

Public Outreach Coordinator Report

Freddie S

Assembly - September 30 - October 2, 2016

Hello Panel 55

I know you are all excited about receiving more banners! The good news is - they are scheduled to be in Orlando, at the Hilton! We will be doing a quality check on them and giving them out provided everything goes according to plan.

The only sad news is that we were not able to complete the ordering of the Spanish banners and table cover. They are coming - just not on the schedule I planned. I will get them to Elsa ASAP.

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 banner pens and how to distribute them.

If you went to Convention - You now know what a banner pen is. You actually have one of your own. If you didn't, we want you to be "in the know", so we have a gift for you. Note the banner is two-sided. We are looking for ideas or suggestion for what to put on the pens for public outreach.

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. I gave these questionnaires out at the AWSC in August. I'm hoping to get some completed questionnaires back this weekend. If you haven't already please take it to your next District meeting or group 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 your 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>. Note that WSO has added graphics directed to Alateens now. 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.

Please see the WSO announcement about the Dear Abby on Page 4 of this report.

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?

The 2014-2017 *Al-Anon/Alateen Service Manual* on page 111 states: "Whenever national publicity on Al-Anon/Alateen may be of interest to local groups, they are, if possible, notified in advance by the WSO."

Please relay the following information to the groups in your Area.

The World Service Office has received a publication notice from the staff of the syndicated newspaper columnist, "Dear Abby." The column for Tuesday, August 23, 2016, will respond to a request for help from a man who is troubled by his elderly parents' drinking.

For various reasons, it is possible that individual newspapers might not carry the man's letter or Dear Abby's recommendation for him to contact Al-Anon. The entire "Dear Abby" column, however, will appear on the internet August 23 at <http://www.uexpress.com/dearabby/>.

In communities where editors choose to publish Al-Anon contact information as part of the "Dear Abby" column, it would be appropriate and helpful for members to send thank-you notes to the newspapers. Such expressions of appreciation might help editors choose to run more Al-Anon and Alateen items in the future. It is possible that thank-you notes sent to newspapers or "Dear Abby" might appear in print, so please ask to remain anonymous if you identify yourself as an Al-Anon member.

Since readers of national media items could very well contact the WSO for local meeting information, it is always important for groups to provide WSO with up-to-date contact information for their meetings.

DEAR ABBY: I have been concerned about my parents for some time now. They are elderly and live in a retirement community. They have a very nice home and don't have to worry about money.

The problem is, they drink every day -- sometimes from noon to when they go to bed. Many times, their drinking has caused arguments and police visits. When I express my concern about their drinking, they tell me to stay out of it, mind my own business, and they're retired and have earned the right to do whatever they want.

Abby, I don't mind them having cocktails every now and then, but this has gotten out of hand. I think they have become alcoholics and only bad things are coming of it. They refuse to listen to me, or anybody else, for that matter. What should I do? -- **WORRIED WILLIAM IN NEW YORK**

DEAR WILLIAM: As people age, their bodies are sometimes less able to metabolize alcohol than they were when they were younger. When things get out of hand to the extent that the police are being called, I agree something must be done. Because there is this level of disruption going on, it follows that the neighbors in that very nice retirement community must be less than thrilled.

That your parents drink is only part of the problem. Elderly people can suffer from balance problems even when they are sober. It is common for someone who is inebriated to fall, which could cause your mom or dad to suffer serious injury.

If other family members are also worried about your folks, an intervention might be in order. Before attempting one, attend some Al-Anon meetings so you can listen to others' similar experiences and learn how they were handled. Visit www.al-anon.alateen.org, or call 1-888-4-ALANON to find a meeting near you.