

Public Outreach Coordinator Report

Freddie S

AWSC - August 19-21, 2016

Hello Panel 55

As you are aware - our 2016 Public Outreach Project, "Continue to Cover North Florida in Al-Anon" was approved at the Assembly in May. See copy attached. For this project, we are ordering two additional banners for each district — one tabletop banner directed at teens and one stand-alone tall banner directed at adults. We are also ordering one set of 3 banners and a table cover in Spanish which will be given to our Spanish Liaison for the use of our Spanish members.

We have the translations for the Spanish table cover and banners now. We are working on getting the translations into the format we need for publishing and for submitting to WSO for approval. We are also putting finishing touches on the Alateen Banner. Everything is scheduled to be submitted to WSO in a couple of weeks. Our goal is to have everything printed and to bring them to the Fall Assembly where we will give them out for you to take home.

Meanwhile - you all continue to astound me with all your hard work. I feel a sense of pride each time one of you is successful in your requests for WSO approval. Keep up the good work! I also admire your diligence when I learn that an idea that didn't pan out has new interest and a commitment to try and get it started.

Our work group is now focusing on the 2017 Public Outreach Project. For 2017, we would like to "Reach Out to Everyone". I first mentioned this project at the Spring Assembly and requested input from all of you. This project will take a lot of work and coordination.

This project was conceptualized from a suggestion from one our districts and involves lots of pens and Alateen's 65th Birthday. We are talking about click pens or banner pens and how to distribute them. We are also suggesting Birthday Presents be given to school counselors. We need suggestions as to what to put on the pens and where to put them. We also need suggestions as to what to include in the Birthday Presents and what schools to give them to. So here's the idea:

First we want to purchase a large quantity of pens with our AFG information on them. Then we plan to distribute them:

- some to each district to have available to hand out at health fairs, etc....
- some mailed with a letter and AFA's to professionals, institutions, etc... (We need help adding to this list of places we can send them and deciding what to send.)
- some mailed to school counselors inside a wrapped present with a letter honoring 60 years of Alateen and a subscription to Alateen Talks (What else should we include in the present and what schools should we send the presents to - 5 per district?)

We are projecting this project will cost about \$4,000.00. We have asked the Treasurer to increase our budget for 2017.

We want to have this proposal ready to present next Spring and hope to have it as a recommendation for the 2017 Spring Assembly.

For now - we still need your input. Please see the attached questionnaire on page 3 of this report. Each of you will find a copy of this questionnaire in your folder. Please take it to your next District meeting and complete it. Then return it to me. Note this will require a volunteer from your District to do the leg work. We don't want to send gifts to Schools where there is no contact information. We need you to find schools who would welcome the gift and put the materials it contains to use. We also want names and address for Professions so we can send them a pen and a letter.

Please share you thoughts about this project.

Public Outreach graphics in a variety of sizes and resolutions are now available on the Members' Web site at <http://al-anon.org/members/public-outreach/some-helpful-public-outreach-tools/item/526-road-sign-design-for-local-adaptation>. Please include national as well as local contact information in the "Avant Garde" typeface, and submit your design to the WSO Public Outreach Department for review prior to production.

Although our Districts do not hold the non-profit designation, our Districts can submit a request for the Area to take on a project in order to qualify for the free advertising for a non-profit group. You will find the directions for SPOP on our Area website, AFGArea9.org. Click on Members, then click Documents and Resources. Special Public Outreach Project will be one of the options. If you need any help, just let me know.

SPOP is available anytime a District may need the Area to do a project for any reason. The project must be funded by the District and the District will be responsible for all the "leg work", but it will be an Area Project and contracts etc.... will be signed by an area officer if the project is approved as a SPOP. These project will not incur sales tax as funds will be donated to the Area and the Area will pay all the bills.

Thanks again for everything each of you does to keep Public Outreach alive in North Florida.

Let's make this a GREAT DAY!

Yours In Service, Freddie

publicoutreach@afgarea9.org

"Participation is the Key to Harmony"

Re: Proposed PO Project for 2017 - Reaching Out to Everyone

**Please complete the following questions and return this questionnaire by US mail or email to Freddie Shugrue, Public Outreach Coordinator
3142 Lenox Avenue, Jacksonville FL 32254
publicoutreach@AFGArea9.org**

Our proposed project touches everyone as we are including an Alateen Birthday Gift to schools, Banner Pens for Professionals and Banner Pens to distribute at Health Fairs and Conferences.

In order to accomplish this and in the spirit of Concept 4 - we are asking for your help and input. We encourage you to include the groups in your District (at least those who send a GR to your District meetings.

