

Public Outreach Coordinator

January, 2025 AWSC

The Public Outreach committee met a few times after assembly to discuss what was most important to us to focus on 2025. We are very excited to have decided to focus our 2025 Public Outreach Project on Alateen.

We started discussing which way to go and knew we wanted to reach out to the schools, but how? what would be most effective? How can we reach the most people? One of our committee members knew an Al-Anon member in the school district and we asked her to come to our meeting and provide some knowledge. She shared that reaching out to student services and counselors of mental health would help us reach the most children.

We will be putting a package together with a letter from me, the Public Outreach Coordinator that will go to each District/County from North Florida addressed to the social workers, superintendents and mental health counselors.

In December I was able to cover South Florida's outreach to the professional community. I attended The Central Florida Behavioral Health Network and gave a 15 minute presentation (put together by South Florida) about Al-Anon followed by Question & Answer time. I did have a couple of questions and the first one was about Alateen!!

The Districts Public Outreach Chairs and I did not meet during the holidays, but will continue to meet once a month to share about our positions and what we are working on providing ideas and open discussion.

Our next meeting is February 27, 2025 at 7:00 pm via zoom. Below is the link for those in public outreach who would like to join us:

<https://us02web.zoom.us/j/88576053895?pwd=TkdGM3lRaGMxS0VTL3IzREp0a3V0UT09>

Meeting ID: 885 7605 3895

Passcode: 221819

I chaired a Task Force to write the Public Outreach Project Procedures because we did not have a written document. It will be presented at AWSC. Please review the proposed Procedures below:

AFG Area 9 – Florida North Procedures
Annual Public Outreach Project

DEFINITION AND POLICY

The Annual Public Outreach Project is defined as follows:

- a. A project planned and proposed by the Area Public Outreach Coordinator.
- b. The Public Outreach Coordinator may create a Public Outreach Committee.
- c. The project operates within the budget established by Florida North Area 9.
- d. Follows the principles of the Al-Anon program

PROCEDURE

1. The Area Public Outreach Coordinator presents an Annual Public Outreach proposal to the Area at AWSC. The project will be approved or rejected. If the Committee approves the project, it will then be presented at the next Assembly where the Public Outreach Coordinator will present again to the GRs (Group Representatives) for consideration. The project will be approved or rejected. If it is approved, the project will be facilitated by the Public Outreach Coordinator.
2. The Annual Public Outreach Project Proposal is as follows:
 - a. A written report with a summary of the project to be provided to the AWSC prior to the scheduled meeting to ensure Knowledge Based Decision Making.
 - i. If the project requires participation by individual Al-Anon members, the proposal will be discussed at an assembly for KBDM.
 - ii. If the project does not require participation, it can be approved at AWSC.
 - b. Copies of all necessary contracts and documentation
 - c. Request funds within the annual proposed budget
 - d. A proposed length of time for the project
 - e. Repeat the process above for Assembly, if it passes at AWSC
3. The Area Public Outreach Coordinator is encouraged to begin their planning by considering ideas from the WSO Public Outreach Toolkit which includes the use of Public Outreach material already researched and approved by WSO and can be found on [Public Outreach Toolkit - Al-Anon Family Groups](#):

- Al-Anon Faces Alcoholism (AFA) Outreach Magazine
 - Billboards
 - Health Fairs and Conferences
 - Library Bookmarks
 - Posters
 - Public Service Announcements (PSA)
 - Public Outreach to Institutions
 - Public Outreach to Professionals
- .
4. Upon completion of Project, the Public Outreach Coordinator submits and presents a final report to AWSC and Assembly detailing the execution of the project.

 5. The Public Outreach Coordinator makes budget recommendations to the Area Treasurer prior to the budget process.

Recommendations

1. Anyone can provide a Public Outreach project idea
2. Anyone can ask to be part of the Public Outreach Committee
3. Pick something that doesn't require participation from individual members and you do not need to wait till Assembly for approval, thus the WSO PO Tool Kit.

Looking forward to seeing you at AWSC!

With Love in Service,

Carmen S

Florida North Area Public Outreach Coordinator

From the Service Manual: "Teenage children in the families of alcoholics soon realized that their problems differed from those of adult members. In 1957, Alateen grew out of this need." (Page 25)