

RED LIGHT GREEN LIGHT Question NFA Spring Assembly Sunday, May 6, 2018

QUESTION: How does a district encourage groups to be more proactive reaching out to their community?

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 hope and help we offer. Public outreach includes Outreach to the Public/Media, Outreach to Professionals, and Outreach to Institutions. (*AI-Anon Guidelines G-10*, p.1)

Here are some ways a district can help local groups reach out to their community:

- * Provide information on the **spiritual principles** of AI-Anon's Public Outreach:
 1. Members and groups carry the message. Perhaps the most important way we reach the community is through our meetings. Our members carry the AI-Anon message out into the community on a one-to-one and very personal basis.
 2. Outreach is based on attraction, rather than promotion.
 3. Personal anonymity is maintained at the level of press, radio, films, TV and the Internet.
 4. Cooperation and goodwill strengthen public outreach.
 5. Members continually broaden the way they carry the message by using new and innovative forms of communication(*AI-Anon Alateen Service Manual 2014-2017*, p.110)

- * Inform GRs (Group Representatives) as to their responsibilities in extending the AI-Anon message into the community.
- * Provide groups with a list of CAL (Conference Approved Literature) available to use for public outreach. Each community is unique. Group members can help identify locations where free AI-Anon literature can be distributed.
- * *AI-Anon Faces Alcoholism (AFA)* is an annual Public Outreach magazine published in three languages: English, Spanish, and French.
- * Encourage groups to participate in local health fairs and community events. Suggest that each group has Spanish language Conference Approved Literature available at each meeting.
- * Suggest that each group consider purchasing some subscriptions to the *Forum* to distribute in the community. Groups could decide which locations in the community would benefit from having the monthly *Forum* magazines placed there.
- * Distribute bookmarks or business cards with website addresses for the WSO, Area 9 North Florida and local district websites:
 - * <http://www.nfldistrict5.com> Pasco, Hernando and Citrus Counties
 - * <https://www.afgarea9.org> Florida AI-Anon North (Area 9)
 - * <https://www.youtube.com/user/AIAnonFamilyGroupHQ/> AI-Anon's You Tube channel
 - * <https://al-anon.org> AI-Anon website or call or 888-425-2666
- * Find a meeting: <https://www.afgarea9.org/find-a-meeting.html>
- * Encourage each group to have a notebook or folder of information and literature for reaching out into the community.