1. What one line would you want to show in the barrel of the pen?

**What would you suggest for the two sides of the banner pens?
i.e. woman in a bottle or teen in a bottle, 10 questions, road sign**

**2. What would you suggest be included in a mailing to professionals besides the banner pen?
i.e. letter to professional, 8-1/2 X 11 inch color laminated poster of the professional banner**

**3. What would you suggest be included in the gift to High Schools besides the banner pen?
i.e. subscription to Alateen talks, 8-1/2 X 11 inch color laminated poster of the new teen banner**

4. Please list fifteen Professionals you'd like to send pens too? Use a separate sheet of paper

5. Is fifteen enough? Too many? How many? _____

6. Please list five High Schools you'd like to send a gift to and whom you have contacted and confirmed that they will accept/use the gift? Use a separate sheet of paper

7. Are there any other recommendations you'd like to see included in this project?

Are there any other projects you would like to propose to the Area? Instead of this project or for a future year?

**PROPOSED
NORTH FLORIDA AREA 9
PUBLIC OUTREACH PROJECT FOR 2016**

CONTINUING TO COVER NORTH FLORIDA IN AL-ANON

The Public Outreach Work Group proposes the following:

That the North Florida Area purchase twenty-six retractable banners. Thirteen banners will have an outreach message directed at adults (these will stand alone) and thirteen banners will have an outreach message directed at teens (these will be tabletop). One of each banner will be distributed to each of the thirteen districts in Area 9. We further propose to purchase one of each adult, teen, and professional banner, plus a table cover, in Spanish for the use of the Area Spanish Liaison.

The total cost will be approximately \$3,502.90.

Findings/Reasoning/Goal:

- We aim to establish a consistent look for Al-Anon in North Florida in order to promote recognition and advance our Al-Anon identity.
- We will look more professional in a professional setting.
- Each District will have the appropriate banner for any venue they may choose to participate in.
- We aim to encourage pride, willingness, and enthusiasm in our volunteer pool. The more volunteers who are willing to participate, the more opportunities our Districts can take advantage of.
- Although WSO's most recent survey shows that the majority of newcomers are referred by professionals, we want to be able to reach out to everyone, everywhere. Therefore, it is prudent and a sound investment to make our outreach tools more attractive.
- Assigning these expenses to the Area allows the majority of districts to have more funds available for additional Public Outreach Projects.
- We get a price break when ordering the banners in bulk as we only have to pay one processing fee. Still, each retractable banner can be customized for each district's contact information.
- A couple of districts already have table covers and/or banners, which can be used as back-ups or spares.

Adult Focus Public Outreach Banner

When you don't know
where to turn...
because someone
drinks too much...



Al-Anon Family Groups can help.

HAVE YOU BEEN HURT OR EMBARRASSED BY A DRINKER'S BEHAVIOR?

Ask yourself:

Do you...

- Search for hidden alcohol?
- Pour alcohol down the sink?
- Cancel plans because the drinker is unable to participate?
- Make excuses to cover up for problems caused by the drinking?
- Have money problems from behavior caused by the drinking?
- Think that if the drinker stopped drinking, your other problems would be okay?

If the answer
to any of these
questions is "Yes,"
Al-Anon Family
Groups may be
able to help you.

*Learn more by attending a
confidential meeting in your community.*

904-350-0600 • www.jaxafg.org


Al-Anon Family Groups
Strength and hope for friends and families of problem drinkers

888-4AL-ANON
(888-425-2666)
M-F, 8 a.m.-6 p.m., ET.



www.al-anon.org

Note that this banner is in a draft stage while submitted for your consideration.

WSO has approved this as shown.

DRAFT



ALCOHOLICS AREN'T THE ONLY ONES TRAPPED BY ALCOHOL

**Teens, has your life been affected
by someone else's drinking?**

Ask yourself:

- Do you tell lies to cover up for someone else's drinking or what's happening in your home?
- Do you stay out of the house as much as possible because you hate it there?
- Are you afraid or embarrassed to bring your friends home?
- Do you think the drinker's behavior is caused by you?
- Do you feel that if the drinker loved you, he or she would stop drinking?

If the answer to any of these questions is "Yes," Alateen may be able to help you.

Learn about Alateen by calling or visiting our Web site.



866-4AL-ANON
www.al-anon.org



904-350-0600
www.jaxafg.org


Al-Anon Family Groups
Strength and hope for friends and families of problem drinkers.

(Image above shows watermark and DRAFT notation, both of which will be removed before final production.)