New Name
There is a change in the name of our newsletter from "Outreach Express" to "Beacon" in consideration of the current use of "Express" by our sister publication, the quarterly NCWSA Alateen Express newsletter. "Beacon" suits us well, as Al-Anon's outreach to the public certainly is a beacon of hope and help to those in need outside these rooms.

Important Deadline
Wednesday, July 10, 2:00 pm, Pacific Time is the deadline for ordering the new Al-Anon Faces Alcoholism 2014. AFA is one of our leading outreach pieces for both the general public and the professional community. The sharings and information in it appeal to all demographics and help everyone gain a clear understanding of Al-Anon's purpose. Consult now with District Rep, Treasurer, PI/CPC and Literature Coordinators to get your order clarified and submitted by the 2 pm cut-off, July 10th. Submit order through the Al-Anon Online Store.

District PI/CPC Visits
"Making Al-Anon Visible by Making the 12th Step Personal"
Our NCWSA PI/CPC Coordinators continue to schedule 30 minute outreach focus segments at District Business Meetings featuring: 1. The new NCWSA poster for member distribution (customized for your District), 2. The Easy Outreach way of reaching your public with member participation, 3. Re-assurance that outreach directly to the public via media (Public Information) is both essential and greatly encouraged by WSO, 4. Help in procuring a District PI/CPC Coordinator and growing an outreach community to serve your local area. Look ahead to find us a spot on your business meeting agenda. We endeavor to broaden the outflow of the Al-Anon message in your communities. We are raising 12th Step awareness by inviting the membership to become carriers of our message while offering them the tools to do so.

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“Tradition Eleven provides a meaningful roadmap; by following it we become ready to carry Al-Anon’s message outside our group. We begin by reaching out to the public through the media and the professional community to let them know that Al-Anon/Alateen exists as a valuable resource for families and friends of alcoholics.”

S-40, Attracting and Cooperating, p. 2
Growing Your Outreach Community
Invite, Encourage, Acknowledge

A District PI/CPC Coordinator and Committee are a tremendous boon to a District’s 12th Step service. They bring focus and energy to reaching those in need. Kathleen Z., D15, (Oakland-Hayward) PI Coordinator, is one of our most successful outreach community-builders. It is clear that she cultivates, over time, a contact list of available information table hosts while also noting members along the way who show an interest and may be open to an invitation to host sometime in the future. It takes some active inviting to draw members out of the meeting rooms. Her approach might be summed up with "Be Inviting, Be Encouraging and Be Acknowledging." She broadcasts the coming events to her email list (leaning on it a bit more for their May 18 event, you'll note) and then generously acknowledges the help she receives. It does take some doing, with rewards running from the very immediate and apparent to the sublime. We reprint her thank-you letter to her volunteers here which also gives a glimpse of the scope of her overall program.

"Please join me in thanking everyone who made these four events a successful Outreach for Alanon/Alateen Public Information. They are my Local AFG Heroes!

May 4- Cinco de Mayo Celebration: Carmen T, Kimya, Maria H, Kathleen.
May 7- Mt. Eden High School Community Resources Fair: Nancy F, Sue L, Mai, Marcia.

Please take special note of the number of people who volunteered for the May 18 event. As of five days beforehand, I had no volunteers. When I sent out another email alerting everyone to the extreme need, these people stepped up. It may look like too many volunteers, but in reality, it worked out perfectly. There were 1100 fair guests. At our table, we spoke with 500 people, and gave out 1500 pieces of literature! We had enough Spanish-speakers to serve our visitors.

Numerous volunteers meant that we had Alanons arriving at staggered intervals; so many only had to be there for 2 hours, and ALL of us were able to take breaks!!! It was ideal. Later, one of our volunteers wrote me to say that it had been fun and being of service at that event resulted in feeling "really good about myself".
Additionally, Elizabeth, MaryJo, Ruth, and Nancy F were instrumental in restocking the literature case, and transporting material from the Literature Depot.

