

Area 83

Cooperation
with the
Professional Community
(in collaboration with Public Information)

Pay it Forward Project

Introduction

Like all of Alcoholics Anonymous (AA), the primary purpose of members involved with Public Information (PI) and Cooperation with the Professional Community (CPC) services is to carry the AA message to the alcoholic who still suffers.

Working together, members of local PI and CPC Committees convey AA information to the general public, including the media, as well as to the professional community, including medical, legal, clergy, and other professionals, in our area.

This purpose of this project, which was completed by Panel 69 CPC and PI members, is to summarize collective experience at the District and Area levels and to provide suggestions to new Committee members as they embark upon their journeys in CPC and PI in service of AA. Obviously, these materials may be adapted for local/particular purposes, provided they still follow AA Traditions.

The document is broken into sections and is intended to address topics associated with:

- Getting a Committee together;
- Organizing outreach to the community
- Documenting outreach to provide continuity from Chair to Chair (as this document aims to do)
- Providing some basic samples of communication.

During the time of Panel 69, we experienced the disruption and changed circumstances associated with COVID-19. This obviously changed the way in which we were able to contact audiences. It turns out that electronic communications (e.g., email) and virtual meetings with both the public and professional communities are possible. In some instances, these allow for greater participation on the part of AA (e.g. bringing in speakers who would ordinarily not be available due to travel considerations) as well as the hosting organization (e.g. lessened logistical burden).

We now find ourselves with several communication options. The best option, or options, are those that work best for the recipient organization or professional.

Bill W provided a great insight in the following quote, borne out in our experience. Effective transmission of the message may be shaped by the way in which it is transmitted.

"Nothing matters more to AA's future welfare than the manner in which we use the colossus of modern communication. Used unselfishly and well, it can produce results surpassing our present imagination."

-- Bill W., The Grapevine, November 1960

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Public Information and Cooperation with the Professional Community

addictions
counsellor
athletic coach
corrections officer
court official
counsellor
educator
employers
doctor
nurse
psychiatrist
psychologist
clergy
judge
juvenile services
professional
police officer
prosecutor
defence lawyer
probation officer
public health official
social workers
union official

You can help the PI-CPC Committee carry the message. Public Information (PI) and Cooperation with the Professional Community (CPC) reach out to – and respond to requests from – local community organizations to:

- provide general information about AA
- offer a supply of AA literature
- hold information sessions for their group and/or clientele and
- speak at their events.

If you belong to a professional association or organization, you can give the PI-CPC Committee the name and contact information of the appropriate representative of your association or organization. The PI-CPC Committee will protect your anonymity by reaching out to that contact without reference to you to offer to speak at workshops, meetings, or conferences and to provide relevant AA literature.

You can also ask a professional you know if they belong to a professional association and if they would like an AA speaker at a meeting, workshop, or conference.

PI-CPC speakers do not share their personal stories and do not give lectures about alcoholism. Instead, we talk about AA – what it is and what it is not. We talk about how they (the public) or their (professionals') clients might find help in AA, as we did. We have assembled a list of suggested talking points for those who are presenting to outside audiences.

A professional can be anyone who may deal with problem drinkers in the course of their work (see sample list at sidebar). Many of these people often encounter the suffering alcoholic and, despite public awareness, many simply do not know what to do with a drunk.

AA has always cooperated with and valued friends in all professional fields. Cooperating with non-alcoholic professionals is an effective way to carry the message to the sick alcoholic. Such people often meet the alcoholic in places where AA is not present. Through professionals, alcoholics who might otherwise never find the program may be reached.

Many Districts combine both PI and CPC into one Committee. In Area 83, there are a number of Districts that have adopted this approach.

To contact the PI-CPC Committee, please email (in the Ottawa area) pi@ottawaaa.org or cpc@ottawaaa.org or (for Area 83 as a whole) pi@area83aa.org or cpc@area83aa.org.

