

Public Outreach for North Florida Area 9 October 3, 2021 – January 14, 2022

Report for Area World Service Committee Meeting

I submit for your consideration the following updates that have been identified as they relate to the Area Public Outreach efforts since Assembly:

- Immediately after of the October Assembly, the Public Outreach Review Team met to strategize the proper use of the funds provided by Area members for 2021 Public Outreach Project. In that meeting it was determined which specific institution types we would begin to contact, which materials and books we would be including in their boxes and the exact wording that would be used as inserts to the books and pamphlets. We also determined that we would implement the AI-Anon Slogan, Keep It Simple, and work with the Area Treasurer and WSO directly for the actual ordering of books.
- When all of books and materials that the group chose were not available due to supply chain issues in the publishing world, I implemented Concept 3 and substituted books that were not available with those that were.
- 10 Institutions have received materials from 2021 funds. The total number of inmates in those institutions exceeds 6000. The total number of staff members is still being determined. Not all of the contacts we identified had access to those figures.
- Of the \$4,500 that was available for 2021, \$4,220 was spent on books, supplies and postage.
- Follow up calls have provided us with further insight on what materials are most helpful for each institution and which were not. We are also identifying who is open to meetings (electronic or otherwise), who is requesting additional materials and who is not interested in receiving additional materials or support at this time.
- The turnaround time in 2021, from the time we identified a recipient, ordered the books, received the books, placed inserts into the materials, repackaged them by institution and sent the out was one month.

Yours in Service,

Diane M

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