

Public Outreach Coordinator Report

Freddie Shugrue

Assembly May 1 – 3, 2015

Hello Panel 55

We held the first official meeting of the Public Outreach Work Group on April 12, 2015. I told the participants I needed to reason things out. I found great comfort in knowing I'm not alone. I was also blown away by all the suggestions and great ideas shared in our group. We have the beginnings of a plan for the next Area Outreach Project. I'll be discussing this with all thirteen AISLs for our Area during the Thought Force Breakout. I will also be handing out copies of "The Best of Public Outreach" during the breakout.

WSO has released the order form for the *2016 Al-Anon Faces Alcoholism (AFA)*. Al-Anon's public outreach magazine is an excellent tool for sharing the hope that Al-Anon offers. WSO's flyer encourages us to look for opportunities to leave *AFA*'s behind: "Whether you are visiting your doctor's office, the library, or waiting for your car to be serviced, there is an opportunity to ask if you can leave behind a few copies." I will be providing copies of the order form to all AISLs. You will also find the form at the end of my report. AFG Headquarters must receive your payment and order form by 5 p.m. ET, Wednesday, July 8, 2015. No exceptions can be made. Orders will be shipped by AFG, Inc. before September 1, 2015.

You will have your order in time for National Recovery Month (as WSO planned). Every September, SAMHSA (Substance Abuse and Mental Health Services Administration) sponsors Recovery Month to increase awareness and understanding of mental and substance use issues and celebrate the people who recover. Please check event calendars in your district to see if there are any that offer you an opportunity to participate and share our *AFA*s.

WSO has forwarded a request from Venice, Florida to our Area. District 13 has graciously accepted the invitation to provide an Al-Anon presentation at an addictions forum for the Unitarian Church congregation in November. The Church has requested a 40-minute Al-Anon presentation to include the effects of a relative's or friend's drinking on the family, as well as basic facts about Al-Anon and how it helps. The presenter is asked to bring an Al-Anon handout and local meeting schedule for the attendees. This is an exciting opportunity and an idea for a suggestion you might offer at your church.

District 3 has been invited back to the C.O.R.E. (Clinical Overview of the Recovery Experience) Conference on Amelia Island, July 19 – 22, 2015. The registration fee has been waived and a table assigned.

WSO also forwarded an invitation from the Florida Alcohol and Drug Abuse Association for Al-Anon participation in the 2015 Annual Conference & Justice Institute, May 21 – 22, 2015 in Orlando. District 10 is reviewing the many options available at this event to determine how they will participate.

Public Outreach

I am particularly excited about putting into action an idea Ric B. shared during dinner following the Weeds to Seeds Workshop. He suggested that rather than have a table at a Conference, we ask to be put on the agenda.

Not long after, WSO forwarded a request for Al-Anon participation at the IPN (Intervention Project for Nurses) / FNA (Florida Nurses Association) Annual Conference, May 28 – 29, 2015, at Ponte Vedra Beach. I asked if we could be added to the agenda. They replied that the agenda for this year was already set, but they would be happy to add us to the agenda for next year! I am thrilled! They have agreed to waive the registration fee and asked District 3 to help offset the cost of food for our volunteers. District 3's Group Representatives voted in favor of being self-supporting and Mark (AISL) is on the job.

Ric's suggestion serves as a reminder to me: don't discount an opportunity because one aspect is not doable. For instance...a district may have an opportunity to participate at a conference but not be able to pay the registration fee, which can't be waived. Ask about being put on the agenda. Also check out the website...sometimes there are other opportunities that are less expensive. Maybe you can put literature or a flyer in their registration packets. Can you put an ad in their program or on their website? Can it be submitted to the Area as an Area Project? If all else fails, maybe you can put it on the calendar for next year and try again.

