

Public Outreach Coordinator Report

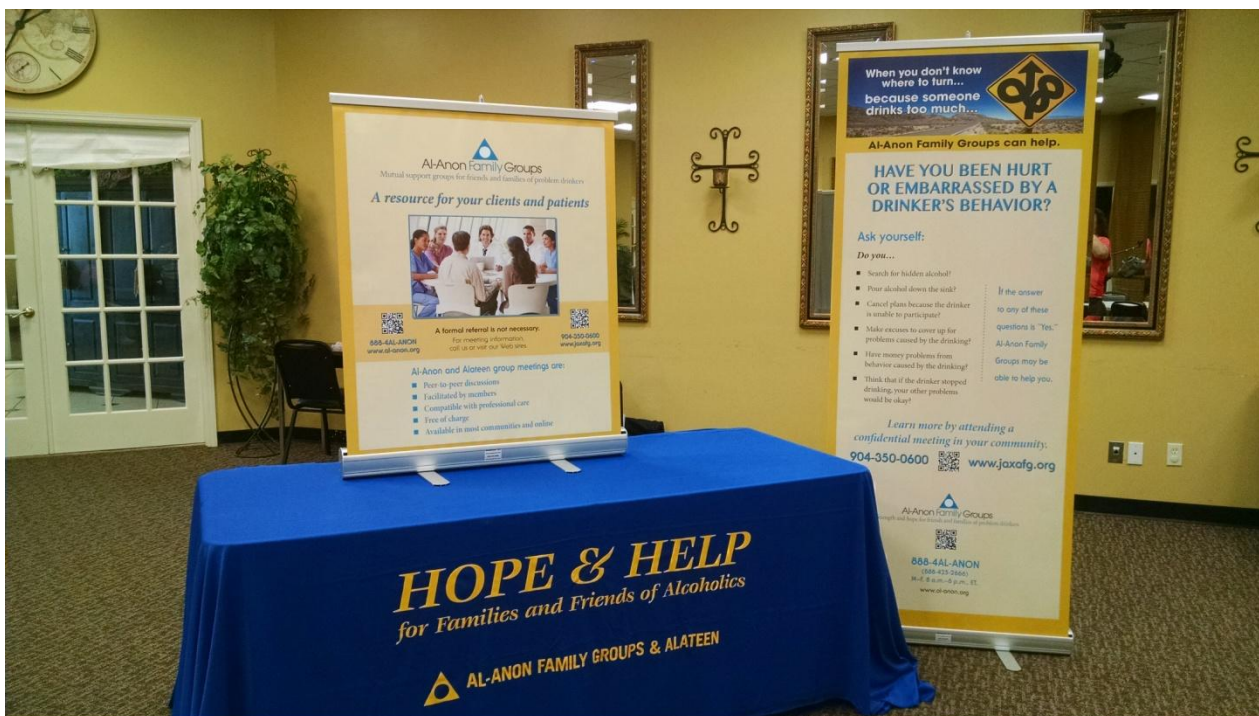
Freddie Shugrue

AWSC - February 6 & 7, 2015

Hello Panel 55

You know, I served at the Area Level before. Today I feel like that was a very long time ago in a place far, far away. All the new technology and expectations seem somewhat daunting and I'm wondering what HP has gotten me into. And it's definitely a God Thing. I had no intention of putting my name in that bag for this position. So - I guess I'll just hang on and enjoy the adventure.

My predecessor went out with a BANG. I'm sure you all remember that the Group Representatives passed a Motion to pay \$1,000 for a table at the UF Primary Care, Pain and Addiction Conference, October 30 - November 1 at the Sawgrass Marriott Resort. WOW! Ann, Panel 52 Public Outreach Coordinator, attended the Event and brought literature from the Area. District 3 stepped up and offered to man the project. They also offered to use their newly purchased table cover and banners.



