

SEMPA External Relations Committee

The SEMPA External Relations Committee would make recommendations for and assist in the development and outreach of messaging and promotion of SEMPA, EMPAs and emergency medicine to the media, public and other organizations.

1. Provide direction on:
 - Increasing SEMPA's name recognition and relevancy of EMPAs among colleagues and the public
 - Refuting inaccuracies about EMPAs
 - The development and review of materials distributed to the media and the general public
 - Promote positive stories about EMPAs as well as the specialty of emergency medicine
2. Assist in working with other organizations to increase understanding and value of EMPAs including:
 - Presentations on utilization of EMPAs in ED
 - Developing appropriate communication channels for shared information as it pertains to utilization of PAs for potential employers and employees
 - Work with other PA organizations on projects promoting PAs
 - Develop liaison positions to external organizations
3. Provide input into promoting and using social media for the purposes outlined above
4. Assist other SEMPA committees as it pertains to the purposes stated above