Getting Started: The Area 83 Experience

Background

- This document is intended to be a guide to help new Committees get up and going as soon as possible. It also contains suggestions to help Committees create continuity over time.
- Where a group or individual is interested in enhancing, re-starting, or jump-starting a PI or CPC Committee, we have pulled together this document to share our experience.
- Committees can be quite active and focused on specific projects at times, but there can also be long periods of near dormancy. It depends on the interest and enthusiasm of the members in the Committee.
- Typically, an urban Intergroup, where available, supports PI/CPC by managing PI and CPC webpages and email accounts, for example, pi@yourareaaa.org and cpc@yourareaaa.org. If this is not the case, we highly recommend that a District-level set of AA-specific email addresses be secured. This can be done via several free email address providers. This is important to ensure that the history of service follows the position and not the individual.

Initial Tasks

- The AA Service Manual (page S1) provides a great overview of carrying the message (Step 12)
- PI and CPC carry the message for the public and the professional community
- The first task is educating ourselves: reading the Workbooks and familiarizing ourselves with literature from [GSO](#) is a good place to start
- Second is to review what has been done in previous years. Do not be surprised if finding/recognizing relevant documents and documentation will be challenging. This is where having an AA-specific set of email addresses will come in useful. Ideally, it would be great to have a central electronic filing place where documentation from previous Chairs can be deposited securely.
- We looked at best practices of groups; the Team Building presentation (referenced in Appendix A) as a precedent is a great example
- Produced our own “Building on the Past Moves us Forward” presentation (referenced in Appendix A)
- In many cases, “volunteers” need to have a nudge, be asked, or have it otherwise suggested that they might enjoy this and should give it a try.

The PI-CPC Committee – specific example.

- Each of the Districts and Intergroup are invited to have a Liaison Representative on the PI-CPC Committee
- The Committee has 4 positions that are filled through elections:
 - Chair, Secretary, Treasurer, and Events Volunteer Coordinator (see description of the roles and responsibilities of each plus the District Liaisons as follows)

Duties of Committee Members

Chair

- will, on an annual basis, along with the Treasurer, create a budget for the coming year; the outgoing Committee will provide a proposed budget to the incoming Committee, which the latter may use if they so choose
- sets the agenda and presides over all regular or special meetings of the members of the PI-CPC Committee
- reviews the bank statements, bank reconciliation, and related documents monthly
- is charged with the general management, supervision, and coordination of the affairs and operations of the PI-CPC Committee
- signs all documents on behalf of PI-CPC and has copies of these documents filed
- co-signs all cheques with the Treasurer; in the Chair's absence, the Secretary may co-sign
- is responsible to receive all requests of PI-CPC and bring them to the Committee; this involves monitoring any generic email address (e.g. pi@ottawaaa.org) account and checking the District folder in the Intergroup Office; any correspondence required will be drafted by the Chair or, if drafted by another member, will be approved by the Chair
- is the contact person at the Intergroup Office, including being the holder of codes and keys
- has sole responsibility for the key to the Treasurer's office where the PI-CPC cabinet is stored; the incoming Chair is responsible to negotiate with the incoming Intergroup Committee for the privilege of storing a PI-CPC cabinet in the office; should the Committee no longer be able to store its material at Intergroup, it is the Chair's responsibility to arrange other means of storage.

Secretary

- attends all meetings; drafts and circulates Minutes of each meeting to all members and guests
- maintains an up-to-date membership list
- maintains an up-to-date list of volunteers and the roles they agree to take on
- maintains an up-to-date electronic calendar of events, commitments, and speaking engagements
- maintains the electronic lists of contacts, updating them as information comes in from other members.

Event Volunteer Coordinator

- ensures that volunteers are assigned for each commitment, ensuring that there are people to set up and take down displays; is present for the duration of the event and ensures that appropriate literature is available
- creates and maintains an electronic inventory of all literature for PI-CPC commitments
- ensures a continuous supply of literature both for displays and for delivering to contacts based on strategic plan of PI-CPC Committee
- reports monthly on state of inventory; recommends when new material is needed
- in the absence of the Chair, assumes the Chair's duties temporarily (except co-signing cheques)

Treasurer

- keeps full and accurate accounts of all receipts and disbursement in proper books of account
- deposits all money in the PI-CPC account at least monthly
- writes and is a co-signer of cheques;
- arranges for signing authorities with bank
- disburses funds in accordance with decisions of the Committee
- provides financial reports monthly to the Committee on monies received, deposited, and disbursed.

