**PUBLIC OUTREACH, DISTRICT 6**

**Minutes**

**Thursday, June 8, 2023 6pm**

Zoom ID: 857 3509 3142

Passcode: 170535

Public Outreach email [podistrict6afg@hotmail.com](mailto:podistrict6afg@hotmail.com)

Website London www.london-on-al-anon.org

Ontario www.al-anon.alateen.on.ca

World www.al-anon.org

Open Lines [openlinesosa@gmail.com](mailto:openlinesosa@gmail.com)

**Recurring Events:**

* RAAD (Recovery Addiction Awareness Day) – Western U – March
* Recovery Breakfast- September (re-visit in June – $45.00 per person)
* Department of Psychology- Western U - October to check ?
* Health & Wellness Fair- Fanshawe College- September
* VIP School Program – under review but keep it on our radar

**In Attendance:** Irene; Cathy; Cyndi; Shannon

If any newcomers, ask if they would like to be added to our mailing list.

**Regrets:** Karen

**Meeting chaired by: Shannon K Minutes taken by: Cyndi**

Opened meeting 6:00 pm with a moment of silence followed by the Serenity Prayer.

**Introductions and service position**Shannon: Public Outreach Coordinator/PO Literature/Al-Anon Works AGR  
Cyndi: PO Secretary/Website Coordinator/Higher Power & I AGR  
Cathy: PO Member/One Day at a Time GR  
Irene: EMDC Coordinator/PO Member  
 **Readings:**

**Tradition 11** (page 16 in our Service Manual)

Our Public Relations Policy is based on Attraction rather than promotion; we need always maintain personal anonymity at the level of press, radio, TV and films. We need guard with special care the anonymity of all AA members. **Read by:** Cyndi

**Public Outreach Purpose** (page 117 in our old Service Manual, 119 in new manual) pg. 124 **Read by:**  Irene

**Please review last meetings minutes before meeting**

Motion to accept with amendments: CathySeconded by: Irene  All in favour: Yes

**Upcoming Events:**

**Pri-Med Conference** – May 10-12, 2023 – Cyndi W, Shannon K-completed and a great success- Pri-med committee has agreed to commit to a booth next year. Excerpts of minutes included here:  
*- The Pri-Med Conference was a huge success for Al-Anon as the higher than expected number of attendees were from across the country, representing a very diverse group of medical professionals.*

*- Available funds donated for the Pri-Med Conference post-closing of the conference stood at just over $4,000, indicating that there is a healthy base of funding available for next year’s conference.*

*- Included in the $4000, is a small amount of funds that will be needed for a small number of miscellaneous costs over the 2023 contract cost including two more small invoices that will need to be reimbursed, lowering the estimated final balance for the 2023 Conference to about $3,500. Also included is about $150 that will be needed to buy a new Al-Anon banner that resembles the green bottle Al-Anon poster (Motion #2 below was approved unanimously later in this meeting).*

*- All of the volunteers were enthusiastic, well prepared and represented Al-Anon exceptionally and were graciously thanked by the Chair of the Pri-Med Committee as well as the Chair of the Volunteer Sub-Committee via emails.*

***Best Practices Shared:***

*- The panel table was positioned very well for Al-Anon public awareness as it was close to the entrance and on the path to a couple of the session theatres.*

*- The layout of the venue for the conference was excellent with both washrooms, free coffee and food available relatively close to the Al-Anon table.*

*- The table set-up and banner panel set up prior to the first day made it very easy and effective to kick off the public awareness the first morning;*

*- Many best practices and approaches were adopted to attract attendees either by standing in front of the panel table to better access attendees as they passed by going to their sessions as well as behind and calling out to attendees. Finally, the candies were very popular with attendees as well as volunteers taking the opportunity to walk by other table displays and talk with attendees and hand out cards, especially to medical professionals at tables representing medical clinics, about Al-Anon.*

*- The professional kits, including the prescription pads were very popular with the medical professionals attending.*

*- The training material and guidance for the volunteers at the conference was exceptional and appreciation was given to the Chair of the Volunteer Sub-Committee.*

***Areas of Improvement:***

*- We need to scale back on the extra pamphlets and some of the other supplies under the table as it was too crowded and didn’t look as professional as it could look for a conference of this nature.*

*- It was suggested that a table lucite holder for an Alateen poster be included for next year’s Pri-Med conference.*

*- It was suggested that the location of the AA panel table would be better positioned for both organizations if it was closer and in the same front row as Al-Anon’s panel table for next year’s conference.u*

*- A good discussion around the need for the creation of a tool/website link to be used to measure the numbers of searches during the next few months after the conference of conference attendees that reach out for more information about Al-Anon in order to better understand the impact of Al-Anon’s presence at this conference.*

***General Conference Update:***

*- The Pri-Med Conference was a huge success for Al-Anon as the higher than expected number of attendees were from across the country, representing a very diverse group of medical professionals.*

*- Available funds donated for the Pri-Med Conference post-closing of the conference stood at just over $4,000, indicating that there is a healthy base of funding available for next year’s conference.*

*- Included in the $4000, is a small amount of funds that will be needed for a small number of miscellaneous costs over the 2023 contract cost including two more small invoices that will need to be reimbursed, lowering the estimated final balance for the 2023 Conference to about $3,500. Also included is about $150 that will be needed to buy a new Al-Anon banner that resembles the green bottle Al-Anon poster (Motion #2 below was approved unanimously later in this meeting).*

