

## **Communications Committee**

### **Standard Operating Procedure (SOP)**

*Last Updated: January 2023*

**Communications Committee Mission:** The Communications Committee is responsible for:

- 1) Production of Newslines as an electronic newsletter
- 2) Increasing public awareness of research on substance use, misuse, and substance use disorders
- 3) Promoting College activities to the scientific community
- 4) Using social media to promote addiction science, reduce stigma around addiction, and promote the College's achievements
- 5) Expand CPDD's advocacy reach and public education on substance use disorder research, prevention, treatment, and policy.

**Committee Members:** The President-Elect of CPDD appoints members of the Communications Committee and its Chair(s) for 3-year terms. Terms begin and end immediately after the annual meeting.

**Committee Operations:** The Communications Committee is comprised of 10-20 members (including the Chair and ex-officio members) that provide oversight for publications of the CPDD, a Media Forum at the Annual Conference, and via social media outlets. The Communications Committee submits activity reports to the CPDD BOD in January and June. New initiatives of the Committee are proposed to the Executive Committee and BOD. Special charges to the Communications Committee are considered, and recommendations to the Executive Committee or the entire BOD are made.

### **Newslines:**

- Newslines are newsletters shared with CPDD members twice a year (Spring and Fall). Contents of Newslines include member spotlights, annual meeting highlights, and other College Activities.

- One or two members of the Communications Committee can serve as editors or co-editors of the Newline, which is produced in conjunction with Parthenon Management.

### **News and Views:**

- A News and Views Editor can be any member of the Committee, including chairs or co-chairs.
- The designated Editor leads initiatives to fill the pages in DAD dedicated to News and Views, including calls for “hot topic” articles related to important and timely topics in substance use research and treatment. These calls are to be distributed on listservs, the CPDD website, and through personal networks. News and Views articles are meant to be reflections of the CPDD organization’s ethos, values, perspectives, and interests. Because News and Views articles are not subjected to the standard peer-reviewed system, content for which peer review would be appropriate is generally not accepted for News and Views. For example, submissions that describe findings from research studies or literature/systematic reviews will generally not be considered and should instead be submitted directly to DAD.
- Before an article is submitted, the corresponding author should send a presubmission inquiry to the Chair and designated editor of the Communications Committee describing the proposed submission to ensure the topic aligns with expectations.
- Once an article is submitted for consideration, the Editor solicits reviewers from within the Committee or from the broader CPDD membership, and the article is reviewed for clarity, fit, and alignment with CPDD messaging. If no committee members volunteer, then they are assigned based on alphabetical order.
- There is an expectation that News and Views are reviewed by an Editor and two independent reviewers. The reviews are made anonymously.
- The submitted manuscript and solicited reviews are then shared with the CPDD Executive Committee, who provides an independent review and/or recommendation for publication.
- The Editor reviews all feedback and issues a decision of acceptance, revision, or rejection. Authors are provided with an anonymized copy of all reviews and the final decision.

- Submissions must be 2,500 words or less and follow standard formatting for articles published in Drug and Alcohol Dependence.
- Once an article is accepted for publication, it is sent to Elsevier for inclusion in Drug and Alcohol Dependence. The Editor forwards the article to the authors for final review.
- Standard language, as follows, will be included in the Acknowledgements section of each News and Views publication on behalf of CPDD: “The opinions expressed in this publication are those of the authors and not necessarily shared by the College of Problems on Drug Dependence.”

### **Annual Meeting Programming:**

- The Communications Committee may convene communications-oriented programming. This could take the form of a forum, workshops, symposia (etc). Programming topics are submitted to the CPDD Program Committee for consideration of acceptance per standard programming guidelines. The specific details of the committee-developed programming will be tracked and modified as necessary over time.
- Meeting programming should be designed to increase the dissemination of science to the public, popular press, and journalists. Different formats may include a Media Forum that invites local media to view a series of talks, or programming that provides media training, social media training, tips for communicating research in concise, plain language formats, and other strategies for disseminating science via Media channels.

### **Social Media Outreach:**

- The committee is tasked with developing social media campaigns identified as being supportive of the CPDD organization’s values.
- Persons engaging in social media recognize they are doing so as representatives of the CPDD organization and that the content they post reflects directly on the organization. Appropriate efforts should be made to ensure that posts are free from bias, that the content posted is accurate, and that copyright permissions have been determined. Posts that include social or political commentaries, individual

opinions, or generally controversial topics that would reflect poorly on the organization are not acceptable.

- The committee chair may designate one or more persons (or a subcommittee) to manage social media postings. Designees are expected to identify and post key findings from the CPDD committee and research community through social media channels that have been established by the CPDD management group. This may include X/Twitter, BlueSky, LinkedIn, Facebook, Instagram (etc) as appropriate. Content may be sourced through development of an online submission portal to which members directly submit.
- Committee members will also be asked to identify and source important research articles and other relevant news worthy of sharing on social media outlets. Sharing priority should be given to content generated by persons who are members of the CPDD organization.
- The Committee may develop educational materials (such as webinars or tip sheets) for distribution to CPDD members that outline best practices for engaging with social media to share science related to substance use treatment, research, and policy. A focus of these efforts will include developing relationships with academia, government agencies, and private industries in order to support outreach efforts such as webinars or in-person meetings. It is advised that the Education and other relevant committees be consulted prior to the development of any educational materials to prevent duplicative efforts, redundancy, or competing guidance from being developed across committees and to help streamline and integrate the tasks and expertise of each committee.

**Note:** Above activities are to be completed in accordance with the CPDD Code of Conduct policy which was last revised on February 25, 2020

(<https://d2p55c5k0gw6a2.cloudfront.net/wp-content/uploads/2021/03/Code-of-Conduct.Policy.02.25.2020.pdf>).