District Liaisons (non-elected)

- duties are determined by their respective Districts/Intergroups; it is anticipated that they be active members and will help with duties such as creating and researching contact lists, working at display tables, and contributing to the development of annual strategic plans.

Talking it up among the Fellowship

On the next page is a document that we ask GSRs to distribute to members to “talk up” the importance of the PI-CPC Committee work.

A key message to any AA member is this: if you get me a name and an address, either email or physical, the Chair of the PI-CPC will reach out with our list of resources and information without ever mentioning from whom we got their name.

Internal Service Memo

Public Information and Cooperation with the Professional Community Committee One committee – two functions:

Like all AA, the primary purpose of members involved with PI-CPC service work is to carry the AA message to the alcoholic who still suffers. Working together, members of local Public Information and Cooperation with the Professional Community Committee convey AA information to the public, including the media.

The following are examples of the Committee’s work:

- Outreach
 - We reach out to community organizations and professional individuals and groups that may deal with clients who have problems with alcohol, offering literature, information sessions, weblinks, and AA business cards to reach the help line
 - Making people aware of the Meeting Guide app to assist their clients
 - Correspond with community groups to offer literature

- Deliver packages of literature to dozens of organizations
- Telephone organizations to make contact and offer services
- Health Fairs, Conferences, Workshops, and other Events
 - Participate by bringing a display and handing out literature, meeting lists, and answering questions at a local Health Fair, the Spring Conference, Ottawa Recovery Day, Toronto Recovery Day, etc.
 - Speakers at non-AA events
 - We hold information sessions about AA at colleges and universities, as well as at other non-AA events.
- Media and professional interaction
 - Interviews upon request (this year, for BBC Health Check)
 - We reach out to community newspapers and radio to place public service announcements.
 - We respond to requests from public and local organizations seeking information about AA
 - We offer to accompany professionals at open AA meetings.
- We need members willing to help by:
 - standing for election to one of four positions: Chair, Secretary, Events Volunteer Coordinator, Treasurer
 - becoming a volunteer-at-large
 - delivering literature to organizations
 - helping organization events, e.g., Bring a Professional Night
 - “peopling” a display table at AA events and non-AA events
 - helping to create contact lists

Committee Meetings

The Ottawa Public Information and Cooperation with the Professional Community Committee meets on the third Monday of each month at the Bronson Centre (Intergroup Office) from 6:30 pm. AA visitors are welcome. To contact the PI-CPC committee directly, please email cpc@ottawaaa.org or pi@ottawaaa.org

The GTA Intergroup PI Committee meets on the third Monday of each month at 234 Eglinton Avenue E., Suite 202 (Intergroup Office) at 6:30pm.

The GTA Intergroup CPC Committee meets on the second Monday of every month at 234 Eglinton Avenue E., Suite 202 (Intergroup Office) at 7:00pm.

Volunteers at large

- ❖ At every AA event in which we participate, we bring our display board and we also bring a form that interested members can sign to volunteer for up to four responsibilities. In 2019, we gained 22 volunteers (although not all remained interested).

PI and CPC Sign-up Form

- _____ Volunteers for speaking to non-AA groups (training required)
- _____ Volunteers for distributing/delivering literature
- _____ Volunteers for developing and maintaining contacts lists
- _____ Volunteers for display tables at events, both AA and non-AA

Name: _____

Address: _____

Email: _____

Phone: day _____ evening _____

Notes

Finally, we hand out slips of paper with our meeting times and place to encourage people to come to our meetings.

Public Information
and
Cooperation with the Professional Community Committee
(PI-CPC)

Meets on Third Monday of Every Month
Intergroup Office
Bronson Centre
At 6:30

Upcoming meetings:

Monday, September xx, 2020
Monday, October xx, 2020
Monday, November xx, 2020

[Do not be discouraged](#)

It took us 9 months to get enough people to attend a meeting that we could hold elections. Still, we have half of an elected Committee.

Consequently, the volunteers at large keep us going. They play an essential role for our Committee.

