

Public Outreach Coordinator Report

Fall Assembly - October 6 - 8, 2017

Hello Everyone.

I'm sure you all remember our Area Public Outreach Project for 2017 - Reaching Out to Everyone. Our Area Nine Group Representatives voted to approve this Project at the last Assembly. As a result of that vote - each District received 50 posters (directed to teens and in celebration of Alateen's Birthday). Our Area Spanish Coordinator received 50 posters in Spanish. Each District also received approximately 350 banner pens. I hope that you are discussing how to use these outreach tools in your District. Below are some suggestions from Area World Service Committee meeting and our Public Outreach workgroup.

- Use at Health Fairs as an ice breaker and to draw people to the booth.
- Take pens to schools for social workers and/or medical students.
- Leave pens at nail salons where they use pens for people to write checks.
- Give one to your Dentist or Eye Doctor.
- In District with no Public Outreach Chairs – use as opportunity to get individuals to step up. TEAM and other events generated have already created enthusiasm.
- Fabulous outreach started meeting on wheels to bring meeting to rehabs. They give out How Al-Anon Works and AFA's – will probably add pens to handouts.
- Invite individuals to take them to office and use them as a tool to start a conversation with a professional.
- Forget the pen somewhere.
- Distribute at recovery event.
- Distribute at event when cooperating with AA.
- Trade pens when out shopping.
- Put posters in grocery stores and libraries.
- Distributing the Spanish version of posters to churches with services in Spanish – encourage Spanish Alateen meeting.
- Give pens to teens – they will lose them and the “right” person will find them.
- Giving pens away at school health fairs.
- Bring and distribute posters and pens at family day events at rehab family centers.
- Leave a pen at doctors' offices or anywhere.
- Distributing pens at a gratitude lunch and ask attendees to distribute as they see fit.
- Have dual members share pens with AA intergroups.
- Offer pens at orientation meetings for social workers.
- Send a gift to a school in your District. Include a poster, a pen, and a subscription to Alateen Talks. Be creative - Add other Alateen literature and an AFA. Wrap it like a birthday present and include a letter of introduction and explanation. Or - just send a poster and pen to a school counselor.
- Post a poster on a bulletin board where you meet.
- Do a mailing to professionals and include a pen.
- Use your pen to engage a professional in a discussion about Al-Anon or Alateen.

Mark your calendars. The 2018 Al-Anon Membership Survey will take place online from January 10 to February 27, 2018. This survey is Conference Approved and has been conducted once every three years since 1984.

The purpose of the survey is to provide information to professionals about the effectiveness of our program and data that shows how members' physical, emotional, mental and spiritual well-being improve by attending Al-Anon. The survey will be posted on the WSO website and therefore requires access to the internet on a computer, tablet, or mobile phone. Members without access to the internet are encouraged to plan ahead by asking a member to be your ebuddy or finding a public location with a computer so they can participate in the survey. Watch *The Forum* magazine, "In the Loop" (formerly Groupe News), *Le lien* and *Al-Anon y Alateen en Accion* for announcements.

Thank you to all members and groups who are participating in the *Al-Anon Faces Alcoholism 2018* magazine outreach project.

Thanks to you, Al-Anon's message of help and hope can reach many more people who may or may not be aware that someone's drinking is affecting their lives.

The WSO is now accepting orders online or from downloadable order forms for the *AFA 2018* second printing. The deadline to order is February 7, 2018, 5 pm ET.

Whenever members ask "What should we do with leftover copies of the current *Al-Anon Faces Alcoholism* magazine issue," the WSO responds by informing members that the *AFA 2017* magazines are current even though the new *AFA 2018* magazines are now being shipped to the members.

Please help to encourage members to consider depleting their supply of *AFA 2017* magazines by:

1. Delivering their magazines to more offices of professionals and public places.
2. Checking back with professionals to see if their supply of *AFA* magazines needs to be replenished.

Every copy of *AFA* has the potential of attracting newcomers to Al-Anon. Although many family members seem more worried about a relative or friend's addiction to drugs, each *AFA* magazine includes an article title "When Someone Close to Me Has A Drug Problem" to help them. They learn about our singleness of purpose. This article informs them that many newcomers attended their first Al-Anon meetings because of a loved one's drug addiction and eventually discovered that someone's drinking has also negatively affected their lives-or their relative or friend has a problem with both alcohol and drugs.

A copy of *AFA* magazine, which includes a local meeting schedule, gives information about our program and where our meetings are located. Accurate meeting information is very important to desperate family members. Please update your group's meeting information with the Area Group Records Coordinator and the WSO so we can help newcomers find a meeting.

Thank you all for allowing me to serve as you Public Outreach Coordinator this panel. It has been a fun and very rewarding position.

Yours In Service, Freddie
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"Participation is the Key to Harmony"