

Public Outreach Report Assembly October 29, 2011 NFA Coordinator

From WSO....*Al-Anon Faces Alcoholism 2012*

The new issue of our public outreach magazine is now posted on the WSO's Public Outreach and Members' Web sites.

- This outreach tool is for distribution at offices of professionals and other public places where families of alcoholics can pick up information.
- The content is designed to motivate people in need of help to start attending Al-Anon. It has basic information about our program, articles by professionals, and members' sharings about the benefits of Al-Anon.
- Adding a local meeting schedule and your community Al-Anon contact information makes *AFA* a complete informational packet.

From WSO....Opportunities for Al-Anon cooperation

Making information about Al-Anon and Alateen available at national and local events related to substance abuse and mental health are times of increased efforts by organizations to publicize their special activities. Here is a list of activities sponsored by organizations in your Area:

- September—National Recovery Month (U.S.): Opportunities for Al-Anon's cooperation with other organizations are posted in the "Community events" section of the Recovery Month Web site, www.recoverymonth.gov.
- February—National Children of Alcoholics, Valentine's Day week (U.S.): Members can cooperate with organizations hosting special activities or plan their own Al-Anon/Alateen events open to the public.
- April Alcohol Awareness Month—Contact National Council on Alcoholism and Drug Dependence affiliates for local activities in your Area, www.ncadd.org

From WSO...An Opportunity to "Participate" The "First Steps to Recovery" podcasts on the WSO Public Outreach Web site are for people who are looking for help. Your participation might encourage these prospective members to attend their very first Al-Anon/Alateen meeting.

If you are interested in helping, contact Dolores by phone, 757-563-1600, Ext. 1662, or by e-mail wso@al-anon.org, Attn: Dolores, in the subject line, and include your name and phone number.

From WSO....The newest Public Outreach Tool *Al-Anon and Alateen's Role in Family Recovery* is now available **AV-31** and the price is **\$5.00**. It is a multi-purpose video on DVD. Each area has received this DVD.

The video is a Public Outreach Tool for members to show to three primary audiences:

1. Adults who might be affected by someone else's drinking
2. Teens who might be affected by someone else's drinking
3. Professionals who might be in a position to refer patients, clients, customers and students to Al-Anon and Alateen meetings

The video has an on-screen menu that offers two basic choices:

1. Full 10-12 minute programs for each primary audience (adults, teens, professionals)
2. Mix-and-match programs.

The full 10-12 minute programs are the easiest to use. As soon as you click on a title, it plays the full program for the audience you selected.

The mix-and match option offers more choices and takes a little more preparation. Be sure to look at the choices ahead of your presentation. The DVD can play on any equipment designed to play DVD's. If a computer has difficulty opening the DVD, it is probably because the default player is Windows Media Player. If the computer offers an alternative player, please try it. Otherwise, a search engine, such as Google.com can locate free software downloads for playing DVD's.

How Can Your District or Group Help? Create a committee devise a plan at the district level to determine the best use of this tool in your area. Some suggestions might be;

- providing copies to nursing and other medical training schools
- providing a copy to treatment facilities for the family program

From North Florida...

The Assembly approved a budget line item for NFA PO projects of \$1,200 for 2011. Two conferences were selected for our participation.

1. **2011 FADAA/FCCMH Annual Conference** (Florida Alcohol and Drug Abuse Association/ Florida council for Community mental Health Annual Conference). Held August 24-26 NFA provided 1,000 Fact Sheets for Professionals (S-37) that were included in each participants welcome package.
2. **2011 Florida Prevention Conference.**

Al-Anon/Alateen Family Groups exhibited at the recently held Florida Annual Statewide Prevention Conference, October 5-7, 2011 in Orlando, Fl. Registrations for the conference were at approximately 360. Our exhibit was one of 10 in the hall where attendees were present for an optional Continental Breakfast on all three days; a Networking Luncheon with Exhibitors on Wednesday, the 5th; a Luncheon and Awards Ceremony on the 6th; and Morning and Afternoon Breaks on the two full conference days. Thus the opportunity for attendees to talk to us were often. Materials and information were gladly accepted.

