

03.28.09 PUBLIC OUTREACH ACTION COMMITTEE

Opening: Meeting opened @ approx. 12:35PM

Chair: Lynda S – chaired for this meeting - Linda R – Dist 8 will be the chair going forward

Recorder: Pam A – Dist 3

Attendance:

Public Outreach Coordinator – Sherry S - DR's, GR's & members from Dist # 3, 8, 19, 21 & 22

Not in attendance: Home Page Coordinator - Spanish Contact person - Dist 4 & 20

Minutes – no minutes read. 1st meeting of new action comm.

Primary Goal of Public Outreach Action Comm.:

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.

Reports from Coordinators – Hot Topics:

Public Outreach - Sherry shared that she distributed a news release about a WSO project – It contains information on how to use the local newspaper to let the public know about Al-Anon. All members of the AWSC should have received in mailbox. Details were contained in her 2 minutes report.

P/O Coordinator's goal: Sherry would like our P/O action comm... To come up with a fun way to encourage districts and groups to do public outreach.

Brainstorming ideas:

In past we used “Hands” as a theme.

Let's use “Feet” as part of our outreach to Dist & Groups to encourage Public Outreach- *“Doing the footwork to carry the message”*

On our feet handouts we can include various ways for all to perform P/O at the Dist, group and individual level.

Immediate/short term goal- reach out to members of this action committee and have them bring P/O ideas on “Feet” with them to the Spring Convention to get our P/O “Foot” project started.

Next steps -

We will create feet for groups with outreach ideas. Title of project could be ***“Create Your Public Outreach Foot”***.

We can ask all to bring back on feet what their public outreach project will be - down the road – how they carried out their outreach projects, what the follow-up and outcome was. We could use shoes for this or telephones. This can be ongoing through out the 3 yr term of this action comm.

General ideas discussed for out reach”

- Using free literature – and get a listing of what is available for free
- Using open letter to professional – available on the WSO website
- As individuals we can all reach out on a personal level to: Dr., therapists, EAP in workplace – health fairs, churches, etc.
- Reduce expense associated with mailings – how to get the biggest bang for the buck
- Discussed what might be a good outreach project for one group or district may not be ideal for all- due to location of group- Urban, suburban, rural.
- Check your immediate community – to see what is going on and use those functions as a means to do P/O – **ex:** church is sponsoring informational evening on addictions - call & ask to participate or if literature can be dropped off, etc, etc.

- District 8 creates packets with free info and includes schedules, hand delivers to law enforcements agencies, the judicial system, law guardians, etc.
- Dist 22 reach out to rehab centers
- “Individuals can make a difference too.

Action Items:

Communicate via email with members of action committee not present

Brainstorm between meetings via email

Lynda R will create a foot & shoe pattern to bring to next meeting

Kathy M will look for foot pattern/template

Next meeting – will be at the Spring Convention/Assembly – set time frame for goals.

Meeting Closed at approx, 1:20 PM.