

## **PUBLIC OUTREACH ACTION COMMITTEE**

SAT., NOV. 7, 2020

Submitted by Gina R., Area 22 Public Outreach Coordinator

Meeting opened with Tradition 11, Al-Anon's Public Outreach Spiritual focus of anonymity and attraction, and Concept of Service 11, read by Sarah.

Angela A., Area Chair, District 13, was present and began introductions.

District 8 was represented by

District 8 Representative, Sarah, and two District 8 Group Representatives Denise and Carolyn. Denise stepped up to record discussion. An Action Committee secretary is needed in 2021.

- Public Outreach Action Committee discussed and considered numerous projects and agreed on two projects:
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- **I. AREA 22 Public Outreach Workshop**
- **"Best Practices of Public Outreach" (link to training workbook below)**
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- **Goal: To teach and guide Area 22 to plan and implement a statewide, comprehensive and unified Outreach strategy.**
- **Sat., Jan. 30, 2021 via Zoom**
- (pending clearing date with any Area 22 conflicts)
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- All GRs, DRs, and every Al-Anon/Alateen member are encouraged to learn about Area, District and Group Public Outreach opportunities and to create a working plan for 2021.
- Action Committee and District Work Teams will follow-up the workshop, tentatively in mid-Feb. and mid-March, as needed to prepare Area 22 Public Outreach Plan for March 2021 Area Assembly.

<https://al-anon.org/pdf/TheBestPublicOutreach.pdf>

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- **II. For the remainder of 2020**
- *"IN THE LOOP" WSO challenge* AREA 22 Districts and each AFG encouraged to distribute 100 to 150 copies
- **Al-Anon Faces Alcoholism (AFA- aka Help & Hope)**
- ACTION COMMITTEE, on behalf of WSO, CHALLENGES **each Al-Anon group** in AREA 22 to distribute 100-150 copies of AFA to doctors' offices/professionals & institutions.

Approx. \$50 (6 pkgs of 25 at \$8 each)

District Reps asked to encourage GRs to have order placed together and sent to AIS to save funds on shipping and to be a central distribution point, if possible. In Districts without DRs, neighboring districts are asked to partner with GRs to take action.

In addition, a no-cost item, **Public Outreach bookmark M-76**, is suggested to be ordered in quantities of 100 for each Al-Anon and Alateen group's distribution. (More details in posted report)

**Administrative Goal:**

**Action Committee in 2021 - expand Public Outreach participation throughout Louisiana**

- Hispanic Coordinator opening - Area 22 AFG members asked to encourage fellow Al-Anon members to consider this position. Coordinator serves on Action Committee.
- Encourage participation of GRs or any other Al-Anon members from Districts 1,3,17, and 18, and any other Al-Anon members who do not have an active assignment. At present, no representation from those districts which are assigned to Public Outreach Action Committee.
  
- Public Outreach tools are available as downloads on WSO website, (listed in the extended report that has been posted in AWSC for this Area Assembly).
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- **Information from WSO to Al-Anon Family Groups:**
- Policy: WSO announced new vendor disseminating Public Service Announcements (PSA) to the media. Tracking results is expected to be streamlined when a PSA is used on radio or television. At this point, Public Outreach Coordinators have been asked to alert our Area to restrain from personal contact regarding broadcasting PSAs.
- Policy: WSO allows reposting of PSAs directly from WSO, as long as it is to a service arm of Al-Anon. This includes social media platforms. As individuals, we are allowed to share from WSO website, not to download and repost.
- Policy: Many literature items are allowed to be posted for Public Outreach.
- WSO Conference Approved literature and outreach messages have already been crafted and tested for our use so we do not have to invent.
- WSO CONNECTS has provided Coordinator with commentaries of Public Outreach activities that U.S. Areas have used in past years.