***Some of the shared conference highlights include the following:***

*- The number of attendees being higher than expected;*

*- Medical practitioners attending were from all across Canada;*

*- The Al-Anon panel table was very well situated for public awareness at a reasonable cost.*

*- The table set up and banner panel set up for public awareness was great as well as the layout of pamphlets, books, posters, etc for medical professionals passing by the Al-Anon panel booth;*

*- The overall costs for Al-Anon’s presence were very reasonable;*

*- The feedback from volunteers was all very positive as Al-Anon’s presence was very well received by the medical community*

*- The professional kits, including the prescription pads, posters and referral Al-Anon cards, were also very well received by visiting Conference attendees;*

*- For the next Pri-Med conference, it was suggested to place an Alateen poster in a lucite holder on the Al-Anon table;*

*- Finally, based on the tremendous success of the Pri-Med conference, a motion was put forward to the Committee to pay the early bird fee for next year’s Pri-Med Conference and passed*

**Catfish Creek** – July 14-16, 2023 – contacted Laura B from last year-poster loaded on website- Irene has agreed to be on site with PO literature. Irene will be assisted by Terri.

**Past Events:**

FNOS - Public Outreach to hosted Friday, May 5, 2023 - Great success, well attended.

Al-Anon Day – May 6, 2023 - Amazing turnout for the short prep time and the last minute venue change- It was a clearly a needed event. PO table was well supported, Literature table and archive info also available. Well over 100 attendees.

**Reports from Service Positions:**

**Public Outreach Coordinator –** Shannon K

Analytics – April: 960 sessions +21%, new 81% +15, returning 19% +9, trending page-Events

May: 897 sessions -7%, new 79% -20, returning 21% -4, session duration 4 mins 14 secs +23%

Working Together 2.0 Survey – LMH, Addiction Services, Western U. Waiting for results.

Marg S stepping down from PO email. Marg will continue until we find a replacement. Thanks Marg! Cyndi stepped forward to monitor Public Outreach email-PO inbox it is visible when website updates are done. Additional website check-ins will be required.

Public Outreach Committee info flyer went out to GR’s and website.

**Secretary – Cyndi W -** all is well

**Treasurer - Karen T -** spread sheet sent - Cyndi reported -PO available funds $363.14 less the $100 assigned to literature from Pri-Med - slogan cards and prescription pads.

**Literature - Shannon K** – purchased slogan cards and prescription pads. Actual cost only $67.80 due to supply and shipping costs covered by GTIAS

**Website - Cyndi W -** District menu updates have been done to include section for District and Public outreach poster and minutes/next meeting posting. Requesting another Public outreach poster to replace the June 8th poster placement-Shannon offered to supply. Issues found with meetings page have opted to create an entire new layout. Layout structure was sent out to consultant for support. Process to be completed by July 5th under $100 cost.

**Friday Night Open Speaker Meeting –** Support when you can- in need of a Friday Night open Speaker meeting Coordinator-mention service opportunity to all members!!—this meeting is now documented on Ontario South website as a Monthly Friday Night Open Speaker Meeting -this update has been done to the London Website meetings page but not yet to our district secure announcement section. New flyer required for poster placement.

**Alateen –** open

**Media** – LinkedIn, Karen-Free Press and Coffee News

**Professionals and Organizations -** Lori L-no update

**Public Libraries –** Central – Shannon K– dropped off 15 tear-off flyers to be distributed to the library branches

**Old business/New Business:**

FNOS email to professionals. Cyndi is working on a mailing option through our website. Does require some additional training and enhancements to our website.

FNOS poster – using new WSO posters -Cyndi to develop the same WSO poster as Pri-Med has used but with our local contact details.

**New business:** review getting developed FNOS posters printed.

**Ongoing Business: Some ongoing areas that District 6 Public Outreach is involved.**

-Community contact in the district/area –

-Thames Valley Addition Services – Shannon

-London Children’s Aid Society - Shannon

-women’s/family shelters - Cathy

-police – Al-Anon business cards

-victim services - Cathy

-paramedics - Karen

-Cogeco cable TV

-doctor’s offices

-hospital discharge

-schools – nurse or guidance counsellors – Karen

-jails (families of) – Irene - **No updates yet!**

-AA cooperation – Shannon – AA PI/CPC (Public Information/ Cooperation with Professional -Community) contact Jen C interested in collaborating

Last District meeting before summer break on June 17th was to be in person that Shannon would attend with literature for GR’s to distribute to groups. Meeting was not in person and therefore literature still available. In that we do not meet again (as a District) until September please take advantage of the Monthly Friday Night Open Speaker Meetings to share District Announcements July 7th/August 4th/September 1st. These announcements can also be forwarded to website to be loaded on District Announcements at [wcdistrict6afg@hotmail.com](mailto:wcdistrict6afg@hotmail.com)

**Motion to close meeting by: Cyndi Seconded by: Irene**

**CLOSED WITH THE AL-ANON DECLARATION**

#### Next meeting Thursday, September 14th, 2023 @ 6:00 pm by ZOOM

**PLEASE ANNOUNCE AND ENCOURAGE MEMBERS TO ATTEND PUBLIC OUTREACH MEETINGS**