

Public Outreach Coordinator report for March 2021:

Highlights of conference call between Area Public Outreach Coordinators held in February 2021:

- ◆ New Al-Anon and Alateen public outreach posters are available for download at al-anon.org/for-members/public-outreach/public-outreach-posters
- ◆ Social media guidelines are being revised by WSO. It is now acceptable to reference local resources on social media as long as there is also a reference to <http://www.al-anon.org>
- ◆ WSO contracted with a new public service announcement (PSA) distributor; Al-Anon PSA exposure has since more than doubled, and future PSAs will list the benefits of our program, using data from our membership surveys
- ◆ New paper *Al-Anon Faces Alcoholism* (AFA) magazines are available for purchase anytime of the year, and no longer feature the year on the cover. Electronic AFAs are available at <https://al-anon.org/for-members/members-resources/literature/magazines/afa-magazine/0>
- ◆ WSO is encouraging Areas and districts to create and manage their own public outreach efforts, trying to move away from approving those local efforts and instead offering feedback and support
- ◆ Ideas from Areas around the US and Canada:
 - Oregon: "Are you Troubled by Someone's Drinking?" (leaflet S-17, which is not copyright protected) was printed on cardstock and distributed to truck stops across the state
 - one Area use the professional listings available through *Psychology Today* to contact mental health service providers by phone, offering their availability as a resource and literature
 - the Northeast: newspaper ads and online news outlet ads were used to inform the public about local meeting information (most ads were free)
 - Ohio: district members provided electronic resources and Al-Anon links to mental health and addiction specialists; schools and hospitals were sent a revised version of Al-Anon's Open Letter to Professionals (OS1, OD2, OL3, OP4, OT5, OH6, & OSP7), a link to an electronic AFA, and a member contact list
 - "Just for Today" bookmarks (M-12) labeled with local contact information were left at libraries and grocery stores, and with first responders, who keep them in their squad cars. Business cards are another option to distribute locally

For more information, please contact Gina R., Louisiana Area Public Outreach Coordinator, at publicoutreach@la-al-anon.org