



Area Public Outreach Report October 2020

Please read at your district and group meetings.

The focus of Public Outreach is to provide our communities and those who are suffering from the effects of a loved one's drinking with Al-Anon/Alateen information.

Area Public Outreach meets monthly, typically on the 3rd Tuesday of the month at 7pm via zoom. Note: The Assembly PO workshop will be in lieu of the November meeting. Buddy up with an Al-Anon/Alateen friend, zoom in from the comfort of your own homes and together learn more about public outreach. I hope to meet members from all districts at the workshop.

Monthly Area Public Outreach meetings consistently have 7-10 attendees, a combination of district PO coordinators, PO group representatives and members. Currently only 38% of Connecticut is covered with district PO coordinators, the remainder 62% of the state is not covered. In an effort to keep districts and groups informed, communication is sent to alternate district reps and district representatives when appropriate. Zoom invitations and agendas are emailed and hold a wealth of information; links are included to supply additional information for easy access.

“Our public relations policy is based on attraction rather than promotion...” I hope groups and members found reading a small section from pamphlet S-40 [Attracting and Cooperating](#) at meetings helpful to answer questions about Public Outreach and to inspire conversation, interest and participation. The pamphlet is available by clicking on the link above or referring to the attachment which can also be shared with members electronically.

“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.” - Lois Remembers



Currently the Area PO committee is working together on an exciting new virtual health fair which will encompass the entire state of Connecticut as well as researching new digital online opportunities to present Al-Anon information. In a time when so many are finding themselves more isolated, the Area's focus is to cast the broadest net to reach the largest number of people at one time. The consistent visibility of Al-Anon information provides recognition to individuals in our communities. Professional analysts report it takes 5 to 7 impressions a month

before people will begin to recognize the organization. Public Outreach needs help to be able to consistently present Al-Anon to our communities. Districts can post Al-Anon information in local on-line and hometown newspapers for FREE. Volunteers are needed to contact radio and tv stations, requesting that the PSA be aired. Consider grabbing an Al-Anon friend and zooming into a Public Outreach meeting to learn more. "How to" guides have been created for most projects.

The district PO coordinators and members have expressed concern that people may be in need of finding Al-Anon more than ever right now. They have been busy posting meeting information in their local print and digital newspapers, sending letters to therapists, psychologists and counselors, providing business cards to nurses, doctors, first responders and police officers.

October Focus:

Alateen Awareness month - emailing Department of Children and Family services (DCF) and schools including pdf attachments: *Facts about Alateen* and *Alateen Talks*.
National Mental Illness Awareness - an opportunity to contact medical schools, treatment and rehab centers.

<p>Al-Anon Family Groups: <i>Friends & Families of Problem Drinkers Find Hope in Al-Anon</i></p>  <p>Al-Anon Family Groups Help and hope for families and friends of alcoholics</p>	<p><i>Not everyone trapped by alcohol is an alcoholic.</i></p>  <p>alanon.org • 888 8AL-ANON • al-anon.org/linkedin</p>
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With collaboration, this ad was created by a district 3 volunteer specifically for the **CT Academy of Physician Assistants**. For 1 year, Alanon will be in their quarterly newsletter referencing Alanon.org the CT helpline and linkedin which is a great method to connect with professionals.

Area Public Outreach meetings are open to all active members with an understanding of the 12 Steps and 12 Traditions. New members are welcomed. We are all volunteers and I am so grateful to all who participate in PO activities and all those who support Public Outreach through their existing roles in Al-Anon. Together we can make a huge difference. I hope to meet you at the next Area Public Outreach zoom meeting on October 20th or the Assembly workshop on November 7th. Contact Kathe publicoutreach@ctalanon.org

**"Having had a spiritual awakening as the result of these steps, we tried to carry this message to others, and to practice these principles in all our affairs."
Step 12**