

"SPREAD THE WORD" Newsletter

Public Information Australia-Wide - AL-ANON FAMILY GROUPS (AUSTRALIA) PTY LTD

Members & Groups may benefit having some of this Newsletter read out at each meeting.

PLEASE PHOTOCOPY THIS NEWSLETTER FOR DISTRIBUTION TO YOUR GROUPS

September	October	November
Community Centre & Workplace	Institutions	Media – Radio & Press

Public Relations

Attraction – Not Promotion

Our Traditions state that our public relations policy is based on attraction, rather than promotion. For clarification, the sixth World Service Conference (1966) adopted the following statement, which was reaffirmed at the 1971 WSC:

It is the consensus of the sixth World Service Conference that if Al-Anon is to continue to exist, it must continue to grow. There is no standing still without retrogression. Al-Anon must continue to grow if it is going to fulfill its primary purpose of reaching millions who need Al-Anon's help but who are not yet aware of the existence of our fellowship.

We will fulfill this primary purpose most effectively by attraction and co-operation – not promotion or affiliation. For the guidance of our fellowship here are authoritative definitions of these sometimes controversial terms:

- to attract:** to draw by other than physical influence; to invite; to draw to; to cause to approach
- to promote:** to push forward; to further advance, as in a business venture (implies "hard sell", advancement for profit)
- co-operation:** joint operation or action (implies coming together of two or more people to work together for a common goal or benefit or on a common problem)
- affiliation:** association or close connection; a uniting (implies lending one's name, endorsement, legal or financial association)

Al-Anon is *attracting* when it tells people why we are, what we are, what we do and how; we let them know that we are available *if* and *when* help is needed. We state the facts, which are communicated via the press, radio, TV and films, always stressing anonymity at the public level.

Al-Anon is *cooperating* when it works with others, rather than alone. In working with others*, our scope and contacts are broadened and we reach many more of those in need.

From Al-Anon Alateen Service Manual 2006-2009, p.98.

* Examples are federal, state, municipal alcoholism agencies; private health agencies, law enforcement, judicial and correctional agencies and institutions; hospitals, churches, doctors, nurses, clergy, social workers, educators.



NEWS FROM AROUND AUSTRALIA

SPOTLIGHT ON PUBLIC INFORMATION

- **Southern Vic Area** is getting the message out on local radio stations with interviews receiving a favourable response from listeners.
- Following a 'youth expo' in **South Queensland** a discussion is underway on how to be more 'attractive' to the youth audience in attendance next year. Invitations were sent to Doctors to attend the National Convention. The P.I. tabletop calendar remains visible at meetings. Some groups now have an exercise book at meetings to capture local P.I. activities for reporting to District and Area.
- **Northern NSW Area** has been working on getting the Council Library 'Data Links' updated. Al-Anon was listed incorrectly under 'addicts'. This has now been corrected. A model for Al-Anon information will be devised and circulated to all such library and council databases. Group members have been taking CAL to their GPs. District PI Co-ordinators have been making up P.I. packs for this purpose.
- **Southern NSW Area** is sending speakers to a Seniors' Group.
- In **South Australia Area** 3 Al-Anon members were interviewed on ABC Radio 891AM. A member has made a tape of the interview available on request to SA office.

THERE'S SOME TERRIFIC WORK HAPPENING OUT THERE - PLEASE SHARE IT WITH US



Tell us how you are using the media packs to support your PI activities!

P.I. HOMEWORK!

When you're next enjoying your favourite magazine, check to see if there's a suitable section to contribute an article to - it may be a medical, lifestyle or counselling section. Keep your eyes open in your mail too - your membership to a medical benefits fund, superannuation plan or gymnasium might just have a suitable Newsletter that you could contribute an Al-Anon information article to. Remember, the organisation can recommend Al-Anon, even though we do not reciprocate.

FREE!

Many local papers offer free "What's On" advertisements for community groups. You may have to resubmit your meeting details regularly (and ensure local contact number is kept up-to-date) but it's worth the effort!

How can I get the message in print?

- Call the local newspaper office for a contact.
- Hand deliver or mail Al-Anon and Alateen information.
- Write, be interviewed or submit material about the Al-Anon program for publication.
Suggestions for inclusion:
 - What is Al-Anon?
 - How the program has helped
 - Its availability
 - The history of Al-Anon and Alateen
 - Frequency of meetings
 - Importance of anonymity
 - What a meeting is like and who can attend.
- Maintain your anonymity by using a pseudonym or first name only, since many stories in print are identifiable.
- Give local contact telephone number and/or meeting time.
- Spell Al-Anon and Alateen correctly.

Al-Anon Family Groups has a long history of cooperation with professionals who work with families and friends of alcoholics. Doctors, nurses, counsellors, therapists, social workers, attorneys, judicial, law enforcement, employee assistance and human resources personnel are just a few of the professions that find their patients/clients can benefit from Al-Anon/Alateen. We have several pamphlets that may assist you in making referrals to Al-Anon/Alateen family group meetings.

Who can reach out to Institutions?

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



How about asking your newest member to come along to learn about P.I.?

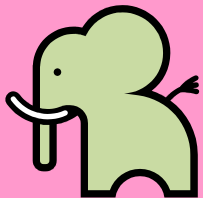
In the event that you wish to place a small, paid announcement in your local newspaper, you may use the following template:

If someone you love or are dependent on has a drinking problem, you can see what it's doing to them; if you're also concerned about what it's doing to you, call Al-Anon.

GROUP MEETING:

TIME:

DAY:



DON'T FORGET TO FOLLOW-UP ON YOUR INSTITUTIONS ACTIVITIES!

Check to see if:

- More literature is needed for facilities.
- A newcomer from a crisis centre or residential centre needs a ride to a meeting.
- Contact Counsellors to see if they have any other questions.
- A return visit to a local treatment centre is in order.

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AL-ANON / ALATEEN

Hope and help for families and friends of alcoholics

VIEW 'SPREAD THE WORD' ON-LINE:

www.al-anon.alateen.org/australia

Email: agso@alphalink.com.au

This newsletter presents information to Al-Anon groups to help keep them informed of Public Information activities and ideas Australia-wide.