

# May 2021 Public Outreach Committee Report

Action Committee Meeting Sat., May 22, 2021

Report Sun., May 23, 2021

Meeting came to order with a moment of silence, followed by Traditions 1,2, and 11.

Followed by a moment of silence

Area 22 Public Outreach Mission:

Carry out our primary purpose of carrying the Al-Anon message to others through effective outreach to the professional community and the public.

Goals:

1. Informing that Al-Anon and Alateen are a vital source for families and friends of alcoholics to get help and find hope.
2. Improving Al-Anon's accessibility by anyone reaching for help in Louisiana to easily make contact- websites, phone, social media.
3. Encouraging all levels of service structure to participate in Public Outreach in some capacity.

Discussion of relevant issues and opportunities to fortify our Public Outreach message in Louisiana.

## **Cooperating with Professional Community**

Medical – Spiritual – Psychologists -Social Services

Continue researching statewide lists of licensed counselors, social workers and mental health community centers. Encourage all Al-Anon members to reach out to their own medical professionals and community contacts with Al-Anon Faces Alcoholism and to share their own personal insights.

Area 22 Al-Anon members can easily distribute **“Al-Anon Faces Alcoholism” (AFA)**

through electronic distribution as well as the printed hard copy.

Reminder AFA flyer with QR code links directly to the new full-color version on the WSO website.

NOTE: QR codes in community publications offers a high level of anonymity along with ease of access.

Encourage AIS to collaborate for the good of Al-Anon and to carry the message of hope and healing.

*Service Manual: DR role in Public Outreach pages 154 &155*

*Service Manual GR Role in Public Outreach, pages 143 & 144*

*Service Manual AIS Participation in Public Outreach, pages 46 & 47*

**PSAs:** WSO website gives production-quality downloads to distribute.

PSAs are being distributed by a new vendor. Unless a relationship already exists with a media contact, we are advised to refrain from direct contact.

Districts are all encouraged to reach out to radio stations for PSA airtime. The WSO website provides production-quality downloads to distribute.

**Public Outreach Tools:** WSO website, Members section, to find several links and current outreach tools without restrictions. We are at liberty to use the designated pieces of literature without WSO copyright permission as Al-Anon has made these materials available in the public domain.

In service to Al-Anon,

Gina Randazzo

Area 22 Public Outreach Coordinator [publicoutreach@la-al-anon.org](mailto:publicoutreach@la-al-anon.org) 5049137777

