

## Area World Service Committee Meeting – Public Outreach Coordinator Report North Florida Area Panel 46 – October 4, 2008 Ocala, FL

I was wondering if I had learned enough this panel so I would have to give up this position and decided that I'd need two more panels to figure it out!!!! I have learned much and stepped out of my comfort zone into Outreach to the Media. There were things I didn't do that I had wanted to do and did things I never knew I could do. All in all, it's been a great experience that I wouldn't trade for anything. Thank you for your support and your leadership in Outreach.

There are many of you who would thoroughly enjoy this opportunity for growth. All your experiences since you walked through the doors of Al-Anon qualify you for doing it without having been on this panel. I encourage you to tell your District Rep to put your name in the hat. This makes our panel alive and well with new ideas and new faces.

### **Four Legged Stool of Public Outreach:**

#### **Shared Leadership, Anonymity, Attraction, Cooperation.**

Attached is the cleaned up version on **Anonymity** passed at the 2008 World Service Conference. It is online on pages you can paste in your Manual at [al-anon.org/members](http://al-anon.org/members).

### **Outreach to the Public/Media (Public Information)**

- Congratulates to **District 11** on getting the outreach signs on the inside of city busses.
- Congratulations to **District 12** for the creative bus stop signs.
- Thank you to our **web diva** for putting outreach pictures on our website. WOW!!
- Check out [al-anon.org](http://al-anon.org) for the six **First Steps to Al-Anon Recovery PODCASTS**. They are recorded to introduce the public to Al-Anon meetings 24/7. Everyone can relate to: **Why was I afraid to go to my first Al-Anon meeting?** It has been suggested to share the podcasts with all professionals, too. So they can share with potential members.
- Check out [al-anon.org/members](http://al-anon.org/members) for the public outreach winner in the **e-CAL** contest. It is fantastic!!!! Hopefully some of these will appear on U-tube. WSO has already put our PSA and our Al-Anon film there. Speaking of film, did you know you can get the 6.5 minute Al-Anon video documentary **on DVD as well as VHS?** It's \$5.00 for DVD or for VHS.
- Our World Service Office has the opportunity to contribute again to the **Dear Abby column**. It is scheduled for release Thursday, October 2nd!!!! Did anyone see it? A copy of "Al-Anon Faces Alcoholism 2008" will be offered to anyone who calls, writes or emails. North Florida Area has volunteered to do the mailings along with our local meeting schedules. Our ad hoc committee will give their report on how we plan to carry this out.
- The new **2008 Radio** Public Service Announcement is at the printers. Stay tuned for pricing and mailing dates
- We are also anticipating new **Al-Anon /Alateen Posters** some time soon.

### **Outreach to Professionals (Cooperating with the Professional Community)**

Congratulations to **District 3** for their 5-day exhibit at the Florida School of Addiction Studies. That reaches counselors who work directly with our potential members. 36 % of our referrals came from Professionals. I found that information in the current survey!

- There are four power point presentations on the **2006 membership survey** online. Now we have a new pamphlet with the summary, **Fact Sheet for Professionals S- 37** English and Spanish or English and French. Professionals like numbers and there are plenty in the Fact Sheet as well as information on what Al-Anon is and does.
- “**Al-Anon Faces Alcoholism 2009**” is for you to read and give it to a professional you know. Encourage them to read it and give to a potential member. Please put your local telephone answering service # on it so they can find us. If you only have 1 or 2 Alateen meetings in town, think about adding that, too. If you have not sent your **survey** that came with your order back to WSO, please do so when you get home. The difference between *The Forum* and the AFA magazine is summarized in the *Fall Area Highlights*. I encourage you to do one last search of meeting rooms and member’s homes to find any **2008 AFAs** that are hiding out and get them to someone still suffering in your community.

### **Outreach to Institutions**

- For information on Introductory meetings, check out page 78 in the 2006-2009 Service Manual.
- With decreased funding for rehabilitation looming even larger, many family programs are cut. It makes our outreach even more important to introduce the families to Al-Anon.

### **Closing**

- I’d like to close with a question for you to take back to your groups. It was introduced at the 2008 World Service Conference and the discussion is on page 32 and 33 of the Conference Summary.

### **How can the Al-Anon/Alateen message reach families of active A.A. members and attract those family members to our Al-Anon/Alateen meetings?**

Having to ask this question shows me how much Al-Anon has grown since I began 30 years ago. The majority of us back then were the families of recovering Alcoholics. Al-Anon has become independent and a great animosity has grown on both sides. Some districts feel this more acutely than others. I leave you with this awareness and your new panel can talk things over, reason things out, but let there be no gossip or criticism of one another... I have great faith in our meetings and our fellowship will have creative solutions as we grow in peace and serenity.

ANY QUESTIONS? Love and hugs, Carolyn from Jax