As a reminder, don't forget to ask about discounts and consider the tax savings that might be available if you submit your project to the Area for consideration as a Special Public Outreach Project (SPOP). You have to submit a proposed budget 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 SPOP forms and instructions are available on the North Florida Area website, afgarea9.org.

And, in case you haven't heard, here's a repeat from my AWSC report:

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, 2014, at the Sawgrass Marriott Resort, hosted by the University of Florida's Continuing Medical Education department. 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 (see photo on next page) 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.

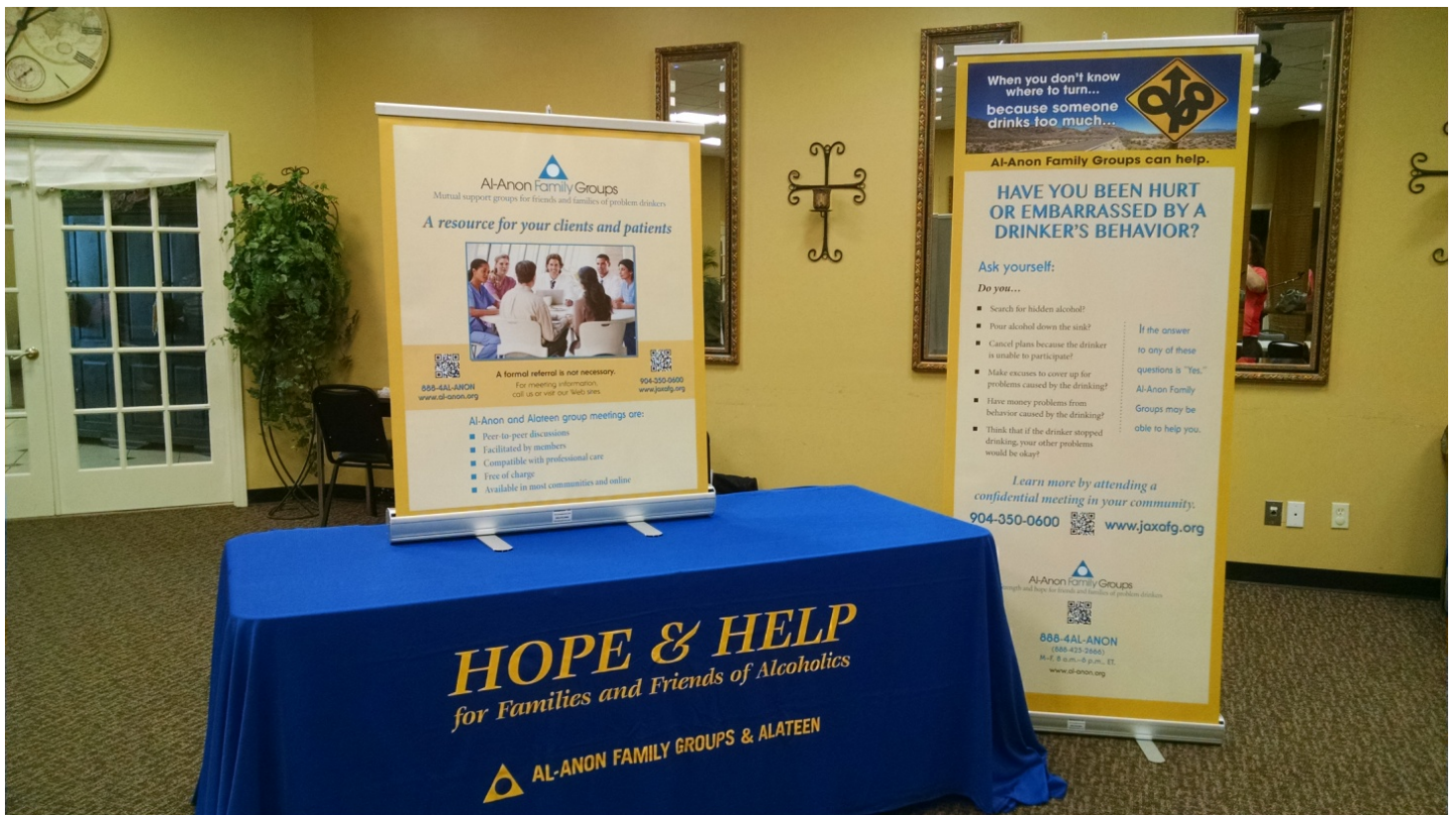
Seventy-two medical professionals from throughout the state attended the conference. They were offered an incentive to visit all the tables.



