

# Public Outreach Coordinator Report

## AWSC - February 3 & 4, 2017

### Hello Panel 55

I hope you have all ordered your 2017 Al-Anon Faces Alcoholism magazines. The deadline for ordering is Wednesday, February 8, 2017, 5 p.m. ET. I have put a copy of the order form in each AISL's folder, just in case.

A new **Al-Anon\_WSO Instagram** social media account has been launched. Our hope is to carry Al-Anon's message to young and middle age adults. Area Newsletter and Al-Anon Information Services received the Al-Anon\_WSO Instagram information below:

### Announcement to groups and ad for District newsletters

Al-Anon\_WSO – now reaching out on Instagram!

The WSO has launched the official Al-Anon Family Groups Instagram account. Would you consider joining us in this Public Outreach effort? Become a “follower.” By liking and sharing AlAnon\_WSO Instagram posts, you can help carry the Al-Anon message of hope to many people, including young adults, affected by someone else’s drinking that may not have heard about the support that Al-Anon offers. Find us on Instagram by searching for “AlAnon\_WSO,” or by clicking on the Al-Anon\_WSO Instagram icon located on the WSO Public Outreach website, [www.al-anon.org](http://www.al-anon.org).

Please remember to protect your anonymity on social media by not making comments that would reveal your Al-Anon membership.

Our Public Outreach work group remains focused on the **2017 Public Outreach Project**. Note our budget for 2016 is \$4,000.00. For 2017, we would like to “Reach Out to Everyone”. We have been discussing this project with all of you for some time now. I met with representatives from each District at the Fall Assembly. It was hard to hear, but our group has accepted that North Florida did not embrace the proposed project in whole. So we are now proposing to Keep It Simple. We are proposing a two part project.

1. We still want to acknowledge Alateen's 65th birthday. Remember the "teen banners" each District received last fall. We are proposing that we have posters made just like those banners. We are proposing we have 25 poster's made for each District and 25 for the Spanish Coordinator. That comes to 350 posters total. If we print them as 12"x18", we can get them for all for approx. \$250.00. Each District can decide how to use their posters which will have their District and WSO's contact information on them. Note: We already have approval from WSO to print the posters and additional permission for any District to reprint their poster for themselves.
2. We are proposing the purchase of 285 scroll or banner pens for each District and the Spanish Coordinator. The cost for the pens will be approximately \$2,880.00. These pens will all be the same with WSO's contact information on them. The pens will complement our current banners and table covers. Hope and Help will appear on the barrel of the pen. The scroll or banner will

have the woman and child in the bottle on one side and five of the twenty questions on the other side. We have not submitted the pen idea to WSO for approval yet, but don't anticipate any problem since the photo we are proposing was approved at the airport and WSO also approve the Val Pac inserts District 3 used in their Public Outreach Project in 2014.

Some ideas for distribution of the posters and pens include:

- have available to hand out at health fairs, etc....
- some mailed with a letter and AFA's to professionals, institutions, etc
- some mailed to school counselors 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?) Each District would have to purchase the Alateen Talks subscriptions.

Please remember that 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.

FYI - I've included a copy of WSO response to questions regarding Al-Anon Workshops/Presentations and CEUs. If you ever wondered - now you'll know the answer.

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](mailto:publicoutreach@afgarea9.org)

**"Participation is the Key to Harmony"**

## AI-Anon Workshops/Presentations and CEUs

This question periodically is submitted to the WSO. Here is our response based upon our experiences and current understanding.

The first and foremost priority from the AI-Anon perspective is to uphold the spirit of Tradition Eight: "AI-Anon Twelfth Step work should remain forever non-professional, but our service centers may employ special workers." Besides one-to-one conversations with potential newcomers, our public outreach activities are also conducted by members as nonprofessionals.

Professionals attend seminars and workshops for Continuing Education Units (CEUs) primarily to maintain their licenses as well as to enhance their knowledge. When an organization's event offers CEUs, it also helps to attract professionals to attend the conference. Many hosting entities that offer CEUs are able to do so because they are registered members of the International Association for Continuing Education and Training (IACET). However, the conference workshops and presentations must meet the standards of the IACET. The IACET has a membership fee for organizations who wish to issue CEUs. Other professional organizations and industries regulate their CEUs through the criteria established in their bylaws. So, professionals attending a conference, seminar, or workshop need to consult with their association or regulating body prior to registering to attend a specific conference or seminar to inquire whether or not the CEUs are available and can be accepted as part of their professional development.

The WSO's understanding and experience with conferences for professionals offering CEUs is that the presenters are usually required to have a master's degree and other types of credentials (licenses) relevant to the field. The criteria for presenters are set up in order to meet the by-laws of the organization or the IACET. You would therefore need to ask the hosting organization what are its educational degree and certifications (licenses) requirements for presenters if the organization belongs to the IACET or issues CEUs through its by-laws to attendees.

If an AI-Anon member meets the educational and certification criteria of the organization hosting the conference, consideration to the spiritual principle of Tradition Eight should be given. This is because the AI-Anon member is both presenting and representing our fellowship. In order to uphold Tradition Eight, we think the AI-Anon presenter should speak as a professional without disclosing AI-Anon membership.

It is also possible that some organizations may waive the educational and certification criteria for CEUs to allow AI-Anon members to give presentations. However, these considerations are made on a case-by-case basis, and members need to check with the organization hosting the event. Our experience has been that when this is done, the AI-Anon workshop is "optional" to the attendees. Sometimes, an organization will ask AI-Anon to have an "open" meeting prior to or at the conclusion of the conference agenda like other Twelve Step support groups. This can be an opportunity for an AI-Anon introductory meeting.

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Claire ] [Ricewasser]

WSO Communications Associate Director-Professionals