

# 09.29.09 PUBLIC OUTREACH ACTION COMMITTEE

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**Opening:** Meeting opened @ approx. 11:05PM

**Chair:** Linda R – Dist 8

**Recorder:** Pam A – Dist 3

**Introductions:** Approx 22 – 25 members present including:

Public Outreach Coordinator, Sherry S - Home Page Coordinator, Kathi D.

DR's, GR's & members from Dist # 3, 8, 19, 20, 21, 22 & 25.

**Minutes** –from the last meeting (5/29/09) & the committee roster were circulated. There were no breakout action committee meetings at the Fall AWSC meeting.

## **Primary Goal of Public Outreach Action Committee:**

To plan and carry out our primary purpose through outreach to the public and professional community. To help reach the goal that every person will know that Al-Anon and Alateen are the best sources of help for families and friends of alcoholics. To make getting in touch with Al-Anon and Alateen easier throughout the New York North Area.

## **Reviewed short term & long term goals:**

Previously, NYN used hands in P/O project. Committee decided to incorporate Lois, & the shoe and doing the footwork into the P/O project.

### **Short Term Goals**

- Committee members will use foot template & cutout feet.
- Members to bring Public Outreach ideas on “Feet” and make enough Public Outreach Feet to distribute to all at the Assembly and to also create a display board to present to the assembly.
- Encourage Dist & Groups to use the ideas we created on our feet as a Public Outreach service project - *Doing the “Footwork to Carry the message”*

### **Long Term Goals**

- To encourage all Districts & Groups in NYN to participate in Public Outreach.
- To utilize NYN website as Public Outreach tool.
- That all committee members will continue communicating between meetings.

## **Projects:**

- Present Public Outreach Foot at Fall Assembly & ask groups to bring back their Public Outreach Project on a Foot to the Spring Assembly.
- Determine ways to successfully reach the Spanish Community.
- Ask members for input on website navigation. Is the website user friendly in getting the information needed in using KBDM and Public Outreach?

## **Sherry P/O Coordinator**

- District 6 cutout feet to use in project.
- Bring feet back to the groups and get some P/O outreach ideas
- Sherry's Oct article in the Northern Highlights has different P/O ideas. (see attached PDF)



**Discussion:**

- How to get literature
- Use group funds to do P/O
- WSO can provide old forums and then use local schedules
- Record where you send info & then follow-up.
- Free stuff available from WSO
- Ask permission to post info in public places/make a contact/ when literature runs out they can notify you
- Use local LDC's to get needed literature to use.
- Place schedules on website
- Phone service can send professionals to a local website when they inquire
- Have a voice mail option on phone/answering service for professional to leave message & have someone return the call.
- All the ideas this committee uses will be shared with all.
- Gwenn –Dist 22 has a list titled “Outreach Cafeteria” (see attached)



Outreach Cafeteria.jpg

**Discussion:**

- Should use Al-Anon Family Groups (AFG) to clarify the difference between Al-Anon & AA.
- Many think Al-Anon is A.A.
- Educate members within the fellowship to use “AFG”
- Pg 29 of the Service Manual discusses how the Al-Anon Family Groups name came to be.
- There are 2 AFG websites – 1 for the public & one for the members
- Public website: <http://www.al-anon.alateen.org/english.html>
- Members website: <http://www.al-anon.alateen.org/members/>
- Big discussion on difference between open & closed meetings – see public website for more info – below was taken from the WSO public website
- Open meetings may be attended by anyone interested in learning about the Al-Anon or Alateen program.
- Closed meetings are for anyone whose life is or has been affected by a problem drinker.
- Refer to the Service Manual to answer questions pg 37
- Put info in church bulletins
- Are we to ANONONYMUS ????

