

Public Outreach Toolkit

Project Name: Al-Anon Faces Alcoholism (AFA) Outreach Magazine

Project Brief: Cooperating with Professionals by sharing the AFA magazine provides them with tools to share with their clients or patients who may be in need of the Al-Anon program.

Target Audience: General public and professionals

Size of Project: Individual Member, Group(s), AIS/Intergroup, District, Area

Project Cost: \$8.00 for 25 copies, free download

Project Length: 2-4 months

Al-Anon Faces Alcoholism, sometimes referred to as *AFA*, is our public outreach magazine. In addition to basic information about the Al-Anon program, it includes sharings from Al-Anon and Alateen members that focus on topics that those unfamiliar with our program can identify with. It also includes articles written by Al-Anon-friendly professionals that discuss the benefits they have seen in the lives of their patients and clients. There is also a space on the back of the magazine where local contact information can be added.

Al-Anon Faces Alcoholism magazines can be left in medical or dental offices, police or fire stations, places of worship, pharmacies, fitness centers or gyms, hair salons or barbershops, among other community focused spaces. They can also be included as handouts for health fairs, conferences, and any other events in which Al-Anon is participating.

The *AFA* magazine is available in [print](#) and [digital](#) formats. The print version can be purchased for \$8 US (25 copies) plus shipping costs. When planning for this type of outreach project, the following may be helpful:

- Determine where you would like to place the magazines and the number of magazines to be distributed and place your order.
- Create labels with local information. This could include the Area or District website, AIS, or group contact information. Do not include members' names or personal contact information. Ask for volunteers to affix the labels to the magazines.
- With magazines in hand, visit the locations where you would like to leave the magazines and introduce yourself, the Al-Anon/Alateen program, and ask to leave the magazines. Be prepared to share basic information about the Al-Anon and Alateen program with staff, including printed copies of the magazine.
- Provide office staff with your contact information so that they can reach you for more magazines, other public outreach opportunities, or questions.
- If permission is granted, be sure to ask how often you should return to replenish the stock.
- Set up the schedule for the next round of ordering, labeling, and delivering.