

WSO PUBLIC OUTREACH REPORT  
MAY 22 – MAY 23, 2021  
AREA 22 LOUISIANA AREA ASSEMBLY

Submitted by Area 22, Public Outreach Coordinator, Gina Randazzo

- **WSO Core Purpose and Mission Statement**

**Core Purpose:** Helping families and friends of alcoholics find hope and encouragement to live joyful, serene lives.

**Mission Statement:** Al-Anon Family Group Headquarters, Inc. is a spiritually based organization that helps the families and friends of alcoholics connect and support each other through meetings, information, and shared experiences.

- Adapting Public Outreach to face challenges presented by diversity of cultures and the world climate - coping with effect of alcohol abuse within a pandemic.
- Updates: A comprehensive Public Outreach plan to enhance mission

Al-Anon Faces Alcoholism – Electronic Distribution Encouraged for all Public Outreach materials, especially AFA: Human Resources Departments, Community Counseling Centers (Government, Private and Spiritual/Religious Centers)

- Al-Anon PSAs – distribution process
- New PSAs for 2021-2022 – production
- WSO provision of poster templates – for localization and distribution

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 Outreach tools on al-anon.org Public Outreach and Professionals headings (brochures in English, Spanish and French)

We are encouraged to reach out to radio stations for PSA airtime. The WSO website provides production quality downloads to distribute for radio and television.

In service to Al-Anon,  
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