Outreach to the Public and Professional Community

Colleges and Universities

The below email was sent to schools of social work, nursing, and other relevant programs at the Universities and Colleges in the Ottawa area. We spoke at Algonquin College, Carleton U, and Ottawa U. Three of twelve Community Resource Centres in Ottawa area contacted PI-CPC via email requesting meeting lists and literature; the Committee and volunteers delivered packages to all the Centres in the City during a one-month period. These Centres contact us when they need additional literature.

Hello,

You may be familiar with Alcoholics Anonymous, also known as AA. I am the current Chair of the Ottawa area Public Information and Cooperation with the Professional Community (PI-CPC) Committee. PI-CPC Committees reach out to local professionals to offer information, service, and literature. I am writing to you as Director of the School of Social Work. I have also written to your colleague, Axxxxx Axxxxx.

It is likely that as they enter the workforce, your students will interact with clients (and possibly colleagues) who have a problem with alcohol. I would welcome the opportunity to provide information about the AA program of recovery from alcoholism to your students.

Let me also tell you that at the invitation of the Program Coordinator, an AA member has given talks to the 2-Year and Intensive Social Services Worker Program classes at Algonquin College several times, most recently in September 2019. The talk was a helpful resource for the Program Coordinator and, judging by the Question and Answer session at the end of the talk, the students were clearly interested and engaged.

If such an educational talk is appealing to you and your students, please contact me either by phone at 123 222-2222 or by email at cpc@yourareaaa.org.

Additionally, if you are interested in receiving general information about AA, I would be pleased to arrange for a package of material to be delivered to you. I can offer pamphlets targeted to young people and to professionals, posters encouraging people to call for help, and business cards with our telephone help-line number and website address where you can find information about Alcoholics Anonymous in Ottawa.

Finally, if you are interested in attending a meeting of Alcoholics Anonymous to see the program in action, I can arrange for a member to accompany you to an open meeting.

Yours in service,

Your first name

Public Information and Cooperation
with the Professional Community

Community Organizations

Intake Counsellor

This letter used to deliver packages to Community Resource Centres and to over 20 community organizations some of whose clients may be problem drinkers; sometimes the organizations reach out to us; sometimes we contacted the organization as it is one that the PI-CPC Committee had communicated with in the past.

You may be familiar with Alcoholics Anonymous and, from time to time, may deal with clientele with alcohol problems whom you would like to refer for help.

The Ottawa area Public Information Committee of Alcoholics Anonymous welcomes the opportunity to provide information to you about our program of recovery which you may find helpful in serving your clients.

Enclosed you will find:

- Business cards in both English and French with information about how to contact our telephone help line and access our online meeting list;
- Five copies of the Alcoholics Anonymous Ottawa Area Meetings list;
- Copies of a one-page document, AA at a Glance, in English and French, which outlines briefly how AA operates
- English and French versions of a one-page document which provides more detailed information on what AA is and what it is not.

Please know that the Public Information Committee can provide you with additional literature if you are interested. For example, we have pamphlets targeted to segments of the population, including:

Youth
Teens
Older Adults
Black and African Americans
Gay, Lesbian and Transgender people
Native North Americans

If you are interested in acquiring additional literature, please contact me at PI@ottawaaa.org

Yours in service,

Chair,
Public Information and Cooperation
with the Professional Community

Community Newspapers

Example:

<https://ottawastart.com/a-list-of-community-news-outlets-in-ottawa/>

This site contains links to community newspapers that are still in operation

Could contact each one inquiring as to possibility of placing a small announcement:

Negotiate placing ad as a public service announcement (i.e., for free)

Learn at what price and what process such an announcement could be included

Report to Committee for funding if necessary – otherwise, proceed with placing ad

Suggested talking points / letters available

Timing: holiday times is best: ahead of summer? Christmas?

The ad we chose (from the Workbook)

If you want to drink,
That's your business.
If you want to stop,
We can help
Call Alcoholics Anonymous
613 237 6000 or visit ottawaaa.org

Talking points / scripts for volunteers

I am calling/writing on behalf of the Public Information Committee of Alcoholics Anonymous in Ottawa.

I am calling/writing to request that you place a public service announcement in your paper.

The announcement is fewer than 25 words. Is there a cost?

