

Public Outreach Update – May 2021 Assembly

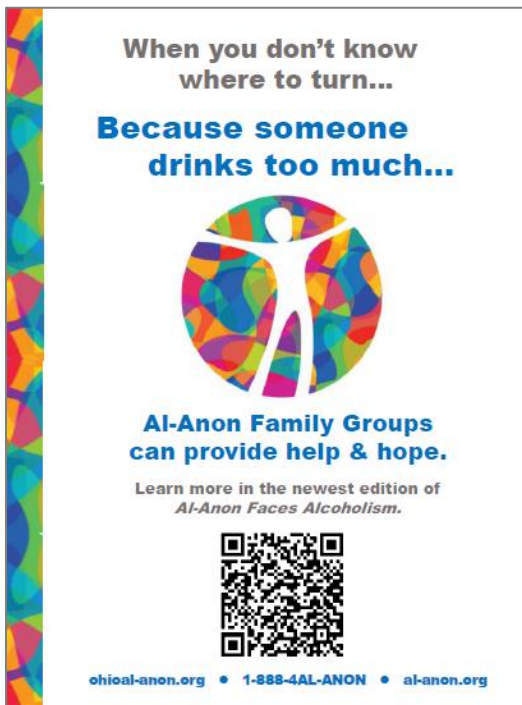
The goal of Public Outreach for the 2021 is to help districts and groups meet the professional communities where they are.

- **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.
- **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.
- **New outreach materials** for the area were approved by WSO see last bullet.
- **New WSO Initiative** announced earlier this year, will introduce new customizable materials for use by all areas across North America. The WSO is working with the Areas to identify best practices and needs and actively develop new resources rather than solely serving as a reviewer and approver of our own initiatives.
- **Outreach mailing** planned for late 2020, was cancelled due to COVID and will be replaced with an email campaign to distribute contactless flyers via email, which can be posted in public spaces to link interested parties to the online version of Al-Anon Faces Alcoholism through a QR code.
- **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/>

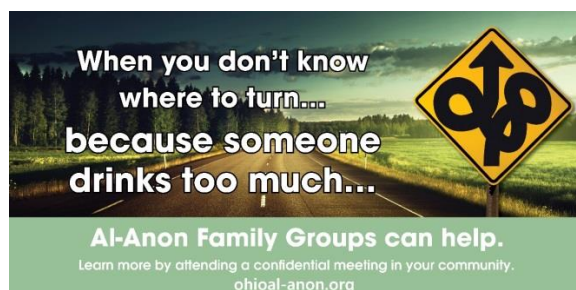
- <https://ecomm.al-anon.org/ICommerce/Shop/ICommerce/Store/StoreLayouts/Home.aspx>
- Mail or drop off (with permission) print materials where appropriate. The WSO is continuing to offer reduced shipping rates of \$5 for individual orders of up to \$50 to make it more economical for districts and groups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

New Public Outreach Materials (since our last Assembly)

- Contactless Flyer with QR Code



- Poster



- Printable contact cards

<p>Worried about someone's drinking?</p> <p>Find hope and help in Al-Anon</p> <p>visit www.ohioal-anon.org</p>	<p>Contact me:</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>AL-ANON / ALATEEN <small>Hope and help for families and friends of alcoholics</small></p>
<p>Not everyone trapped by alcoholism is an alcoholic.</p> <p>Find hope and help in Al-Anon</p> <p>visit www.ohioal-anon.org</p>	<p>Contact me:</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>AL-ANON / ALATEEN <small>Hope and help for families and friends of alcoholics</small></p>
<p>Has someone's drinking affected your life?</p> <p>Find hope and help in Al-Anon</p> <p>visit www.ohioal-anon.org</p>	<p>Contact me:</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>AL-ANON / ALATEEN <small>Hope and help for families and friends of alcoholics</small></p>

- Bands for AFA Magazine (two versions available):

- **Bands for Distributing AFA Magazines to Al-Anon Groups:**

Front

<p>Take a 12th Step</p> <p>Share the Al-Anon message of hope with medical professionals, therapists, counselors, clergy, treatment centers, and others who work with the public.</p> <p>Order more at www.ohioal-anon.org</p>

Back

<p>Al-Anon Faces Alcoholism (AFA) is a great tool to introduce Al-Anon to people who are unfamiliar with us and to inform professionals that Al-Anon is a valuable resource for individuals that have been affected by alcoholism.</p>
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- **Bands for Distributing AFA Magazines to Professionals and Offices:**

Front

<p>Share the Al-Anon Message of Hope</p> <p>Al-Anon provides support to anyone affected by the drinking of a relative or friend.</p> <p>Learn and order more at: www.ohioal-anon.org</p>

Back

<p>Al-Anon Faces Alcoholism (AFA) is a tool to help individuals consider if their lives are affected by someone's drinking and find help and hope in a fellowship of others with similar experiences.</p> <p>Please consider sharing these with the individuals you support.</p>
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Please call or email me for copies of materials or with any questions or outreach ideas:

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