Al-Anon 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.

Our volunteers distributed roughly:

- 50 copies of *How Al-Anon Works*
- 50 copies of *Al-Anon Faces Alcoholism*
- 30 magnetic signs (bumper stickers)
- 35 referral pads (notepad designed to look like a doctor's prescription pad)



Most importantly, our volunteers connected with people from new institutions interested in starting meetings onsite. One was from Wekiva Springs in Jacksonville. Another is the representative from the UF Recovery Center with locations in Orlando and Tampa.

We also collected information on similar conferences throughout the region.

Have you had an opportunity to check out the WSO website lately? Notice anything new or different? Take a look at the screen shot below:



Al-Anon is now on Facebook, Twitter and YouTube. The WSO website now has buttons for easy access to these pages. WSO is encouraging members to participate. You are encouraged to like the Facebook page. You are encouraged to share Facebook posts. You are encouraged not to comment in order to protect your anonymity. The April *Forum* provides more information on Al-Anon's presence in this new venue. There is also an article from a member who found Al-Anon through the Facebook page in the April *Forum*.

NEW

Al-Anon Faces Alcoholism 2016

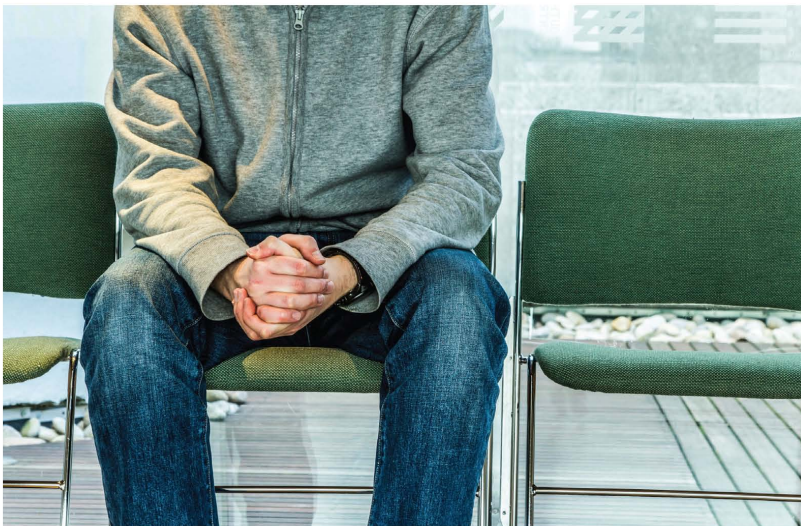
Al-Anon's public outreach magazine

In your day-to-day life there are opportunities to share the hope that Al-Anon offers to those who are hurting but don't know where to turn.

Whether you are visiting your doctor's office, the library, or waiting for your car to be serviced, there is an opportunity to ask if you can leave behind a few copies of *Al-Anon Faces Alcoholism 2016*.



Reach out to those who are still suffering



“...when I see a chair that stays empty throughout the entire meeting, I say a prayer for the person who needs but hasn't yet found Al-Anon.”
Jessica, MA

Al-Anon Faces Alcoholism 2016

also available in Spanish and French!

Al-Anon Family Group Headquarters, Inc. (AFG, Inc.) must receive your payment and order form by **5 p.m. ET, Wednesday, July 8, 2015. No exceptions can be made.** Orders will be shipped by AFG, Inc. before **September 1, 2015.** This offer is available only in the U.S., Canada, Bermuda, and Puerto Rico.