Alcoholics Anonymous is self-supporting through member contributions alone. If you are willing to place the small announcement as a public service, that would be great. Otherwise, I'll need to get approval of the Committee.

Background

Alcoholics Anonymous has well over two million members in approximately 180 countries worldwide.

Here in the Ottawa area, we have over 90 separate AA groups which meet once or more each week – in fact, there are 161 meetings each week in the Ottawa area.

Alcoholics Anonymous is a program of attraction rather than promotion, and members remain anonymous at the public level.

Why do we request publication of our public service announcements? Think of this: one out of every ten drinkers is an alcoholic, whether 18 or 88. Alcoholism is an illness, not an age!

Senior Residences

Suggestions:

- ◆ Demographics alone suggest this is an appropriate target audience
- ◆ Contact General Managers of Senior Citizen Centres – independent living ones
 - ◆ Book appointment – or walk in
 - ◆ Bring pamphlet “AA for the Older Alcoholic – Never Too Late”
 - ◆ Offer to provide additional copies of pamphlet and other literature
 - ◆ Offer to send a speaker – for staff, for clientele, or for both
 - ◆ Reference local Intergroup websites where searchable online meeting lists may be found
- ◆ A sample contact list in the Ottawa area is available from the internet:
<https://www.ottawaseniors.com/residence-category/independent-living-residences/>
- ◆ Volunteers are needed to deliver packages and speak to Director/GM or front-line staff

Letter for Seniors’ Residences

Today we hear a great deal about alcoholism among young people. Far less is said about the alarming increase in alcoholism among older persons – a fact that is a concern to everyone involved in alcoholism and recovery from this serious illness.

We of the Ottawa area Public Information and Cooperation with the Professional Community (PI-CPC) Committee of Alcoholics Anonymous are enclosing a copy of the pamphlet, “AA for the Older Alcoholic – Never too Late”. If you think some of your residents may be interested in this pamphlet, please let us know and we will forward additional copies to you, at no charge.

Another service we make available on request is making a presentation on the recovery program of AA. The presenter is a former problem drinker with some years of sobriety, well qualified to answer questions about how alcoholics can recover in AA. Our experience shows that even those with no drinking problem of their own find such presentations intensely interesting, for in our society almost everyone has a relative or friend whose drinking is a cause for worry.

For more information about Alcoholics Anonymous please visit aa.org where you will find information targeted specifically to professionals. At ottawaaa.org, you will find a searchable, online meeting list; there are AA meetings taking place every day in Ottawa. For individuals who wish to speak directly with a member of Alcoholics Anonymous, we have a 24-hour help line: 613-237-6000.

If we can supply your organization with literature, posters, or any additional information, please email pi@ottawaaa.org

Sincerely,

Public Information and Cooperation with the
Professional Community Committee
Alcoholics Anonymous, Ottawa

City Recreation Centres

Suggestions:

Poster Campaign – City of Ottawa Recreation Centres

- Roughly 60 recreational facilities
- Facility managers have discretion to put up posters (often for a limited time)
- Could choose the month, e.g., June, right before summer holiday time
- or December, in the lead up to Christmas / New Year's
- Suggest mailing an English and French 8 x 11 poster with cover letter – cost of \$100

<or>

Letter to 55 City of Ottawa Recreation Centres asking them to place our Posters on bulletin boards (NB: this action was suspended due to Covid-19)

Program Coordinator
City of Ottawa

Alcoholics Anonymous is a fellowship of men and women who share their experience, strength and hope with each other that they may solve their common problem and help others to recover from alcoholism.

Our primary purpose is to stay sober and to help other alcoholics achieve sobriety.

At one time Dan Chenier, your General Manager, Parks, Recreation and Cultural Services, would send our posters to you via intraoffice mail with a request that staff post them in support of Alcoholics Anonymous. Understandably, his office became overburdened with similar requests.

Nevertheless, public information about Alcoholics Anonymous remains important.

Would you be kind enough to please place these posters on your bulletin boards?

By putting up these posters in community centres and recreation facilities, individuals who are struggling with drinking may learn that Alcoholics Anonymous is available to help. Lives can and have been saved with the help of Alcoholics Anonymous.

