

Area 22 Public Outreach 2022

**WSO Report to Area Assembly January 15, 2022**

**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***

*PSA -public service announcements will be handled by WSO.*

*WSO distribution and all contact with television and radio stations.*

***Recap of Public Outreach Tools for Area 22***

***Cooperation with Professional Community (CPC)***

**Bookmarks-no cost**

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

**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 to distribute "Al-Anon Faces Alcoholism" continues in 2022.

(\$8 per 25 copies) Each member asked to distribute 10 issues in their community.

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- 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.

Workbook, found on al-anon.org website, provides samples of Open Letter to Spiritual Leaders, Open Letter to Doctors, Open Letter to Student Assistance Professionals and others, located in Public Outreach, free downloads

District Public Outreach Leaders requested to serve as liaison to the Area Coordinator to carry out campaigns from Al-Anon WSO and report activities.

## **Public Outreach in Al-Anon Service Manual, 2nd revised version**

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,

### **Recommended Literature - 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.**



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

Substance Abuse Ministry statewide

Linked to Hospitals and Community Mental Health Websites -

## Cooperating with Professional Community

### **Public Outreach- Open Al-Anon Alateen Meetings**

Research use of community centers for health and human services.

Suggested that District Public Outreach or District Representatives make contacts with community hospitals and teaching facilities such as East Jefferson Hospital/Ochsner/LSU Medical School/Tulane Medical School identify accessible community location to hold Al-Anon Open Public Information meeting once a month, after covid 19 restrictions are removed.

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

Medical conferences

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

"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](http://la-al-anon.org)."

**Area 22 Public  
Public Outreach Mission (expanded)**

**Goals**

**Informing** that Al-Anon and Alateen are vital community resources for families and friends of alcoholics to get help and find hope.

**Improving** Al-Anon's accessibility so that anyone in Louisiana who reaches out for help will find "the hand of Al-Anon."

**Encouraging** all levels of Al-Anon service structure to participate in Public Outreach in some capacity including Area, Al-Anon Information Services, District and Group level.

**Engaging** new technology to allow contact via websites, social media and emerging tech so others in Louisiana will find Al-Anon and Alateen meetings.

**Suggested Strategies to Reach Goals:**

**Informing communities** that Al-Anon and Alateen are vital resources for families and friends of alcoholics to learn the 12 steps, find hope and coping skills.

**Improving** Al-Anon's accessibility so that anyone in Louisiana who reaches out for help will find "the hand of Al-Anon," including attention to diversity challenges as they may arise.

**Encouraging** Al-Anon AWSC service structure to participate in Public Outreach and lead in some capacity at Area, Al-Anon Information Services, District and Group level.

**Engaging** technology that effectively communicates our message while respecting our Al-Anon traditions.

al-anon.org

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

*The Forum, June 2019*



Remember we are encouraged to share directly from Al-Anon Facebook page. This prevents any errors that could occur if attempting to type over excerpts of literature.