

AL-ANON guidelines

The Shared Experience of Al-Anon and Alateen Members.

Al-Anon/Alateen Public Outreach Service G-29

Outreach to Professionals

Public Outreach **informs** the general public through the media, professionals, facilities, and organizations about who we are, what we do, and how to get in touch with us. Our goal is to **attract** to our program those whose lives are or have been affected by someone else's drinking, so that those who need our program can find the help and hope we offer. We also strive for name recognition and credibility as a community resource. Public Outreach includes Outreach to the Public/Media, Outreach to Professionals, and Outreach to Institutions. Your area/district may combine these service areas under Public Outreach, or may maintain separate coordinators and/or committees. All those in Public Outreach are encouraged to work together to avoid duplicating efforts.

WHO CAN DO PUBLIC OUTREACH?

A willing and active Al-Anon/Alateen member with an understanding of the Twelve Steps and Twelve Traditions. It is a way for us as individuals or as a group to grow and develop in our recovery.

WHAT IS OUTREACH TO PROFESSIONALS?

Outreach to Professionals happens whenever members or a group inform a professional about Al-Anon and Alateen. It can be as simple as mailing a local meeting schedule or a piece of literature to a professional, or as involved as holding an open meeting or workshop.

WHAT IS THE PURPOSE OF OUTREACH TO PROFESSIONALS?

- To make professionals aware of Al-Anon/Alateen as a resource
- To encourage professionals to make referrals to Al-Anon/Alateen
- To educate professionals on the role of Al-Anon/Alateen in recovery from the family disease of alcoholism
- To clarify what Al-Anon is and is not



TYPES OF PROFESSIONALS INCLUDE:

- Doctors and nurses
- Therapists and counselors
- Teachers, school administrators, and guidance counselors
- Clergy
- Employee assistance professionals (EAPs)
- Attorneys and judges
- Law enforcement personnel
- Other helping professionals
- Organizations and associations that work with alcoholics and their families

WHERE PROFESSIONALS WORK

- Domestic violence agencies
- Health maintenance organizations (HMOs), medical associations
- Employee assistance programs (EAP)
- Social work agencies
- Probation and parole offices
- Alcoholism clinics/treatment centers
- Federal, state, and local alcoholism agencies
- Government offices
- Law enforcement agencies
- Universities, public and private schools
- Churches, ministerial associations
- Business and professional organizations

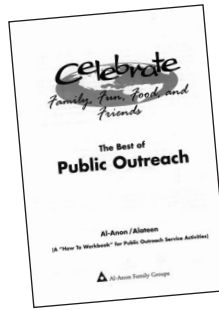
SUGGESTED ACTIVITIES

- Invite professionals to open meetings
- Make presentations to professional groups and associations
- Send letters to professionals using the suggested Open Letters Series (OS1, OD2, OL3, OP4, OT5, OH6, OSP7)
- Make a commitment to keep a professional informed about Al-Anon, sometimes called "sponsoring a professional"
- Provide local meeting lists, and replace them with current lists
- Provide speakers and complimentary literature to local professional associations
- Display Al-Anon and Alateen literature at local professional conferences and be available to answer questions



SUGGESTED ACTIVITIES, cont.

- Offer literature for waiting rooms. Professional subscriptions to *The Forum* are available at a reduced rate
- Distribute professional packets (K-31 and K-31c) and/or the video, AV-31
- Provide your name and phone number or the Al-Anon information service number to professionals for future contact
- Establish a list of Al-Anon and Alateen members willing to speak to professionals; inform professionals that Al-Anon speakers are available to address their staff and clients
- Do mailings to a particular category of professional, organization, association, or government agency
- Send press releases (available on the WSO Web site, www.al-anon.alateen.org) to professional publications
- Invite professionals to an Al-Anon workshop
- Set up an appointment to meet with a professional

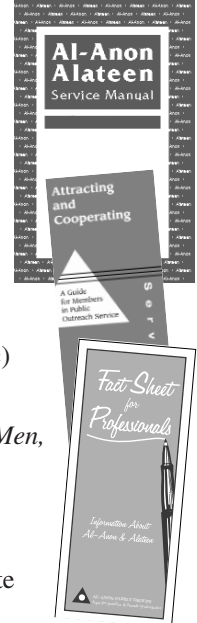


FORM AN OUTREACH TO PROFESSIONALS COMMITTEE

As with any area of Al-Anon/Alateen service, “the more the merrier.” Get a group of members together to come up with a plan for reaching out to local professionals and organizations. Use *The Best of Public Outreach* (P-90) for ideas.

RESOURCES FOR YOU TO USE:

- Your Area Public Outreach or Cooperating with the Professional Community (CPC) Coordinator(s)
- *Area Public Outreach Coordinator* guideline (G-38)
- *Al-Anon/Alateen Service Manual* (P-24/27)
- *The Best of Public Outreach* (P-90)
- *Members Interested in Speaking* guideline (G-1)
- *Attracting and Cooperating* (S-40)
- *Joy of Service* (S-57)
- *Fact Sheet for Professionals* (S-37, S-37c)
- Local meeting schedules
- Targeted outreach items (*Al-Anon Is For Men, Adult Children, Native Americans/Aboriginals, etc.*)
- Al-Anon informational video (AV-31)
- Create cards with local and WSO Web site addresses
- Open letter series (OS1, OD2, OL3, OP4, OT5, OH6, OSP7)



HOW DO I GET STARTED?

Ask your Group Representative if your district has a Public Outreach or a Cooperating with the Professional Community (CPC) Coordinator/Chairperson, or a Public Outreach Committee. If there aren't any, contact your Area Public Outreach/CPC Coordinator. The WSO, your Delegate, or Area Chairperson can tell you who the Area Coordinator(s) are. We encourage districts and areas to form Public Outreach Committees and to work with their Area Coordinators.

WHY DO WE NEED TO WORK WITH AN AREA PUBLIC OUTREACH COORDINATOR?

The Area Coordinator can help get maximum results from the work of Al-Anon and Alateen members involved in outreach projects in the area.

By sharing projects identified nationally by the WSO, the Area Coordinator can provide “how to” information that will help local members avoid duplication of effort. Sharing your outreach efforts with Coordinators also gives them the opportunity to share your projects with other members and the WSO.



REMEMBER: Reaching out to professionals in your community need not be complicated or time consuming. Work with other members, your district or area Public Outreach Coordinators, or a local PO Committee. We are never alone in Al-Anon/Alateen!