

Al-Anon Alateen Area 22 Public Outreach

Report to Area Assembly Nov. 7, 2020

submitted by Area 22 Public Outreach Coordinator, Gina R.

Mission:

Area 22 Public Outreach Coordinator's primary role is to unify Al-Anon's WSO special service of Public Outreach with its many activities and facets to our Area 22 districts and groups.

News from WSO impacting Area 22 Public Outreach

Public Service Announcements (PSA)

Broadcast- Digital messages-

October 2020 Statement:

PSA -public service announcements will be handled by WSO.

WSO distribution vendor will handle all contact with television and radio stations until further notice.

Public Outreach Tools for Area 22

Cooperation with Institutions & Professional Community (CPC)

Bookmark-no cost

Gratis Outreach Bookmarks, item M-76, request with any order made directly or through Intergroup office (to avoid shipping cost).

Website Guidelines

WSO posts

Posts may be shared from WSO, however only Al-Anon Service Arm websites or social media pages may download and repost to those pages.

The link to WSO needs to be maintained for individuals so that WSO maintains the ability to track & evaluate shares.

Use of website:

PERMISSION & POSTING OF AL-ANON APPROVED LITERATURE ONLINE

<https://al-anon.org/for-members/public-outreach/materials-post-online/>

WSO CHALLENGE "Al-Anon Faces Alcoholism"

In the Loop -

Each group 100 magazines (\$8 per 25 copies)

Each member commit to 10 issues by end of 2020

<https://al-anon.org/pdf/AFA2020.pdf> - **Electronic download**

Direct link to psychologists, family counselors, spiritual leaders, substance abuse & addiction ministries, medical field professionals, attorneys, law enforcement, judicial system leaders and student assistance professionals.

WSO website provides

Open Letter to Spiritual Leaders, Open Letter to Doctors, Open Letter to Student Assistance Professionals and others, located in Public Outreach, free downloads

"Attracting & Cooperating for Al-Anon members in Public Outreach Service" (S 40)

A classic piece of Al-Anon literature that has been updated. Covers difference between attracting and promoting, cooperating and affiliation.

"Best of Public Outreach"

Workbook with worksheets

Used for training/motivating individuals to step up to service leading District, Intergroup and Group Public Outreach activities.

Team Leaders requested to serve as liaison to the Area Coordinator to carry out campaigns from Al-Anon WSO.

Best of Public Outreach Workshop (tentatively set on Zoom Sat., Jan. 30, 2021.)

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

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Public Outreach in Al-Anon Service Manual

Several sectors and pages for review:

Primarily pages 118 to top of page 126,

The GR and Public Outreach p. 143,

Local Service Committees & Public Outreach p.154,

Public Outreach Open Meeting p.45,

Public Outreach in the Community p. 46,

Workshops - Public Outreach purposes p.90,

Public Outreach Guidelines:

Public Outreach Service G-10

Public Outreach to Institutions G-9

Public Outreach to Professionals G-29

Public Outreach Open Al-Anon Meeting G-27

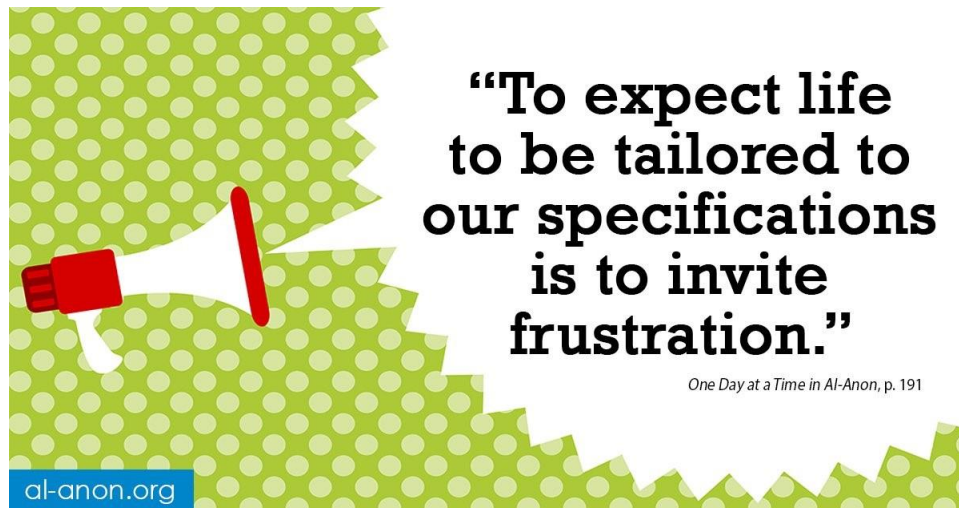
Area Public Outreach Coordinator G-38

Members Interested in *Speaking G-1 *As a Public Outreach-Information Tool

Downloadable -Guideline sheets and pamphlets-at no cost.

WSO website: Member Resources, under heading Manuals and Guidelines, also in Group Resources.

*****Sample meme used by WSO for Public Outreach*****



Extension of Public Outreach Report, Nov. 7, 2020

Detailed Notes from

Public Outreach Zoom Group, October 24, 2020

Dreaming Big

AL-ANON & ALATEEN, WE ARE HERE TO GIVE HOPE

2 pm

Convened Al-Anon Service Meeting

Declaration & 11th Tradition -Eric

Concepts of Service -Rachel and Duke

Gina R., Area 22 Public Outreach Coordinator, began discussion

Public Outreach AI-Anon Tools-Publications

**"Attracting & Cooperating A Guide for Members in Public Outreach Service"
(S 40)**

"Best of Public Outreach" -

Training and Organizing: Area 22's unified approach to Public Outreach

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

"AI-Anon Faces Alcoholism" Area 22 WSO Challenge

Open Letter to Spiritual Leaders,

Open Letter to Doctors,

Open Letter to Student Assistance Professionals

Several others on alanon.org

<https://al-anon.org/pdf/AFA2020.pdf> - download

Public Information

Develop and cultivate Media Contacts for Special Interest Reports,

Medical Reporters- feature interviews

Corey Hebert

Emily Woodruff The Advocate Health Reporter - New Orleans office

Meg Farris Medical/health reporter WWL-TV New Orleans.

