

## Public Outreach Update – March 2021 AWSC Meeting

The goal of Public Outreach for the 2021 is to help districts and groups meet the professional communities where they are.

- **Public outreach updates** are being emailed monthly to all on the AWSC Roster. If you want to be added to the distro, please email me at [swbogardus@gmail.com](mailto:swbogardus@gmail.com).
- **Outreach to state-level professional organizations** will be occurring digitally. I'm developing email and QR code-based materials to allow us to share information about Al-Anon in our community in a contactless manner.
- **Public outreach website enhancements** have been outlined. I'll be working with the website committee to add public outreach information to the site. If you have ideas, please email me at [swbogardus@gmail.com](mailto:swbogardus@gmail.com).
- **New contactless outreach materials** have been submitted for to the World Service office for approval and may be available by the time of the AWSC.
- **Outreach mailing** planned for late 2020, was cancelled and is being transformed into an email campaign to distribute flyers that can be emailed or posted in public spaces, which contain QR codes linking readers to either OhioAl-Anon.org or the latest version of the digital AFA.
- **The PSA campaign** has been very successful. The WSO switched to a new vendor last year. The vendor distributed electronic PSAs to all Nielson-tracked radio and TV stations in the US and Canada. To date, Al-Anon PSAs have been played in 85% of the Top-100 US DMAs (designate marketing areas), reaching 251.2 Million homes in the US, and in 21% of the Top-48 DMAs, reaching 23.7 Million homes in Canada.
- **Steps we can take.** The COVID crisis has made it more difficult for professionals and potential newcomers to access information and meetings. To help fill that gap, groups can
  - Make sure your meeting information is updated and available at the district and WSO level and welcome students and professionals to your open meetings to allow them to observe and learn about Al-Anon so they can refer the people they serve.
  - Contact movie theatres, colleges, school districts, community organizations, and other non-media related groups to publish our PSAs. (available at <https://al-anon.org/media-kit/public-service-announcements/>)
  - Email electronic materials to professionals and organizations. Materials can be downloaded at no cost at:
    - <https://al-anon.org/for-members/members-resources/literature/downloadable-items/>

• <https://ecomm.al-anon.org/!Commerce/Shop/!Commerce/Store/StoreLayouts/Home.aspx>

- o Mail or drop off (with permission) print materials where appropriate. The WSO is continuing to offer reduced shipping rates of \$5 for individual orders of up to \$50 to make it more economical for districts and groups to order and share literature in their communities.
- o Use our printable wraps to distribute Al-Anon Faces Alcoholism to professionals or groups in your district. Copies are attached.
- o Adapt our public outreach posters for use locally.
- o Use our printable contact cards to share their contact information with newcomers or professionals