

# March 2021 Public Outreach Committee Report

Action Committee Meeting Sat., March 27, 2021

Report Sun., March 28, 2021

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

Public Outreach Coordinator asked for willingness and open-mindedness to allow us to collaborate for the good of Al-Anon and to carry the message of hope and healing.

In addition to existing District 8 committee members, several other districts were represented including District 6, New Orleans, District 13, Metairie, District 10, Northshore and visitors who contributed to our discussion of relevant issues and opportunities to fortify our Public Outreach message in Louisiana.

## Agenda Topics

How Area 22 Al-Anon members can reinforce efforts to distribute Al-Anon Faces Alcoholism through electronic distribution as well as the printed hard copy.

A flyer for AFA features a QR code which, when scanned, links directly to the new full-color version on the WSO website. The use of QR codes in community publications offers a high level of anonymity along with ease of access.

## Cooperating with Professional Community

Researching statewide lists of licensed counselors, social workers and mental health community centers.

Enter Public Outreach in search on 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.

How to overcome barriers of low attendance by several minority groups by reaching out to leaders in their communities to display posters and communicate the benefits of Al-Anon.

We discussed the need to be welcoming to everyone who enters Al-Anon to encourage them to be a valued part of AFG. Making a good first impression is up to every Al-Anon member.

WSO Public Outreach has made strides in addressing diversity in Al-Anon publications including Al-Anon Faces Alcoholism. The balance of ethnic representation has also been taken to task in recent Public Service Announcements, showing a broader range of members we could attract to the program.

Television PSAs are produced by WSO and being distributed by a new vendor. Unless a relationship already exists with a media contact, we are advised to refrain from direct contact. We are encouraged to reach out to radio stations for PSA airtime. The WSO website provides production quality downloads to distribute.

Optimistically looking ahead, members were reminded about building a strong foundation and keeping our focus as we move ahead. Members are encouraged to reach out to their own medical professionals and community contacts with Al-Anon Faces Alcoholism and to share their own personal insights.

In service to Al-Anon,

Gina Randazzo

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