Thank you again to everyone involved in this service,
Kathleen

"It is by continuing to give ourselves that we continue to receive. In helping others, we continue to enrich our own lives." -- One Day at a Time, page 10"

This is a great model for outreach, in many ways. Thank you, Kathleen.
Let It Begin With Me
An Al-Anon Public Event Case Study

Eloise M., D13 (Mid-Peninsula, San Mateo County) PI/CPC Coordinator forwards word of a successful public outreach event that is an example of several service arms of an Al-Anon District coming together to create, in this case, a one-hour weekday evening presentation that surprised everyone with a very gratifying turnout in the relatively small community of Half Moon Bay.

The event was initiated by the Alateen group for community Alateen awareness and general Al-Anon awareness, as well. With Alateen sponsors and teens doing the legwork of hand-delivering the event flyers (attached, 4-22 Open Alateen Meeting.pdf) to schools and elsewhere in the community; with member Alice E. contacting and getting a two-column article published in the Half Moon Bay Review (attached, HMB Review 4-17.pdf) and Eloise M. herself informing her database of professionals in the county, the event drew over 60 people!

Flyers are effective. Add to them the additional Public Information vehicle of local newspaper coverage and the CPC support of the District's PI/CPC Coordinator with her database of professionals and you have a synergistic success in service to a community in need.

Excellent job, D13.

Keeping Record of your Outreach Activities

Eloise M. keeps a yearly record of her District PI/CPC events and activities in a simple digest form which serves as a quick reference for setting up next year's calendar, as an easily scanned reminder to renew contacts and, very importantly, a clear track to run on for her replacement coordinator at the end of her term of service. (See attachment “D13 2012 Outreach” PDF.) More on anticipating Rotation of Leadership in the future.

Your Monthly Report to Your District Business Meeting

A monthly PI/CPC Report delivered at your Business Meeting both verbally and in writing accomplishes a number of things. It informs the group of outreach activity, keeping outreach on the front burner in the group awareness. It gives the opportunity to invite participation from those in the room and also to have them "carry the message of carrying the message" through to their home meetings. Plus, it gives motivation to have something to show (which works for me at SCVAFG!, -ed.).

We had a very pleasant surprise upon our outreach focus visit to D24/Monterey where Margie S., their PI/CPC Coordinator, presented a monthly report showing the dedication and depth of their outreach there. Thanks for your report and committed service Margie and D24! (See attachment “D24 Monthly Report” PDF.) For those of us just starting out and helping to revive outreach in our Districts, Whatever we can show will be gratifying for the group and will help create more of the same.

Both Eloise and Margie's reports contain many great ideas! Pick a couple of them for your own area.
A New Outreach Model for a New Digital Age

Kathleen Z, D15, forwards to us a contact she made with a new youth center where they are pleased to receive information from us in digital rather than paper form. Kathleen created an excellent electronic template for any coordinator receiving the same request. We're so used to providing paper literature. Thanks, Kathleen, for sharing the digital volume you have created for outreach.

Her emails to us and to the Youth Center Director:

"This new youth center will be opening a physical and mental health wellness clinic soon. When I contacted them about providing AFG information, I was told they prefer electronic resources. They will then provide those listings to each of their care provider computers.

I researched the websites & chose these as links. I'll be using the same info in the future, and thought maybe it will provide the basis for someone else's AFG endeavor.

Passing it along,
Kathleen

Kathleen Z
Public Information Coordinator
AFG District 15, Northern CA
Al-Anon Family Groups (Al-Anon/ Alateen)

kathleenzAFG@yahoo.com
ph 510-889-7682
fax 510-363-9463

"It is by continuing to give of ourselves that we continue to receive. In helping others, we continue to enrich our own lives." -- One Day at a Time, page 10

----- Forwarded Message ----- 
From: Kathleen Z <kathleenzafg@yahoo.com>
To: Reach Ashland Youth Center <mpeifermoore@laclinica.org>
Sent: Tuesday, June 11, 2013 6:09 PM
Subject: Alanon Family Groups information

Dear Mary,

Thank you for speaking with me this afternoon about providing information to REACH's Fuente Wellness Center clients regarding the Alanon Family Groups in our East Bay area. Alanon and Alateen are for family and friends who are bothered by someone else's drinking.