This was a joint effort between the North and South Florida Areas of Public Outreach and two registrations were purchased - one from each area. North Florida Public Outreach distributed 30 copies of the paperback edition of HOW AL-ANON WORKS free of charge. South Florida Area distributed 50 copies of the same book. We also distributed stacks of bookmarks, business cards and prescription pads, as well as many pamphlets. "Al-Anon Faces Alcoholism 2011" was available as well. Visitors took what was appropriate for the various agencies they represented either to share with colleagues or give to clients and their families. Some information was taken for display in waiting rooms or treatment center's visiting rooms.

Along with this report you will find several pages of the PROGRAM/WORKBOOK for the conference copied to show who are the Partners in The Florida Prevention Partnership, an alliance of state government agencies and non-profit organizations. There is also a copy of the Agenda At A Glance; a listing of the Exhibitors and Sponsors of the event; and a guide for the Plenary Sessions of the conference. The theme was: PREVENTION: PATHWAYS TO WELLNESS. There is also a copy of the actual workbook with the Breakout Sessions detailed.

Below you will find a list of names and agencies of people who are interested in receiving Al-Anon's current video for use in their prevention efforts. We received this information from attendees who left their business cards with us. They were very happy to know that this will be coming to them, and that we were willing to donate the book copy as well. This was truly an outstanding method of getting the message of Al-Anon/Alateen Family Groups out to those people who can refer those in need of our program.

We believe this conference was a worthwhile endeavor for North Florida outreach and that if it's an annual event we would do those in need much good by continuing to be associated with the conference. We had many one-on-one conversations with attendees and exhibitors and nearly all described situations in which they could refer clients and professionals to Al-Anon. There was a significant level of misunderstanding of the differences in mission between AA and Al-Anon and the more chances we have to correct those misconceptions the better

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We are grateful for this opportunity for service.

Sincerely,

Robert F, District 6

Bernie M, District 10

Panel 49 Recap...The GR's and trusted servants of this panel have done an outstanding job of reaching out to **members** and empowering them to participate in public outreach efforts through hundreds of opportunities throughout the area. Our *groups in service* campaign through **Hands Across North Florida** is a testimony to those efforts. Members who never understood they how they could be a part of public outreach are now part of these beautiful banners. The AFA orders throughout NF alone have sky rocketed with copies reaching many more places and people as a direct result of the communication to members.

Through KBDM, and in support of the PO Task Force recommendations, the Assembly has supported a budget line item for NFA to participate in PO opportunities occurring at the area level. This single step has resulted is our ability to interact with thousands of individuals throughout our state. It also makes me the envy of other coordinators when I have participated in WSO conference calls! I hope you will continue to support these efforts.

The Area passes on guidelines for districts to establish local billboard campaigns that your new PO coordinator will happily pass on throughout the next panel.

Additionally, there is in place a guideline for districts planning costly PO projects to utilize the Area non-profit status and avoid paying taxes on their expenditures.

I am grateful to each of you for your support and encouragement throughout the panel it has been both an exciting and humbling experience. I am so looking forward to the next journey for all of us!

Handful of Hugs,

Kathy, Panel 49 Public Outreach Coordinator

Did you know that is suggested that when reciting the Al-Anon Declaration it is suggested to look out and address the members? Why do you think this is so? **Declaration: The act of declaring; announcement. A formal statement; proclamation. Something that is announced or proclaimed. (i.e. not a prayer)**

"Let it begin with me, when anyone anywhere reaches out for help, let the hand of Al-Anon and Al-Ateen always be there, and let it begin with me"

Remember to Ask

p.s. it's encouraged to share Public Outreach information in this report, area highlights and the forum in your district newsletters

www.al-anon.org/members it's all in there, explore the opportunities!