

How To's

Creating Database of Professionals and Institutions

- ❖ Creating lists of facilities and professionals contact information is very helpful. It is like having a road map to consult before you begin a trip! Facilities and professionals can be divided into manageable quantities and categories for members, groups, and districts to contact.
- ❖ If the area doesn't have an adequate budget for Public Outreach projects, groups and districts can form Public Outreach Committees and undertake the projects. Here are a few ideas for developing lists:
 - **Get group together** before or after district meetings, or workshops.
 - **Decide** if telephone numbers and/or e-mail addresses are needed as well as mailing addresses.
 - **Once a list or computer database is created**, it can be updated as needed. Each district can receive its appropriate section for follow-up projects.
 - **Make the List**
- ❖ **HIGH TECH** - Members with access to the Internet can be asked to assist with creating lists from the following sources:
 - Internet business "yellow pages" search engines for specific cities or areas
 - national alcohol and health organization Web sites to search their databases (www.health.org is a good place to start for US organizations and the Canadian Centre on Substance Abuse is www.ccsa.ca)*

*This information is provided by the WSO in order to help reach more families and friends of alcoholics

- ❖ **NO OR LOW TECH**
 - Bring telephone directories or photocopy pages from the directory with listings of treatment centers and addiction organizations.
 - Bring food and have fellowship while making lists!
 - Refer to the alcoholism or substance abuse "yellow pages" section of local telephone directories. Use city and county government sections to obtain contact information for local alcoholism and mental health agencies.

- Contact state/province/territory government alcohol or substance abuse service agencies. Some of these agencies operate under divisions of health and social services and/or as the department of mental health.
- Some members may know how to obtain directories of various types of facilities or for professionals which can be used for creating mailing lists. Some directories need to be purchased while others are free. Some organizations grant one time use, may provide you with a set of mailing labels or disk, or e-mail you their database.
- Ask members in each district to take a list home to create mailing labels by hand or computer. Be sure to send the area CPC or Institutions coordinator a copy of the lists.

Note: Be sure to ask the organization that publishes the directory for permission to use it as a mailing list or if the organization will include information about Al-Anon/Alateen in its mailings. Feel free to share ideas with the WSO Public Outreach Department for *Area Highlights* articles or to pass along in area Public Outreach coordinator mailings.

- Select a target population
 - Identify professionals and agencies that work with this population
 - Add an appropriate pamphlet to the Professional Packet (K-30/K-30c)
 - Be sure to include your local meeting list
 - Call to ask for a short meeting to deliver packets—be friendly!
 - Offer to be a contact to their organization
 - Offer to show the AV-31 video and provide more information at a staff meeting
 - Identify local magazines, newspapers, or newsletters that target this population, and send them appropriate literature. Inquire about community calendar listings.
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- Churches, military chaplains
 - Local Urban League or NAACP offices
 - Al-Anon literature rack at National Council on Alcoholism and Drug Dependence NCADD
 - Local chapters of Black organizations (Council for Black Judges, Black Journalists, etc.)
 - Treatment centers
 - Friendship Centers
 - Community and cultural centers
 - Social service agencies
 - Sports venues
 - Fraternal/civic organizations
 - Juvenile courts and detention centers
 - Human Resource Centers
 - AA clubhouses and intergroup offices
 - Roundups

- Counseling offices
- Employee assistance programs

Getting to the Right Staff Member:

Schools and school districts range widely in size and number of staff members. Your best start is to contact the school district central office to help you determine who the appropriate school official might be.

Shoestring Suggestions for Outreach to Professionals

- Start an "Each one, reach one" campaign, asking members to take a meeting list to their doctor/minister/hairstylist/counselor.
- Pick a category of professionals and do a mailing using the Open Letter series (to keep costs down, get organized geographically and deliver them!)
- Make sure that all local hospitals, treatment centers, and shelters have basic information and meeting lists.
- Offer to take "meetings on wheels" to institutions and professional groups.

Some of the material to distribute to the Professionals on the PO Database

The Best of Public Outreach Great suggestions for organizing outreach activities. It is a must have for Outreach Planning Item No. P-90 Price: \$3.00

Why Anonymity in Al-Anon? Item No. P-33 Price: \$ 0.35

Al-Anon Spoken Here Item No. P-53 Price: \$ 0.35

Al-Anon/Alateen Is & Is Not Bookmark Helps professionals and others understand Al-Anon and Alateen. Item No. M-44 Price: \$ 0.25

Media Kit Concise info for radio, TV, newspapers Available online Item No. K-10 Price: \$ 2.50

Al-Anon Video Explains concisely what Al-Anon is and how it can help those affected by Alcoholism. It's great for outreach to professionals and their clients. DVD, 6.5 minutes Item No. AV-###DVD Price: \$ 5.00

Al-Anon Fact File Factual information for the general public, media, and professional community. 16 pages Item No. P-36 Price: \$ 0.20

Fact Sheet for Professionals English/French Item No. S-37EF Price: **Free**

New! Professional Referral Pad This 50-sheet pad gives medical, counseling, religious, legal and other professionals an easy means to refer clients to Al-anon and Alateen. Item No. M-77 Price: \$ 0.50

Help for Employees Troubled by Someone's Drinking Encourages Employee Assistance Program EAP and Human Resource professionals to refer family members and friends of problem drinkers to Al-Anon Item No. S-63 Price **Free**

Alcoholics, Their Families, and the Judicial System This leaflet can help lawyers, judges, family advocates, and other legal professionals refer families and friends of alcoholics to Al-Anon. Available in printable PDF Version. Item No. S-65 Price: **Free**

New! Crying House Outreach Bookmark This new service tool makes an easy outreach project. Ask local bookstores, libraries, medical offices, community centers, etc. to keep a few on their counter. Maximum individual order is 500. Item No. M-76 Price: **Free**

Sponsorship-Working Together to Recover Bookmark summarizes the basics about Al-Anon personal sponsorship. Members share the essential elements about this special relationship. Item No. M-78 Price: \$ 0.10

Al-Anon Poster Let potential members know about Al-Anon with this 8 ½" x 11" poster. Provides WSO contact information and space for local contact information and sold in quantities of five for \$4.00 Item No. M-79 Price: \$ 4.00

How Al-Anon Works Item No. B-22 Price: \$

Other Pamphlets for Public Outreach which are found on the literature racks are:

- Are you Troubled by Someone's Drinking? Al-Anon Is for You! (S-17)
- Detachment (S-19)
- Has Your Life Been Affected by Someone Else's Drinking? (S-20)
- Did You Grow Up with a Problem Drinker? Al-Anon Is for You! (S-25)
- *The Forum*
- *Attracting and Cooperating* (S-40, free)
- *Al-Anon Is for...African Americans...All People of Color* (S-68, free)
- *Al-Anon Is for Adult Children of Alcoholics* (S-69, free)

Web Links for Public Outreach Materials

<http://www.al-anon.org/psa.html>

Psa's

<http://www.al-anon.org/release.html>

Press Release

<http://al-anonfamilygroups.org/Podcasts/FirstSteps/>

Podcast

<http://www.al-anon.org/professionals.html>

Notice to Professionals

<http://www.al-anon.org/kit.html>

Media Kit

<http://www.al-anon.org/media.html>

For the Media