

AL-ANON guidelines

The Shared Experience of Al-Anon and Alateen Members.

Area Public Outreach Coordinator

G-38

Outreach to the Public/Media, Outreach to Professionals, and Outreach to Institutions

WHAT IS PUBLIC OUTREACH?

From *Lois Remembers...*

“If...Al-Anon groups do not let the public know of our presence, perhaps by announcing the time and place of meetings in local newspapers or by some other means, we block ourselves off from those in need.” (page 194)

Public Outreach **informs** the general public through the media, professionals, facilities, and organizations about who we are, what we do, and how to get in touch with us. Our goal is to **attract** to our program those whose lives are or have been affected by someone else’s drinking, so that those who need our program can find the help and hope we offer. We also strive for name recognition and credibility as a community resource.

The ways in which the potential newcomer can be reached can be broken down into three main categories.



Outreach to the Public/Media (Public Information or PI)

The *potential* to reach the **largest** number of people comes in the form of the written word (newspapers, magazine articles, etc.), television, radio, and the Internet. We distribute public service announcements annually to TV and radio, list our meetings in newspapers, and use the Internet and our World Wide Web sites to carry the Al-Anon/Alateen message. We may also implement poster campaigns, hold public meetings, and participate in health fairs.

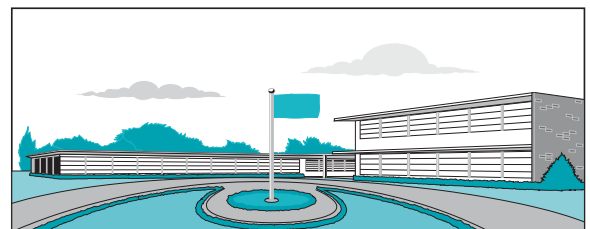


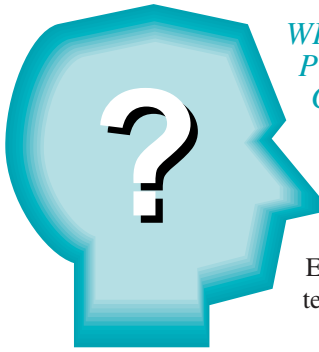
Outreach to Professionals (Cooperating with the Professional Community or CPC)

Our Membership Survey indicates that over half of Al-Anon and 22 percent of Alateen members attended their first meeting because of a professional referral. Counselors/therapists, clergy, mental health professionals, employee assistance programs, medical and judicial professionals, and others who work with the public are all in the position to identify and refer potential newcomers to Al-Anon and Alateen. Remember, outreach via the media also reaches professionals and lends credibility to our program.

Outreach to Institutions

We strive to bring the Al-Anon/Alateen program to the families and friends of alcoholics in facilities such as addiction treatment/rehabilitation centers, mental health facilities and agencies, crisis/abuse centers, and correctional facilities. We have the opportunity to carry our message of hope directly to potential newcomers by establishing Al-Anon/Alateen meetings at these facilities.



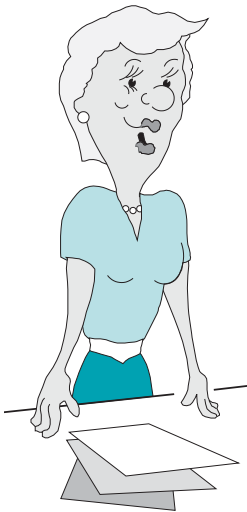


WHO CAN BE AN AREA PUBLIC OUTREACH COORDINATOR?

A willing, active member with an understanding of the Al-Anon program and the Twelve Traditions can serve. Each area sets its own specific criteria and method for selection.

YOUR ROLE AS AN AREA PUBLIC OUTREACH COORDINATOR

- to serve as a communication **link** between the WSO and your area
- to **communicate and work cooperatively in a team effort** with other area coordinators, your Area Chairperson, and your Delegate
- to **motivate** districts and Al-Anon information services (AISs) to form outreach committees
- to **work with** local and area action committees
- to **make presentations** or **hold workshops** at area assemblies or district meetings



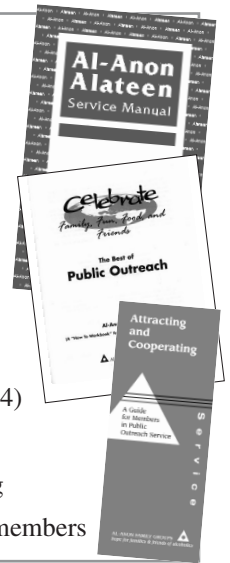
- to **distribute** service projects and information from the WSO to area assemblies, districts, and AISs
- to **encourage** your area, districts, AISs, and GRs to carry projects and information to the groups
- to continually **educate** the fellowship about the need to attract those who are still suffering to our program
- to **request reports** of public outreach activities from the districts and AISs to share with the assembly and the WSO

AREA STRUCTURE

Areas, like individual groups, are autonomous and thereby can set up their own service structures. Some areas select three separate Public Outreach Coordinators (Public Information or PI, Cooperating With the Professional Community or CPC, and Institutions). Some areas have chosen to have one Public Outreach Coordinator and/or a Public Outreach Committee. Some elect a Coordinator and a Co-Coordinator. Still others have a Public Information Coordinator and a combined CPC and Institutions position. However your area structure is organized, we encourage all areas to have Public Outreach or “action” committees. Many areas have incorporated such committees into their structure and have found a new level of enthusiasm and dedication to Public Outreach service.

RESOURCE TOOLS TO USE:

- *Al-Anon/Alateen Service Manual* (P-24/27)
- *The Best Of Public Outreach* (P-90)
- *Attracting and Cooperating* (S-40)
- Public Outreach Service Guidelines:
 - *Outreach to the Public/Media* (G-10)
 - *Outreach to Professionals* (G-29)
 - *Outreach to Institutions* (G-9)
 - *Service in Correctional Facilities* (G-14)
- Coordinator mailings from the WSO
- WSO Web site: www.al-anon.alateen.org
- WSO Members’ site: www.al-anon.org/members



COORDINATOR MAILINGS

The WSO Public Outreach Department sends regular Area Coordinator mailings three times per year, and timely updates as needed. The regular mailings contain suggested projects for Outreach to Professionals, Outreach to the Public/Media, and Outreach to Institutions. All Public Outreach, PI, CPC, and Institutions Coordinators receive all regular mailings. This keeps each Coordinator informed of all Public Outreach projects, information, and suggested activities.