Yours in service,

Public Information and Cooperation with the Professional Community

Medical Offices/Clinics

Suggestions:

- ◆ Yellow pages “doctors/physicians near me” to create list
- ◆ Pamphlet “AA as a Resource for the Health Care Professional”
- ◆ Could deliver our standard covering letter with a copy of the pamphlet
- ◆ Potential opportunity to speak with medical staff
- ◆ Need addresses / lists developed
- ◆ Distribute lists geographically to be delivered by volunteers

We use this letter as the basis for our correspondence with professionals and community organizations. It is critically important to get to the right people when building contact lists. For example, the administrator of a Health Care clinic may be a better contact person than one of the physicians.

Dear Friends:

You may be familiar with Alcoholics Anonymous, also known as AA. It is possible you have clients with a drinking problem who could benefit from AA if they knew it could help them. Perhaps the Public Information and Cooperation with the Professional Community (PI-CPC) Committee can help you get some of this information to them.

The attached Fact Sheet explains briefly what AA is and what it does. But there's more:

- Would you be interested in having an AA member speak at one of your meetings, conferences, or workshops to hear first-hand how AA has worked for them?
- Alternatively, a member of the PI-CPC Committee could attend your event with a display of information about AA at one of these events.
- Would you like to accompany an AA member to an open meeting of Alcoholics Anonymous? Open meetings are for both alcoholics and non-alcoholics. A list of AA meetings is available online at ottawaaa.org.

- In additional information and resources specifically designed for professionals may be found at: https://www.aa.org/pages/en_US/information-for-professionals
- Should you have questions about AA you might like to ask of a recovering alcoholic, we can supply an AA contact who would be glad to answer your questions about AA personally. Please just email PI@ottawaaa.org and I or one of my fellow members will respond.

The Public Information and Cooperation with the Professional Community Committee just wants you to know that we are available to you and to those with whom you work.

Sincerely,

Chair
Public Information and Cooperation
with the Professional Community

Encl: AA Fact Sheet

Hotels, Motels and B&Bs

- ◆
- ◆ Put business cards at the front desk of every hotel, motel and Bed and Breakfast
- ◆ This is a recommended action in the Public Information Workbook
- ◆ Start with major hotels
 - ◆ Develop the contact list
 - ◆ Distribute list among Districts
 - ◆ Volunteers to visit and deliver a supply of business cards
 - ◆ Alternatively, email each one asking if they would like a supply of business cards
- ◆ Requires visiting the hotels motels B&B – opportunity to speak with front line staff
- ◆ Pick a month for all volunteers to focus on visiting hotels

Note:

This idea was one of five proposed at our volunteer workshop on March 8, 2020. No action taken on this yet.

Media

Ottawa AA was contacted by a BBC reporter asking to speak to “someone about AA thoughts on the Managed Alcohol Program. Intergroup responded by explaining Tradition of having no opinion on outside issues. Reporter came back with modified request for information on how AA works, how to measure success etc.

Once the limits of AA participation and importance of anonymity were understood, interview took place.

Thanks very much for your detailed email.

I think I better understand the needs of the organization and the need for anonymity. One gets so used to dealing with a hierarchical organizational structure with different departments, different spokespeople, etc...

I don't particularly want to compare and contrast. That's not the aim. This is a piece exploring MAP which might be new to some - but it might not be for everyone. AA is the international "standard". I can't therefore not mention it. That wouldn't make sense to the listener. I thought better than me summarizing what it's about, it would be better to hear from a rep of AA (from first person experience) on why is it this method has flourished, why so many have turned to it and why it has been a success - and maybe even some thoughts on why it might not work for everyone (I have done some work on opioid addiction and know it can take many, many, many attempts to kick the habit - and sometimes it just never happens). I know it takes a lot of courage to head down a treatment path.

Thanks so very much for an invitation to a meeting. I know privacy is a huge issue and I feel honoured that you invited me. I think I won't come on this occasion - but might take you up on your offer at a future date, if that's ok?

Please let me know if you could be available for interview as above. I really would be interested to hear more.