**Additional Ideas for Public Outreach:**

- Ask to supply materials at health fairs & with professional
- Plant a seed at a personal level
- Institution meetings
- Military families: Be careful – don't bring to higher ranking officers because military personnel will be labeled. **Contact the Armory – they provide services for the military families – could make literature available at the Armory.**

**Gave Delegate a suggestion for a chosen Agenda Item at the 2010 WSC.**

**TOPIC TO BE CONSIDERED FOR CHOSEN AGENDA ITEM**  
**From the NYN Public Outreach Action Committee**

***Distinguish to the public, the difference between A.A. & Al-Anon by using “Al-Anon Family Groups” and “AFG” when referencing Al-Anon.***

***Many members of the professional community do not understand the difference between A.A. & Al-Anon. (If the professional community does not understand the difference, chances are the public doesn't either). Educate the fellowship on how the name “Al-Anon Family Groups” came about (pg 29 in 2006-2009 service manual) and encourage the fellowship to use the name “Al-Anon Family Groups”.***

***Homework for next time***

- Take feet back to groups
- Implement these ideas
- Continue to communicate outside of the assemblies

***Action Items***

- Work on Feet presentation
- Continue to communicate outside of the assemblies
- Make an address on website for the different action committees
- Ask for time on the agenda to present the project to the assembly

***Meeting adjourned at 12:05 PM***

# Attachment 1

## Public Outreach Coordinator

Dear NYN Family,

By the time you read this we will have had our Fall Assembly. I hope you all take advantage of the nice weather we have left before winter sets in.

I have not heard anything from the WSO so I thought I would talk a little bit about what we can do in our groups and district to let people who are still suffering from the family disease of alcoholism know where to find a meeting.

1. Supply agencies, business, and schools with literature, schedules, posters, and contact numbers
2. List meetings in the newspaper
3. Publish newspaper articles from the WSO in the newspaper
4. Call radio and TV stations and thank them for showing the WSO PSA
5. Have your group or district purchase the WSO PSA and ask your local TV or radio station to show it
6. Have some of your meetings listed as open meetings
7. Order the letters from the WSO to invite a professional to your meeting and invite a professional to your meeting
8. Offer to be a speaker at a rehab center or school
9. Have a meeting on wheels
10. Have some fun . Have a pot luck supper in your district and do some more brainstorming.

Good Luck and come up with some great ideas!

**Sherry S**

**Public Outreach Coordinator**

# Attachment 2

Page 2

## OUTREACH CAFETERIA

1. Call the local paper and list your meetings..... free
2. Order and distribute out reach literature from WSO..... \$
3. Purchase a Courage to Change Book or other hard cover books and donate to your Public Library.....\$
4. Offer to speak about Al-Anon to your local pastors group.....free
5. Contact a treatment center near you and offer a speaker for client or staff groups.....free
6. Start a letter campaign for lawyers, judges, policemen, etc. using the letters provided by WSO..... \$
7. Volunteer to be interviewed for an article in your local newspaper or local TV channel (remembering anonymity can be accomplished in the media).....free
8. Call your school and offer to speak at a staff development day or participate in a school health fair or speak to health classes  
Speaker.....free  
Handouts..... \$
9. Donate literature to the church where you meet ..... \$
10. Put up posters in your local Laundromat or supermarket.....  
Purchase posters from WSO.....\$  
Have a make a poster meeting with donated stuff.....\$
11. Make sure your meetings are listed wherever community events are advertised in your area..... usually free
12. Gather up everyone's used Forums and leave them in waiting rooms at doctors, hospitals, clinics..... free
13. Call a local treatment center and offer to start a beginners meeting for family members of those in treatment..... free
14. Purchase a literature rack from WSO ..... \$  
have your group supply the literature.....\$  
Ask all groups in your area to pass a basket..... \$  
Have fund raiser among the groups in your area.....\$
15. Talk to AA groups in your area and volunteer to speak an open meeting..... free  
Or pass out flyers at open AA meetings inviting members and families to an open speaker meeting.....free
16. Cooperate with local AA Intergroup by providing speakers and panelists for a Day of Sharing or Convention..... free
17. Choose from any of the other great ideas included in this information packet or come up with your own ideas ..... free/\$

(400 pr's)  
can set from WSO  
then check back