

# Public Outreach

Utah Area Panel 57 - Carrying the Message

September 29, 2017 – October 1, 2017

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What is Public Outreach? Step 12 - Carrying the Message to Others

Who is responsible for Public Outreach? Every member of Al-Anon carries the Message

“Carrying the message is essential to attracting new members. Our Twelfth Step suggests that members carry the message of recovery to others and make Al-Anon known in their communities..... There is no replacement for individual Al-Anon members carrying the spiritual message of recovery within their communities in ways that media cannot.” Al-Anon/Alateen Service Manual p. 110

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## September is National Recovery Month

District 3 hosted an Al-Anon information booth at the National Recovery Day on September 9 at the Gallivan Center. We had eight local Al-Anon members man the booth. Members of District 1 and District 6 also attended the event. About 50 people visited the booth to pick up literature and learn more about the experience, strength and hope available in Al-Anon.

District 6 held an End of Summer Social event on September 16 with the theme “Carrying the Message” and “Service is the Path to Gratitude” Your Area Public Outreach Coordinator was one of the guest speakers.

District 8 participated in Southwest Recovery Day on Thursday September 21 from 3 to 7 p.m. at St. George City Park. Al-Anon set up an information booth along with 30 or more treatment centers and institutions. They had 2 or 3 volunteers, working 1.5 hour shifts; some of whom walked around introducing themselves and Al-Anon. Literature

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## Upcoming Events

### September 30

Public Outreach / PSA activity during Fall Assembly – Reaching out to the Media

### November 8

Quarterly Public Outreach Conference Call – Spotlight on District 6 and Educational Topic – Attraction vs. Promotion

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## 1966 WSC Statement of Public Relations

“It is the consensus of the sixth World Service Conference that if Al-Anon is to continue to exist, it must continue to grow. There is no standing still without retrogression. Al-Anon must continue to grow if it is going to fulfill its primary purpose of reaching millions who need Al-Anon’s help but who are not yet aware of the existence of our fellowship.”

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was distributed to many of the 300 participants.

## More Important News

### First Printing of 2018 Al-Anon Faces Alcoholism NOW AVAILABLE

How can you use AFA magazine to share the Al-Anon message of hope???  
Your local AAIS has copies available to share with professionals and others in your area.

**NEW**

## Al-Anon Faces Alcoholism 2018

Al-Anon's public outreach magazine

Each day offers an opportunity to share the help and hope that Al-Anon offers to families and friends of alcoholics who are unaware of our program. Ask if you can leave behind a few copies of Al-Anon Faces Alcoholism 2018 at:

- Doctors' offices and health care facilities
- Treatment and rehabilitation centers
- Therapists', counselors', and social workers' offices
- Libraries.

### AFA 2017—Heartwarming message from WSO

It is heartwarming to receive messages like this about the impact of our public outreach magazine *Al-Anon Faces Alcoholism (AFA)*. Sharing the hope and help that Al-Anon offers is as simple as leaving behind a few copies of *AFA 2017* in a public place, for someone to find:

"I don't know who left copies of *Al-Anon Faces Alcoholism* magazines at my public library. But I thank you. I've started going to meetings. You changed my life"

Mark L.

FROM District 1:

"Just after the new year, I took 2 dozen *Al-Anon Faces Alcoholism 2017* magazines with current schedules to Nick at the AA Central Office in Ogden. During the month of December he had given over a dozen away to people who came in to buy books so I was happy to supply him with more, thinking they would last a while. He told me today that he needs more because three groups came in and cleaned him out. They wanted them for their group members who had asked for help with their families and they had heard about this "auxiliary program" called Al-Anon Family Groups! Luckily, Nick knows enough about Al-Anon to explain it to them."

### Outreach with First Responders

District 1 put together large manila envelopes with information about Al-Anon and Alateen. They each contain a schedule, an AFA and other information sheets such as "Are You Troubled by Someone's Drinking?" or "Has Your Life Been Affected by Someone Else's Drinking?" Janet took the first bunch to the Police Chief in

I love someone who struggles with alcoholism.  
What can I do?

Check out Al-Anon. Al-Anon can help.

You have choices.

There is help and hope in Al-Anon

[www.al-anon.org](http://www.al-anon.org) 1-888-4AL-ANON

## In the Community

### Leave a Bookmark

AAIS and WSO have FREE Public Outreach bookmarks. When you return your library book, leave one inside each book. Be sure to include contact info for the AAIS.

### Put up a Poster

Print out one of these WSO approved pictures from this report and put it up on a community bulletin board at your favorite store, church, library, laundromat, gym or coffee shop. – Just like District 3 did.

### Leave a copy of the AFA

The next time you visit your hairstylist, counselor, doctor or dentist, leave a copy of the current *Al-Anon Faces Alcoholism 2018* in the waiting room. Be sure to put copies of your District meeting schedule inside.

Clinton. They hope that every police car will have envelopes available when officers go out on domestic violence calls.

### **Quarterly Public Outreach Conference Calls**

Dawn, your Utah Area Public Outreach Coordinator, is hosting a quarterly teleconference with District Public Outreach Coordinators and other interested Al-Anon members / Public Outreach Ambassadors. Each quarter spotlights a different District that shares on their successes in Outreach in their Districts. We also cover educational topics that help us grow. Previous topics have included the Best of Public Outreach: A "How to Do It" Service Tool for Public Outreach Activities and the role of Area Public Outreach Coordinators (G-38). At our latest meeting, we talked about Outreach to Institutions, how Institution meetings are different from regular meetings and how to start a "Meeting on Wheels." WSO offers amazing resources to assist in these efforts. Our next topic will be Tradition 11 and the differences between attraction and promotion. Join us every February, May, August and November to learn more.

### **Dixie Central Office of A.A.**

AA's Dixie Central Office has contacted Heather, District 8 Public Outreach. AA is providing a shelf or two for Al-Anon books to sell. They would like an Al-Anon member to come in and train them regarding the literature. They hope to have Al-Anon volunteers helping within the next 12 months. They say that they get more Al-Anon questions than they do for AA. This could be a great service opportunity for dual members to work as liaisons between the programs.

### **District 1 – Green Forum Cans**

District 1 has started Green Cans to collect donations for Forum subscriptions. Groups in District 1 have been SO generous. It is a way to allow people in the groups to give back to Al-Anon. The places we have sent the FORUM to so far have been very happy that we are sending them a complimentary subscription to them.

### **"Public Outreach Ambassadors"**

District Public Outreach Coordinators from District 1 and District 8 have personally visited all Al-Anon meetings in their Districts. They invited members to sign up as speakers at meetings at recovery facilities, to serve as Public Outreach volunteers handing out literature at public events and to help carry the message of recovery and hope found in Al-Anon.

### **Giving back in Gratitude for All we have been given**

Interested in becoming a part of the Public Outreach Program in Utah??? Send me an email with your name and contact information at [utahpublicoutreach@yahoo.com](mailto:utahpublicoutreach@yahoo.com).

**Let It Begin with Me** When anyone, anywhere, reaches out for help, let the hand of Al-Anon and Alateen always be there, and Let It Begin with Me.

When you don't know  
where to turn...  
because someone  
drinks too much...



**Al-Anon Family Groups can help.**