Best wishes, Sian (reporter)

On Wed, May 15, 2019 at 5:45 PM PI Committee <pi@ottawaaa.org> wrote:

Hello Sian

Alcoholics Anonymous is a fellowship of men and women who share their experience, strength and hope with each other that they may solve their common problem and help others to recover from alcoholism. We do this in a variety of ways, primarily by attending meetings, not drinking, reading and discussing AA literature, helping each other live one day at a time on the basis of the principles outlined in the twelve steps.

If you would like first-hand experience, I would be happy to bring you to an open meeting of Alcoholics Anonymous. Non-alcoholics are welcome at open meetings.

AA is not allied with any sect, denomination, politics, organization or institution; does not wish to engage in any controversy; neither endorses nor opposes any causes. So you are quite correct: I would not want to comment at all on the MAP Program. I would be uncomfortable with an approach that intends to compare and contrast MAP and AA.

There is a Canada /U.S. structure. (There are similar but autonomous structures in other countries, including the U.K.). While our traditions make clear that AA should never be organized, there is a recognition that some kind of organization is necessary to carry out services that are impossible for individual local groups, eg publishing uniform literature, bringing the AA message to other countries. The General Service Structure is designed to allow decisions to be made by AA's collective group conscious.

I note that you have to check on the issue of anonymity. By way of clarification, let me say that Alcoholics Anonymous has expressed gratitude for the support of the media; without them, AA could not have reached as many alcoholics as it has. However, you may want to share with your colleagues who may not be familiar with our tradition of personal anonymity at the public level: "our public relations policy is based on attraction, not promotion; we need always maintain personal anonymity at the level of press, radio and films. Thus, we respectfully ask that AA speakers and AA members not be photographed, videotaped, or identified by full name on audiotapes and in published or broadcast reports of our meetings, including those reports on new media technologies. The assurance of anonymity is essential in our efforts to help other problem drinkers who may wish to share our recovery program with us. And our tradition of anonymity reminds us that AA principles come before personalities."

You may want to checkout the wealth of information at aa.org which is the site for the General Service in Canada/U.S.

Let me know if you would like to attend a meeting! You have my telephone number (below).

Regards,

Documenting Contacts

It is not uncommon for a new Chair to be faced with no contacts or no history of who was contacted. A simple spreadsheet can make all the difference. Below is an example that can be used to track contacts and, importantly, pass them along to the next Chair!

There are many refinements that can be made to this simple system. For those who are inclined, there are many contact and tracking tools that can be used. An example of such a system is provided in this [link, which is a \(AA\) YouTube video with helpful organizational tips under the banner of scalability \(that is, increasing scale/reach\)](#).

Area 83 OUTREACH LOG TEMPLATE									
Organization	Point of Contact	Address	Phone Numbers		Email Address	Web Address	Summary of Services	Dates of Contact	Follow-up Actions
			Telephone	Fax					
Organization	Somebody	where they are	444.555.6666		org@org.com	www.org.com	helping	Jan 1 2020	Materials sent

A simple system that is up to date can make a huge difference, especially when it is saved on a restricted-but-accessible system. As stated earlier, we encourage the use of a dedicated email address for the positions of PI and CPC especially.

Appendix A – Working Example

Building on the Past Moves us Forward

May 2019

Building the Team

- ✓ Building begins with learning
 - Overview of Public Information PI Workbook – February, Volunteer
 - Review of recent past activities in Ottawa – February, Volunteer
 - Overview of Cooperation with Professionals Workbook – March, Volunteer
 - Spring Assembly Workshops on PI and CPC in March in Kingston – all
 - How to conduct community presentations – April, Volunteer
 - A Member’s Eye View of Alcoholics Anonymous – May, Volunteer
 - How AA Members Cooperate with Cooperation – Volunteer
 - AA Fact File
 - GSO Guidelines on PI and on CPC
 - Topic a month

Need your ideas or Chair to decide

Building the Plan

- ✓ Drawing on past experience in the Ottawa PI-CPC Committee using the 2011-2012 Lakeshore (Durham Region) Team Building Precedent, there are two main streams of activity:
 - Talking it up among the Fellowship
 - Outreach – the key activity