Here is the link for our local (central East Bay) web site: http://www.ncwsa.org/d15/index.html

You'll find there a schedule of local meetings (free support groups where members share their experience, strength, and hope). Alanon is for the adults, and Alateen is for the kids. Some meetings are in the day, some in the evening; some in English, some in Spanish.

(email to youth center cont’d next page)
Welcome to Al-Anon/Alateen District 15, serving the Oakland-Hayward area.

We offer help and support for friends and families of alcoholics.

"Many of us come to Al-Anon filled with despair and hopelessness. Some of us come to find out how to get another person sober; others grew up in alcoholic homes. Though we may not have labeled it this way, we come to Al-Anon because our lives are unmanageable - we come looking for relief.

The First Step illustrates an important concept in Al-Anon recovery: we are not alone…

In order to take the first step and admit our powerlessness over alcoholism, we need first to understand and accept alcoholism as a disease.

Alcoholism is a family disease. This means the alcoholism of one member of the family affects the whole family, and all become sick. Why does that happen? Because, unlike diabetes, alcoholism not only exists inside the body of the alcoholic, but is a disease of relationships as well. The people who are involved with the alcoholic react to his (her) behavior.

(From PATHS TO RECOVERY, a book of AFG approved literature)

Since Fuente Wellness Center emphasizes a paperless process, you prefer electronic materials. You may be interested in the national website: http://www.al-anon.alateen.org/home;

especially the sections "Al-Anon Literature" http://www.al-anon.alateen.org/al-anon-literature;

and "Is Al-Anon for You?" http://www.al-anon.alateen.org/is-alanon-for-you, which reads:

Help is here for the asking. Our 20-question self-quizzes can help you decide if Al-Anon may be of help. Select a quiz, listed below, and ask yourself the questions.

If you identify with some of the sentiments, we encourage you to give Al-Anon or Alateen a try!

- Are You Troubled by Someone's Drinking?
- Did You Grow Up with a Problem Drinker?
- Has Your Life Been Affected by Someone Else's Drinking? (Alateen)

This information, particularly the brief self-quizzes, are suitable for printing as hand-outs.

I hope this will be a good electronic resource for you. I will bring some brochures to the clinic. Please feel free to contact me if I can be of assistance.

Sincerely,

Kathleen

Kathleen Z
Public Information Coordinator
AFG District 15, Northern CA
Al-Anon Family Groups (Al-Anon/ Alateen)

kathleenzAFG@yahoo.com
ph 510-889-7682
fax 510-363-9463

"It is by continuing to give of ourselves that we continue to receive. In helping others, we continue to enrich our own lives." -- One Day at a Time, page 10
Another Model for Contact with Professionals

Eloise M, D13, shares this outreach to a prominent health facility in her area. It demonstrates a way of mobilizing in support of a District event, nice form in doing so and doing just a bit of follow-up to be sure our message is getting through. Very nicely done, Eloise.

Her emails to us and the facility:

“Becky is the manager of Health Education in the Palo Alto Medical Foundation’s Education Division. I saw in a newspaper article that she has done a lot of extracurricular stuff related to teens. So I want her to know about Alateen, particularly.

I also sent her an email about the open Alateen meeting on 4-22. I followed up with a phone call checking that my 2 emails got through PAMF's spam filters.

--- On Tue, 4/9/13, Eloise Maki <egmmaki@yahoo.com> wrote:

From: Eloise Maki <egmmaki@yahoo.com>
Subject: Al-Anon Family Groups
To: beacomb@pamf.org
Cc: "eloise maki" <egmmaki@yahoo.com>
Date: Tuesday, April 9, 2013, 4:04 PM

Hello Becky,
As the Public Outreach Coordinator for Northern Calif.’s Mid-Peninsula Al-Anon/Alateen District 13, I would welcome the opportunity to share information with you and PAMF about the Al-Alanon Family Groups, how they work, and how they may help adults and youth who have been affected by someone else’s problem drinking. (And as someone who was in a prenatal exercise class with you decades ago, I say Hello!)

District 13 members (Burlingame to Palo Alto, Half Moon Bay to the Bay) hold 35 English and 3 Spanish Al-Anon meetings/week for adults, and 3 meetings/week for adolescents. Alateen meetings have special safety requirements.

