

## **Winter 2022 Public Outreach AWSC Report**

We had a very informative Public Outreach Coordinators Web X call. There was a lot of information discussed. The highlights were:

- A demonstration of the resources and links available for Coordinators and members to use in outreach projects
- Even though WSO has hired a company to handle our PSAs. There are certain areas not covered such as College radio stations, Christian radio stations, local cable TV stations and theatres.
- The Institutions page will be going through a redesign and should be up and running by the end of the year.
- Our posters can be downloaded and edited and then printed by a Staples or Kinkos type place for distribution.
- Our Guidelines are going through an update and should be done by the end of the year.
- A new section of the Website is being developed entitled PO Tool Kit where members and Coordinators will be able to share their successes. It will also include some of the oldies but goodies from “The Best of Public Outreach.”
- We discussed the results of the Membership Survey which are now on the website. As in previous years it was determined that the membership consists of older white educated women mostly, but we are finding representation by more diverse members and included some from every sector of society.
- A new section of the membership survey was a term called ACE which stands for Adverse Childhood Experiences including Trauma.
- The report stresses to the professional that Al-Anon/Alateen is not in competition with them of the 6,300 responders’, 2500 went to Al-Anon first and then sought counseling.
- There was a sharing of Experience, Strength, and Hope (ESH) of the coordinators etc. attending. Here are some highlights of that section of the call:
- We need to be more sensitive to transgender people

- Using booths at health fairs to collect email addresses to invite professionals to an open Al-Anon/Alateen panel presentation during the lunch hour of these professionals to get them during working hours.
- Some areas having trouble getting Al-Anon/Alateen members to participate especially in districts that do not have a District Representative.
- Get the Al-Anon/Alateen information listed with the 211 directories in your area.
- Using QR codes to direct people to the Al-Anon/Alateen websites
- An Area was speaking of their power-point presentation directed towards professionals and stressing the improvement of people's mental health by members of Al-Anon/Alateen members.
- The need to work together with AA as lots of people have been affected by alcoholism.
- Poverty-stricken areas are most interested in Al-Anon/Alateen, in those areas if we could focus on the transit buses, libraries, and billboards, it might help.
- The AFG Connects PO pages will be developing a new, user friendly, "Library" of archived ideas that will be forthcoming by the end of the year.
- One question was could WSO develop some standardized Web site modules focusing on the mental health aspect of being affected by alcoholism.

Respectfully Submitted

Lynda (Lynn) Scurlock