



### **Area Public Outreach Report September 2020**

**The focus of Public Outreach is to provide our communities and those who are suffering from the effects of a loved one's drinking with Al-Anon/Alateen information.**

Area Public Outreach continues to evolve and is researching new avenues to reach those in our communities.

- **Digital** - The use of digital newspapers has increased significantly, growing from 2.6 million to 6 million in one month. PO is researching opportunities with Hearst Media, WTNH and Spotify to display the Al-Anon website and helpline information through display ads, banner rolls and live stream.
- **Publications** - the Al-Anon website and helpline will be published quarterly in the Connecticut Academy of Physicians Assistants Newsletter.

**September is National Recovery Month**, a wonderful time for Districts to post Al-Anon information in their local online newspaper or local hometown newspapers. Please remember to follow the **Important posting guidelines**:

- Inform your District PO Coordinator, Alternate DR or DR.
- Remain anonymous.
- Use conference approved literature.
- **NO** personal emails or phone #'s.
- **ALL posts need to include the following:**
  - For more information about Al-Anon/Alateen visit [www.alanon.org](http://www.alanon.org) or call 1 888 8AL-ANON, (1-888-825-2666)

**Ideas for Local Hometown Newspapers** - contact the editor to have Al-Anon included for September. Example: **Do you wish the drinking would stop? Al-Anon Family Groups can help.** Phone and electronic meetings available. For information visit [www.alanon.org](http://www.alanon.org) or call 1 888 8AL-ANON, (1-888-825-2666)

**Radio - Public Service Announcements (PSA)** -It's a fantastic way to reach so many in your community. Contact the station manager and ask if the Al-Anon PSA can be played for September National Recovery Month. If needed the PSA can be sent directly to them.

The Area Public Outreach Committee is here to provide support for projects. The next meeting is September 15th, 7pm via zoom. Contact Kathe for a zoom invitation.

Let it Begin with Me.

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