This form may be photocopied or order from our on-line shopping cart.

ENGLISH

Please send me

Al-Anon Faces Alcoholism 2016

_____ 25 copies (AFA1) for \$18 U.S. \$ _____

_____ 50 copies (AFA2) for \$25 U.S. \$ _____

_____ 100 copies (AFA3) for \$40 U.S. \$ _____

_____ 200 copies (AFA4) for \$75 U.S. \$ _____

_____ 400 copies (AFA5) for \$140 U.S. \$ _____

Virginia residents add 6% sales tax \$ _____

Total Amount Enclosed (U.S. funds) \$ _____

Canadian payments may be made in Canadian funds at the U.S. dollar equivalent.

Make checks payable to:

AFG, Inc.,

1600 Corporate Landing Parkway

Virginia Beach, VA 23454-5617

Fax: (757) 563-1655

On-line: www.al-anon.org

Do Not Send Cash

NO C.O.D. ORDERS.

When using a credit card, please provide us with the information below.

Visa MasterCard

Discover American Express

Exp. Date _____

*Security code _____

Card Number _____

Telephone _____

Signature - required on all charge orders

* The security code is an "extra" number that accompanies your credit card. On Visa, MasterCard, and Discover, the number is the last three digits from the back of the card as it appears on/near the signature strip. On American Express cards, the number appears above and to the right of the regular card number on the front of the card.

Send to:

Name _____

Street _____

City, State/Province _____

Zip/Postal Code _____

Check Total	Date	Order #
DO NOT WRITE IN THIS SPACE		

**Thank you for
your participation.**

ESPAÑOL

Sírvanse enviarme

Al-Anon se enfrenta al alcoholismo 2016

_____ 25 ejemplares (SAFA1) por US \$18.00 \$ _____

_____ 50 ejemplares (SAFA2) por US \$25.00 \$ _____

_____ 100 ejemplares (SAFA3) por US \$40.00 \$ _____

_____ 200 ejemplares (SAFA4) por US \$75.00 \$ _____

_____ 400 ejemplares (SAFA5) por US \$140.00 \$ _____

Si reside en Virginia, añada 6% de impuesto de ventas \$ _____

Monto total incluido (en moneda de los EEUU) \$ _____

Los pagos procedentes de Canadá se pueden hacer en moneda canadiense al tipo de cambio del dólar americano.

Veuillez m'envoyer

Al-Anon face à l'alcoolisme 2016

_____ 25 exemplaires (FAFA1) à 18,00 \$ US \$ _____

_____ 50 exemplaires (FAFA2) à 25,00 \$ US \$ _____

_____ 100 exemplaires (FAFA3) à 40,00 \$ US \$ _____

_____ 200 exemplaires (FAFA4) à 75,00 \$ US \$ _____

_____ 400 exemplaires (FAFA5) à 140,00 \$ US \$ _____

Habitants de la Virginie, ajouter 6% de taxes de vente \$ _____

Montant total inclus (devises américaines) \$ _____

Le paiement des commandes provenant du Canada peut être fait en devises canadiennes à l'équivalence du dollar américain.

Grand Total \$ _____

FRANÇAIS

There are no bad ideas. Please don't let your ideas go to waste. Share them with other members and don't forget to include me. I would love the opportunity to listen and then see if we can find a way to do it.

I'd also like to hear about any Public Outreach Projects your Districts have done or are doing. Please share so that others can replicate and/or modify your idea to work for their District.

Remember...I plan to have at least one Area Public Outreach Project to present to the AWSC this fall. I then hope AWSC will recommend at least one to the Assembly for a vote. So put your thinking cap on, share your ideas and come prepared to vote during the Fall Assembly.

Step 12 is no longer work. It's a dance and an adventure. Grab a partner and enjoy the fun.

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



Public Outreach