Dr. Michelle Moore WVUE FOX

Baton Rouge-Lafayette areas Medical-Health Reporter

<https://www.lsuhsu.edu/newsroom/LSU%20Health%20New%20Orleans%20In%20the%20News.html>

Linking Up

Internet Possibilities

Al-Anon WSO standards would always be met whenever posting.

Linking Louisiana Al-Anon and Alateen and Intergroup websites to selective Websites.

Local Al-Anon links convey our message to the public, offering meeting lists and distributing literature to reach potential Al-Anon and Alateen members.

Louisiana Al-Anon Alateen website:

Explore how to best reach educators, counselors and medical profession/staff via medical societies, professional associations for counselors and school districts to reach Student Assistance Professionals and Teachers.

Linked to educational and church teen-focused websites and community health-related websites.

Develop relationship with:

Public School System in each Parish of Louisiana

Private Schools

Archdiocese of New Orleans-

Family Apostolate - Deacon Dave Farinelli

Substance Abuse Ministry statewide

Louisiana Al-Anon Alateen website Linked to Hospitals and Community Mental Health Websites

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Attracting & Cooperating

Cooperating with Professional Community and Institutions

AL-ANON & ALATEEN, HERE TO SHARE HOPE

Public Outreach

Open Al-Anon Alateen Meetings

Monthly

Research use of community-oriented centers for health and human services.

East Jefferson Hospital/Ochsner/LSU Medical School/Tulane Medical School

Starting January 2021, or as soon as can be coordinated.

Find an accessible community location to hold Al-Anon Open Public Information meeting once a month, after covid 19 restrictions are removed.

Several Formats:

Presentation on Al-Anon and Alateen followed by a *30-minute meeting for Parents/Educators.

Medical conferences

Health forums (20 to 30 minutes total)

*Possibly post on You Tube and other sites, after Jan. 2021.

An Alateen topic applicable to covid 19:

Sharing how to apply Alateen tools in dealing with anxiety and emotional pain-

Message: More of...

"When more time at home means more-

More chaos, more tension and more abuse due to a parent's alcohol abuse problem/alcohol addiction/alcoholism.

Al-Anon and Alateen can help- Look us up @ la-al-anon.org."

Data Base Development -

A simple data base set up to distribute within district, communication directed to

Institutions, Professional Community and WSO-approved inclusion in Church Bulletins

Data base could include churches and faith communities, especially those with ministries that focus on alcoholism, addiction and services for alcoholics and their families. Church publications and community news/magazines.

AI-Anon WSO standards would always be met whenever posted in bulletins or newsletters.

Steve G.- Area 22 Alateen Coordinator

Public Outreach and Alateen Coordinators are sharing podium with districts at district meetings whenever possible. There is clearly a strong tie and need for collaboration.

Permission to use Zoom for Alateen

Information on becoming an Alateen group Sponsor

Four AI-Anon members participated in the meeting because of their commitment to Alateen. Shirley-Dist. 5, Regina-Baton Rouge, Maggie & Vickie-Dist. 10 took part in a passionate discussion about helping Alateen in Area 22.

A contact with St. Tammany school system is in place for Alateen talks to start.

Eric G., District 10, participated because of his interest in Public Outreach.

He is currently serving as our Area 22 Alternate Delegate.

He highlighted elements from our 2020 World Service Conference Summary that would help in reaching a greater number of young people. He noted that we need to adapt to changing dynamics and newer methods for Public Outreach. See WSC Summary for Public Outreach topics on pages 10 & 11.

Public Outreach Bookmark (M-76 in AI-Anon Store)

Duke - Attended as representative of Acadiana Public Outreach interests.

He serves as Area 22 Convention Chair

He brought to the group his idea of a Virtual Health Fair, a forum open to professionals in healthcare, institutions and other segments of Public Outreach audience. The idea will be brought to the Public Outreach Action Committee for consideration as planning takes place for 2021.

Recommended reading for AI-Anon and Alateen members who want to be of service through Public Outreach at Group, Intergroup or District level

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

3:35 pm

Delegate Tammy M.

Closing thoughts

Tammy brought the afternoon to a close reminding us that we needed to close as we went overtime. She was pleased to have so much interest in Public Outreach, but reminded the group that we are not in a rush to do it all at once. Participants would leave with our Al-Anon delegate's message reminding us all to take care of ourselves first so we can then be of service.

Everyone was thanked for participation and enthusiasm.

Participants: Tammy M., Eric, Rachel, Rebecca, Steve G., Duke

Claire L., Cathy R., Shirley, Maggie, Vickie, Regina, Alexa, Debra

Closing: Al-Anon Declaration

Whenever anyone anywhere reaches out for help, let the hand of Al-Anon and Alateen always be there and Let It Begin With Me.

**"SOLUTIONS & CHOICES
BECOME APPARENT
AS SOON AS I BECOME
WILLING TO SNIP THE STRINGS
OF ANGER & RESENTMENT."**

The Forum, June 2019



Not in attendance

Technology Report - Steve S.

Blogs, Social Networks - Steve S.

Using virtual platforms and social networking to our advantage for reaching and attracting Alateen members.

Emerging technology - Steve S.

(as stated in our Service Manual) - ways to reach potential Al-Anon and Alateen members.

(Research of U.S. and Canada Public Outreach successes and trends).

