

2019

Since our Spring Assembly, although I was unable to participate in the first P.O. Conference call, I was able to listen to the recorded meeting. Here are some points of interest that were shared by WSO Staff and Area P.O. Coordinators.

- WSO is completely reworking the Public Outreach page, showing what they provide. They are working on a Tool Kit for Public Outreach Coordinators that will be available in 4-5 months. The new PSAs are now online for your viewing--"Champion" and "Challenger". Go to Public Outreach for Groups and click on PSAs.. They are finding that more people relate to some of the questions in Challenger rather than an individual sharing. The best of the best from the 3 20 Question pamphlets were used. A suggestion was to review these pamphlets at your meeting and use for outreach projects. WSO's PSA budget allows them to send out 1000 hard copies to radio and 1000 hard copies to TV stations. Out of these, 100-150 stations actually play the PSAs. That is the reason we are asked to be in touch with stations to both ask if they will play the PSA and/or to thank them. There is an online form to submit if a station would like to receive the PSAs. It is available on the WSO website.
- AFAs are now available to order anytime, as members are using them more and more to reach out. The 2020 AFAs are being worked on now. Of the 44 staff members at WSO, 30 are involved in it's preparation. It will have more sharings from members and should be available in January- February 2020. Sharings are always needed. There are writing guides available online or have been included with the *Forum* mailing.
- There is a new *Fact Sheet for Professionals – S-37E* which is a free download. It can be very helpful in clarifying what we are and what we are not.
- Do you want to be *In the Loop*? It is the WSO way of keeping you informed and up to date on any news. You can sign up to receive it by email on the WSO website. Share the information with your group. Usually comes out on first and third Wednesday of the month.
- Posters: Graphics for the "Roadside" posters is available online to be downloaded and adapted for your needs. It is suggested to go through the Links of Service in having posters reviewed prior to use. WSO requests that one national contact be added – either the WSO website or the WSO toll free number. No personal phone or emails should be used. There will be new graphics available soon for download that can be used for posters, signs, business cards and billboards. Posters should follow our Traditions and not refer to drug addiction. Explanation was posted *In the Loop* and a copy is on the bulletin board.
- A suggestion from an Area Coordinator was to supply everyone with a copy of the AFA, using it as a meeting. It helped members to actually be familiar with what was in it and have discussion. Questions could be asked and then members were encouraged to take his/her copy to a professional. The importance of follow-up was emphasized.
- Another suggestion was to do a workshop using the (G-27) *Open Al-Anon Meeting Guideline*. Members were asked to share briefly what it was like before/what happened/what it's like now. They followed through the format to help those understand how this meeting could be used in outreach. Many have a fear of public speaking and by having a better understanding of what is expected could make members a little more comfortable and willing to participate.
- Often professionals like a local schedule provided with the information given to them. Once again – follow-up is key.
- Social media was addressed. There are no guidelines at present but they are in the works. WSO puts out daily sharings so that Areas don't need to do that.

I encourage you to become familiar with the WSO website as well as our NYN website. We are provided with a wealth of information that often goes unused. The best way to become familiar with these sites is to user them. Go exploring. You may be surprised at what you will find!

I can relay info to the membership, but Public Outreach is available to each and every member. How did you find Al-Anon recovery? The last survey showed that about 28% were referred by a professional. I need to hear from YOU! What are YOU doing to carry the message. What is working and what is not. It all helps when we communicate. Some have asked for ways to encourage attendance at meetings. Have any of my suggestions helped. Let me know.

September is National Recovery Month. Please carry the message. The holiday season is just around the corner. Let us be available and Let It Begin With Me!

Connie D., NYN PO Coordinator