Talking it up among the Fellowship

- ✓ Story in Primary Purpose or Better Times or Grapevine (inspirational stories)
- ✓ Announcements of upcoming elections
- ✓ Report annually or semi-annually on Activities
- ✓ District and Intergroup Liaisons detailed reporting out at District meetings
- ✓ Hand outs for GSRs and Intergroup Reps, e.g. “Supporting our Professional Friends”
- ✓ Announcements at your and other groups
- ✓ Calendar of Events -- Displays and Presentations
 - Spring Conference – Attendees

- Gratitude in Service Day – Early Summer
- Opportunities that arise from outreach to contacts

Outreach

Outreach starts with the contact list and carries on through the following activities:

- Identify priorities
 - Mail Out
 - Follow up
 - Calendar creation and maintenance: Meetings, Presentations, Learning sessions, Displays
 - A Major / Public Event
- ✓ Community letter
 - Review of letters in PI and CPC Workbooks
 - Draft letter shared with Committee for approval
 - Committee meeting to mail physical letters with enclosures
 - Envelopes, labels, letter, pamphlets, stamps

Prepared by committee
 Packages mailed to the community
 Script and follow up form developed
 Names divided among committee members
 - ✓ Effectiveness of Mail Out
 - Contacts were receptive to packages
 - Started to receive requests for presentations and invitations to “lunch and learn” sessions
 - Requests for literature from psychiatry departments and colleges
 - ✓ Ended year with “Bring a Friend” event
 - Similar to the Bring a Professional event held last year

Contact List

- ✓ Create lists by community
 - **Educators:**
 - High schools – guidance counsellors
 - Private Schools
 - Colleges – both guidance counsellors and health services offices
 - Universities – campus health/guidance counsellors
 - Student associations
 - Teachers’ / Professors’ associations

- **Health:**
- umbrella organizations; doctors; nurses; psychologists; psychiatrists; counsellors
- Hospitals, employee assistance professionals;
- public health officials;
- **Social workers**
- **Sports organizations**
- **Union groups**
- **Employee Assistance Programs**
- **Employers**
- **Judiciary**
- Courts administrations:
- Judges associations;
- law societies; law schools;
- police; prosecutors; defence lawyers;
- probation officers; parole, correctional services
- **Clergy:**
- Diocese in Ottawa – Christian, Jewish, Muslim, other faiths, etc.
- **Ethnic/Minority Groups and Organizations**
- Ref: GSO Final Report “Reaching out to African-American Alcoholics”
- **Media**
- Anonymity letter and video to Radio, Television
- **Military**

- ✓ Need individuals to take ownership of each community list
- ✓ Update and continually add to contact list

Next Steps

1. Need to decide on 1 to 3 priorities from the contact list
2. Individuals need to take ownership of communities on contact list
3. Updated Contact lists to be brought to April meeting
4. Volunteer to draft letter (and decide which pamphlets to include) and bring in April for Approval
5. Set date and meet for mail out
6. Volunteer to draft script that may be used for follow-up calls (precedents in binders) – could be an email
7. Volunteer to create and update calendar
8. Everyone reports on their activities monthly

Appendix B – Other Resources

A 2016 CPC presentation from Area83aa.org may be found here:

[http://area83aa.org/docs/CPC/CPC Presentation Revised Nov 20 2016.ppt](http://area83aa.org/docs/CPC/CPC%20Presentation%20Revised%20Nov%2020%202016.ppt)

This, and other resources, may be found at:

<https://area83aa.org/resources/cooperation-with-professional-community>

<and>

<https://area83aa.org/resources/public-information>.

Further resources still may be found at local Intergroup organizations, including:

AA, Lakeshore Intergroup, 200 Thornton Road North, Oshawa, ON. L1J 6T8
(905) 728-1020

AA, Ottawa Area Intergroup, 211 Bronson Ave #108, Ottawa, ON K1R 6H5
(613) 237-6000

AA, Greater Toronto Area Intergroup, 202-234 Eglinton Ave E, Toronto, ON M4P 1K5
+1 877-404-5591

Of course, a wealth of material for both PI and CPC, respectively, can be found at the website of the General Service Office:

https://www.aa.org/pages/en_US/public-information-committees

https://www.aa.org/pages/en_US/information-for-professionals