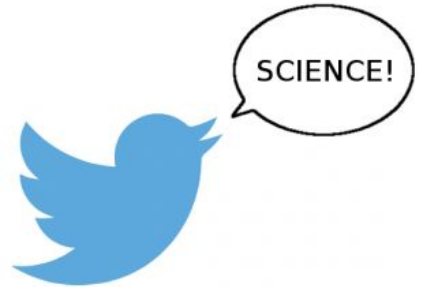
: https://youtu.be/9FO-bxIF_Jk

Let's Practice!

Role-play topic:

Reaching the Community Through Social Media: Scientific Dissemination

- Scientific journals are gatekeepers (Kools et al., 2018)
- Social media platforms are widely used
- Disseminating science through social media:
 - Reaches more people, including those who are harder to reach
 - Disseminates knowledge faster than traditional methods
 - Has been shown to boost research citations
 - Facilitates networking among researchers, clinicians, consumers
- The business of social media



Reaching the Community Through Social Media: Countering “Fake News”

(Dijkstra et al., 2018)

- Fake news spreads quickly
- Some science will be misinterpreted and incorrectly disseminated
- Researchers and clinicians can be trustworthy sources in their network
 - Report inaccuracies in news stories and correct them
 - People will still want interesting stories
 - Think small, share within your circle (be a ‘nerd of trust’)



Reaching the Community Through Social Media: PEC Social Media

Instagram

@opapubliceducationcommittee



Facebook

@OPAPEC



Connecting the Public with Psychological Science

Find primary or secondary sources
(e.g., APA, APS)



Getting a good night's sleep: How psychologists help with insomnia

Psychologists help with insomnia and provide tips that can be helpful in changing unhealthy habits and improving your sleep.

Date created: 2014 5 min read



How many times did you hit the snooze button this morning? We all crave sleep, but too many nights we fall short of the seven or eight hours we need to thrive. An estimated 50 to 70 million Americans suffer from a chronic sleep disorder, according to the Institute of Medicine.

In today's overscheduled society, sleep may feel like a luxury when, in fact it's a necessity. Sleep is vital to our health, safety and overall well-being. Sleep recharges the brain, allowing it to learn and make memories. Insufficient sleep has been linked to car



Summarize, create a graphic (e.g., Canva), post and link source

Community Outreach

- Partnering with community organizations to offer psychoeducational events
 - “Tips for managing pandemic stress”, “Brain health and wellness”
- Partnering with community organizations to support social connection among older adults
 - Senior-student check in calls (“Dial a Smile” and “Conversaciones con los Abuelos”)
- Joining community groups to build connection and offer informal psychoeducation
- Dissemination in articles
 - www.wholehealthpsych.org
 - OPA newsletters- PEC Updates

PEC Community Outreach

Local/State Organizations

- NAMI Oregon
- Community programs
- Rotaries

Modalities

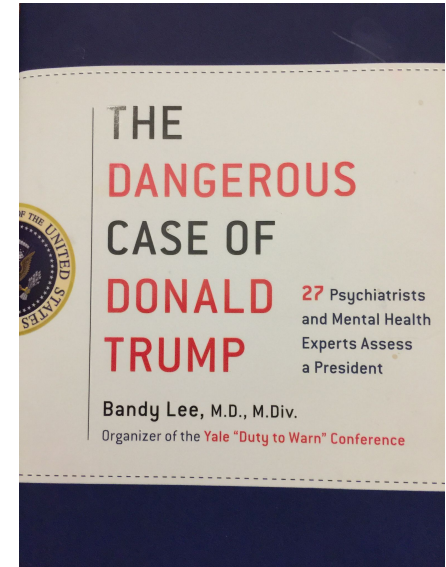
- Virtual presentations
- Outdoor events
- Sharing resources



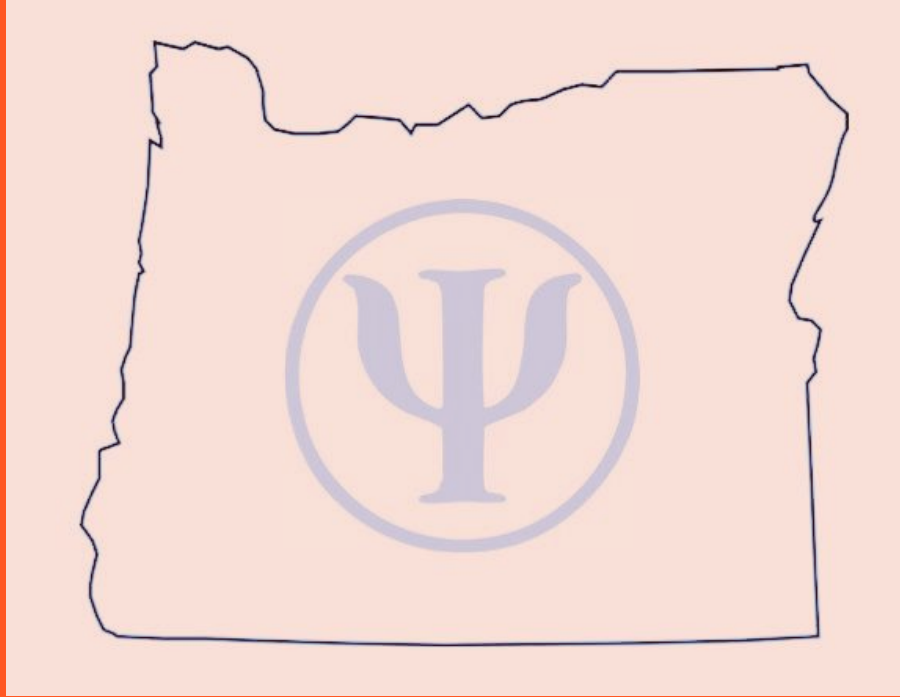


Ethical Considerations

- Sharing mental health advice to the public
- Speaking to public figures' symptoms/diagnoses from afar
 - Typically referenced as “Goldwater rule” through the American Psychiatric Association
 - Does this apply to psychologists?
- Reaching communities historically and currently underserved by the psychological community
- Intersection of psychology and public policies
 - Pandemic, gun restriction, etc.



Questions



References

Dijkstra, S., Kok, G., Ledford, J. G., Sandalova, E., & Stevelink, R. (2018). Possibilities and pitfalls of social media for translational medicine. *Frontiers in Medicine*, <https://doi.org/10.3389/fmed.2018.00345>

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Park S. C. (2018). The Goldwater Rule from the Perspective of Phenomenological Psychopathology. *Psychiatry investigation*, 15(2), 102–103. <https://doi.org/10.30773/pi.2018.01.25>

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