

Public Outreach Coordinator Report Spring Assembly - May 5 - 6, 2017

Hello Panel 55

I'm sorry I will not be at Assembly to give my report. I'll miss you all. Please welcome Risa G., who will stand in for me at Assembly.

I hope you received your AFAs (Al-Anon Faces Alcoholism) and had successful projects in remembrance of Lois's birthday in March and Alcohol Awareness Month in April. District 3 has successfully pursued its SPOP (Special Public Outreach Project) and had digital billboards during March. They will have them again in September during National Recovery Month.



Don't remember what SPOP is? 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.

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 projects will not incur sales tax as funds will be donated to the Area and the Area will pay all the bills.

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

AlAnon_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.

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

We have great news - Our Spanish Coordinator now has a table cover and banners in Spanish. District 13 has replaced their banners, which were taken from their storage unit.

Our Public Outreach work group presented the **2017 Public Outreach Project** at AWSC in February. The Panel voted to recommend the Project for a vote at Assembly. Please see the attached sheets describing the proposed Project, "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 2016. 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 acknowledging Alateen's 60th birthday and reaching out with posters and pens.

Our fellowship is composed of many people from all walks of life with varied interests and abilities. Some are professionals who attend and/or present at Conferences offering CEUs. As a result - questions regarding Al-Anon Workshops/Presentations offering CEUs comes up from time to time. I've included a copy of WSO's response to these types of questions. This response addresses whether Al-Anon can offer CEUs and explains the process for offering CEUs. It also addresses WSO's understanding of how this process is impacted by Al-Anon's principles. 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.

Yours In Service, Freddie

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"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.

Claire
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