Members reported our table was the best looking display among many high profit pharmaceutical companies. They also reported excellent service from the staff who also had questions and took literature. There were also reports of our literature being read at other tables.

Please see District 3's Report below:

AI-Anon Information Services Liaison Report on the UF Primary Care, Pain and Addiction Conference

Dates: Oct. 30 - Nov. 1

Location: Sawgrass Marriott Resort

Members volunteering (alphabetical by first name): Amanda H., Ann Q (Area Public Outreach Chair), Beth, Carolyn H., Carolyn I., Cindy, Jean, Jim, June, Kathleen, Mark F., Rhonda, Roxanne A., Sally O., Sharon F., Susan H., Virginia

Organizers for District 3: Mark F., Carolyn H., Roxanne A., Tina D.

Report by: Mark F., District 3 Alternate AISL

The University of Florida's Continuing Medical Education department hosted the UF Primary Care, Pain and Addiction Conference at the Sawgrass Marriott Resort in Ponte Vedra Beach Oct. 30 through Nov. 1. Total attendance was 72 medical professionals from throughout the state attended the conference. They were offered an incentive to visit all the tables.

AI-Anon was invited to participate, and members from District 3 volunteered to meet with the medical professionals before, during breaks and after the continuing education classes. Our volunteers had an opportunity to carry the message to the medical professionals. The cost to attend the conference was \$1,000, which was paid for by the Area, following a vote at the October Assembly.

Our volunteers distributed a special note pad designed to look like a doctor's prescription pad, and copies of AI-Anon Faces Alcoholism and How AI-Anon Works. Our volunteers distributed roughly:

- 50 copies of How AI-Anon Works
- 50 AI-Anon Faces Alcoholism
- 30 magnetic signs (bumper stickers)
- 35 referral pads

Most importantly, our volunteers connected with new institutions interested in starting meetings onsite. One was at Wekiva Springs, here in Jacksonville. Another is the representative from the UF Recovery Center with locations in Orlando and Tampa. Ann is based in Tampa and is planning to get in touch with that one. Rhonda has already followed up with Wekiva.

We also collected information on similar conferences throughout the region. Mark F. will research them to see if we can support similar efforts at those conferences.

I don't currently have much information on all the outreach projects in our Area - However, I plan to change that. I'll be asking all our AISL's to please send me information on projects in their district. I have formed an Outreach Committee in my District. I'm sure by the Fall Assembly, our Area will have another Outreach Project to consider.

I do however know about District 3. If the AISL's will please check your baskets, you'll find a VALPAK. These packets were distributed throughout Jacksonville and surrounding cities in December. Look through it. Can you spot the AI-Anon ad? District 3 called it a Media Blitz and had a billboard, three tailgate bus ads, and face book ads simultaneously.

There was a real thrill when you opened the Pak and saw our ad in print! It is my hope that if you have any questions or concerns; or if you need some encouragement; you'll call me. If I don't know the answer - I will find it. Participation is the key to harmony and I plan to be in harmony with you all!

Our outreach committee discovered lots of tools and information on the WSO web site. Please check it out. You can see samples of District 3's Media Blitz at www.jaxafg.org. Just click on Public Outreach towards the end of the home page.

As a reminder - I know you heard this from Cindy too - don't forget to ask about discounts and consider the tax savings which might be available if you submit your project to the Area for consideration as a Special Public Outreach Project (SPOP). You have to submit funding for the project with your request, but if the Area approves the project and adopts it - they will deal with your vendor and use their tax exempt status to your advantage. The Special Public Outreach Project (SPOP) forms and instructions are available on the North Florida Area website, afgarea9.org

I hope you all made the deadline (February 4) to order more of the 2015 AFA's. Your orders should be shipped by April 1. **And... be sure to check out Page 16. Susan H. from District 3 - Jacksonville is quoted.**

And check your February Forum - Both Susan and Carolyn are published.

Let's make this a GREAT DAY!
Yours In Service, Freddie
publicoutreach@afgarea9.org