Becky, please contact me if you would like to learn more about Al-Anon Family Groups.

Sincerely,

Eloise Maki
650-322-4413 home
Al-Anon member since 2007
Public Information Coordinator for District 13  (alanonmidpeninsula.org/)
Northern California World Service Area of Al-Anon Family Groups, Inc. (ncwsa.org),
Alateen Family Groups, Inc. (al-anon.alateen.org)

Strength and hope for families and friends of problem drinkers
News and Views

New Intergroup PI/CPC Coordinator for Sacramento
In a significant development, District 6-10 Intergroup has created the PI/CPC Coordinator service position to enhance Al-Anon outreach in the greater Sacramento area. A welcome from our NCWSA outreach community to Bill B. who is taking the Intergroup PI/CPC Coordinator position and has District PI/CPC Coordinators Joan W./D9, Donna D./D10 and new Coordinator for D7, Paula S., welcome Paula, to begin working with as a core group there.

Powerpoint presentation available
Chris D. of D13 has created a Powerpoint presentation that he and Eloise M. used for a visit to a state government agency. He has passed it along to us. Contact the editor to receive the file, if interested in using or adapting for your own outreach. Thanks, Chris!

A Test of Discrimination
Santa Clara Valley AFG recently reached out to Catholic Charities to offer support. We received back a request to provide a Letter of Commitment in support of their grant proposal to the Department of Labor for employment training and placement of ex-inmates with substance abuse issues. It is certainly a worthy cause, providing SCVAFG with the opportunity to touch many affected families. The letter would merely be an indication of intent to collaborate, not a binding contract. How would you reply?

We asked the question of a number of longtime members and, in the end, it fell to Tradition Six to provide clarity on the issue: “Our Family Groups ought never endorse, finance or lend our name to any outside enterprise...”. It was felt to be an affiliation beyond the guidance and bounds of Al-Anon. We respectfully declined the invitation to provide the Letter of Commitment while re-affirming our readiness to help in appropriate Al-Anon ways.

Another Test
One of our District Coordinators reports a challenge recently regarding a member volunteering to serve as an information table host who might not be deemed ready or fit to represent the organization in public. This is a subjective and sensitive issue. Upon consultation with experienced and trusted members, it was decided to speak to the individual about the responsibilities of the service position and ask if the individual felt like this was something they were really ready for in light of these considerations. The Coordinator and others concluded that the welfare of the organization should be held foremost in consideration and that there is a reasonable and realistic need for the screening of candidates, with compassion, and the placement of a threshold for qualification. In a perfect world, there would be no need.

Conference Call
Our PI/CPC conference call continues each month, second Thursday, 6:00pm.
No charge to you. PI/CPC budget covers the call.
Come consult and collaborate with your coordinator peers.
District $$ Surplus

A District may find itself carrying a budget surplus. There is some conversation in our Area regarding reserving of a portion of District surplus funds to directly boost local outreach rather than sending the entire amount away to the various service arms. A surplus presents an opportunity to take the initiative to better serve our own communities by raising Al-Anon’s public profile locally. Consider the impact you can make in your own community. Al-Anon is everywhere under-exposed to both the public and professional community, presenting an opportunity to significantly increase public awareness and knowledge (“no, we are not AA”) with even the barest of PI and CPC initiatives. It is food for thought and discussion.

Public Event Tips From the Field

- Play the DVD “Al-Anon and Alateen’s Role in Family Recovery (AV-31DVD) on a laptop or DVD player on your health fair information table. A running video is an attractive and informative attention-getter, making the table much more approachable (and, face it, we are not exactly the happy-talk table). Thanks Kathleen and D15 for the idea.
- Be on the lookout for Book Fairs occurring in your area. We received an email from Southern California AFG. They exhibited at a major Los Angeles book fair for excellent exposure:

CA S just had a Public Outreach Booth at the LA Times Festival of Books. We had literature to give out & our most popular books on display. If any of the 150,000 attendees were interested in meeting info or where to obtain books in our Area, we had 1/2 sheets listing all our LDCs/AISs & at the very top we used a QR code.

