

# Al-Anon Guidelines

The Shared Experience of Al-Anon and Alateen Members.

## Area Public Outreach Coordinator Public, Professionals, and Institutions

G-38

### What Is Public Outreach?

From *Lois Remembers* (B-7): "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." (p. 194)

Public Outreach **informs** the public 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 have been affected by someone else's drinking. We also strive to generate awareness of Al-Anon Family Groups as a trusted resource to help families and friends of alcoholics in every community.

### Who Can Be an Area Public Outreach Coordinator?

Any 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.



### Area Structure

Areas, like individual groups, are autonomous and thereby can set up their own service structures. Some Areas elect or select three separate Public Outreach Coordinators (Public Information [PI], Cooperating with the Professional Community [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.

Outreach to potential newcomers typically falls into three main categories:

### Public (Public Information or PI)

The *potential* to reach the **largest** number of people is through digital (social media and websites), print (newspapers, magazine articles, etc.), broadcast media (community cable tv, college and university radio stations), and out-of-home marketing (billboards). The World Service Office (WSO) produces and distributes public service announcements (PSAs) annually to TV, radio stations and digital networks, and maintains several social media pages and al-anon.org to carry the Al-Anon/Alateen message nationally and internationally.

### Professionals (Cooperating with the Professional Community or CPC)

Our triennial Membership Survey has consistently shown that many members attend their first meeting because of a professional referral. Counselors/therapists, clergy, mental health professionals, employee assistance programs, medical and judicial professionals, etc., are all in the position to identify a variety of disorders in relatives and friends of alcoholics and refer people to Al-Anon and Alateen. Connecting with professionals is vital to build awareness of our program, establish long-term positive relationships, and provide professionals with information and materials for them to share with family members.

### Institutions

Outreach to institutions/facilities such as addiction treatment/rehabilitation centers, mental health facilities and agencies, crisis/abuse centers, and correctional facilities is much like reaching out to other professionals. We also could carry our message of hope directly to potential newcomers by establishing Al-Anon/Alateen meetings at these facilities.

## Your Role as an Area Public Outreach Coordinator Is To:

- **cooperate** in a team effort with any other Public Outreach Coordinators (PI, CPC, and/or Institutions) within your Area
- **motivate** Districts and Al-Anon Information Services (AISs) to form outreach committees
- **encourage** Districts and AISs to carry projects and information to the groups and local committees
- **review and approve** materials created by groups, Districts, and AISs to support local outreach projects as described in the “Public Outreach” section of the *Al-Anon/Alateen Service Manual* (P-24/27), such as posters, billboards, and flyers, to ensure they are aligned with the Area’s Public Outreach message and adhere to Al-Anon’s spiritual principles, Traditions, and policies



- **distribute** service projects and information from the World Service Office (WSO) to Area Assemblies, Districts, and AISs, and encourage your Area, Districts, AISs, and Group Representatives (GRs) to carry projects and information to the groups
- **educate** the fellowship about the need to attract those who are still suffering to our program
- **communicate** about public outreach activities from the Districts and AISs with the Assembly and the WSO
- **conduct** presentations or workshops at Area Assemblies or District meetings
- **liaise** with other Area Coordinators, your Area Chairperson, and your Delegate
- **participate** in the biannual PO Coordinators conference calls with the WSO

## Resource Tools to Use:

- *Al-Anon/Alateen Service Manual* (P-24/27)
- Public Outreach Guidelines:
  - *Al-Anon/Alateen Public Outreach Service* (G-10)
  - *Public Outreach to Professionals* (G-29)
  - *Public Outreach to Institutions* (G-9)
  - *Services in Correctional Facilities* (G-14)
- *Attracting and Cooperating* (S-40)
- *Al-Anon Faces Alcoholism* outreach magazine
- [al-anon.org](http://al-anon.org)