It Works. An Easy Outreach Anecdote

Noelle T., Group Rep for the “Growing Up Again” meeting in Saratoga, came up after the SCVAFG Intergroup Meeting and said “Our group is on the ropes. One member says we should just go ahead and close it down” We said “Why don’t we take your meeting the other direction by letting the town know that you are there, instead?” She then placed a meeting notice in the Saratoga edition of the San Jose Mercury News and on four surrounding community boards on Craigslist. Shortly thereafter, a newcomer appeared at the meeting with a copy of the Mercury News announcement tucked under his arm!

Want to reach your public? Just do Easy Outreach! Do it and they will come.

Where are the Table Throws??

New table throw designs are being added to your choices as the result of feedback from the field during our District outreach focus tour. Final revisions are in process.

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If the community is informed about the fellowship and understands the help Al-Anon/Alateen can provide, our groups will attract many who need our program of recovery. Good public relations are important to our groups as well as to the community at large.

Al-Anon/Alateen Service Manual, p. 48
PSA Update from WSO

WSO sends this update regarding the national television Public Service Announcement campaign:

Good afternoon friends,

Greetings from the World Service Office. Recently, we concluded our “Portraits I” PSA campaign for 2012. Although there was speculation as to how much air time TV stations would allot us due to the increase in political ad campaigns, we are pleased to report that we had a stellar year. This is largely due to your cooperation in motivating members to contact local TV stations to say thank-you and to encourage them to play our PSAs. This has led Portraits I to be in the top two percent of all PSAs aired in the US and Canada. That is a great feat and all we can say is THANK YOU! We could not have done it without your support.

Our new campaign, “Portraits II,” began in December 2012 and appears to be well-received by the media. Early reports indicate that out momentum is good and airings are steadily increasing. Attached you will find the new distribution list and the air play report. Please review them and share the information with local service arms, so that they can once again reach out to local stations—to thank the ones that are playing it and to encourage the others.

Before beginning this outreach project, please encourage local members to take a look at The Best of Public Outreach, located on the Members’ Web site at www.al-anon.org/members under Public Outreach. There is a whole section dedicated to reaching out to the media. You will find sample scripts, letters, and forms that can help everyone get organized. If you have a question that's not addressed here, let me know and I will get you the answer.

Please stay in touch with me, let me know about successes. Last year, this outreach project led to interviews and meeting lists being aired on local stations and on the Internet.

Thanks again for all that you have done and continue to do for the friends and families of alcoholics.

Very truly yours,

Beth Rodriguez
Communications Secretary
Al-Anon Family Groups Headquarters, Inc.
1600 Corporate Landing Parkway
Virginia Beach, VA 23454-5617
Phone:  757-563-1600 Ext. 1673
Fax:  757-563-1655
www.al-anon.org

The list of stations already in receipt of the PSA and the Play Reports is coming in a separate email.

To support the campaign in your area, alert the local membership to the “Thank You “ letter campaign on page 25 of the P-90 Best of Public Outreach. Voices from within their broadcast areas influence media outlets.

See pages 21-24 for suggestions on encouraging stations already in possession of the PSA and for contacting those yet to receive it.

The broadcast quality PSA itself is available through the Al-Anon Online Store to supply to those stations that are receptive.
Calendar

Friday, October 25-27,  Fall Three-Day Assembly, Concord, CA
Details attached, “Fall Assembly NCWSA 2013” PDF.

In Closing

We have the privilege of passing on to others the gift of recovery that we ourselves have received. Let us collectively release a wave of unconditional Al-Anon love by gratefully and compassionately continuing to serve those in need while generating new 12th Step awareness and opportunity for our membership.

Contact us with your questions, challenges and creative solutions. Let your experience benefit everyone in our outreach community by sending us word of your service efforts.

Gratefully Yours in Service,

Cindy D.  cindy_dalla@yahoo.com   408-406-6472   NCWSA PI/CPC Coordinator

Bruce D.  bruce.publicinfo@gmail.com, 650-961-1884   Alt. PI/CPC Coordinator, Beacon Editor

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Let It Begin With Me
When Anyone, Anywhere, Reaches Out for Help
Let the Hand of Al-Anon and Alateen
Always BeThere
And Let It Begin With Me