

Public Outreach Coordinator

General Description/Introduction:

The five newly elected officers select the Area Public Outreach Coordinator after submitting an AI-Anon Service Experience Form to the Area Chairperson to be selected. This is a three-year position, rotating simultaneously with the rest of the area committee.

The Area Public Outreach Coordinator will help coordinate Outreach to the Public/Media, Outreach to Professionals, and Outreach to Institutions and encourage members to become involved in public outreach efforts to attract new members and inform the professional community about the AI-Anon and Alateen program.

From Lois Remembers...

"If...AI-Anon groups do not let the public know of our presence, perhaps by announcing the time and place of meetings in local newspapers or by some other means, we block ourselves off from those in need." (page 194)

Public Outreach informs the general public through the media, professionals, facilities, and organizations about who we are, what we do, and how to contact us. Our goal is to attract to our program those whose lives are or have been affected by someone else's drinking, so that those who need our program can find the help and hope we offer. We also strive for name recognition and credibility as a community resource. (G-38)

The Public Outreach Coordinator will serve as a communication link between the WSO and our area.

Skills Needed for Position (or ability and willingness to learn):

Possession of, knowledge of, and capability to use the AI-Anon Service Manual
A computer capable to:

- Prepare documents in word, excel and/or PowerPoint or other office suite software.
- Create pdf documents for distribution to members and posting to yahoo e-groups.
- Make PowerPoint presentations.
- Ability to research and use internet capability:
- Conference calling.
- Online video conference and meetings (Zoom, Join.com, GotoMeeting, Webex, etc.).
 - Familiarity with Hosting features for above platforms
- Participate in WSO conference calls for Public Outreach Coordinators.
- Participate in WSO Public Outreach Coordinators AFG Connects

Travel/Time Commitment

- Attend all Area Committee meetings, which are held twice per year in each year of the panel, traditionally for eight hours on Saturdays, as well as the Area Committee Orientation, which is held for two days in the first year of the panel.
- Attend all Area Assemblies, held twice yearly for two days each. The Spring Assembly is traditionally held on O`ahu, and the Fall Assembly is traditionally held on a Neighbor Island.
- Participate in periodic Area Committee conference calls to handle the affairs of the Area between Assemblies.
- Possibly travel to the neighbor islands, when invited, if the budget allows.

References (List Service Manual with specific pages; specific WSO guidelines, local policy, etc):

Al-Anon Guideline for Al-Anon/Alateen Public Outreach Service-Outreach to Institutions #G-9

Al-Anon Guideline for Al-Anon/Alateen Public Outreach Service- Outreach to the Public/Media #G10

Al-Anon Guideline for Al-Anon/Alateen Public Outreach Service- Outreach to Professionals #G-29

Al-Anon Guideline for Area Public Outreach Coordinator #G-38

Al-Anon Alateen Service Manual (2018-2021 v2 edition) - Public outreach in the Community, page 46-47, 97-99

Al-Anon Alateen Service Manual (2018-2021 v2 edition) - Public Relations, pages 118-126

www.al-anon.org

Public Outreach

(I found the easiest way to find all PO information was to go through the Site Map link at the bottom of the home page.)

Hawaii Specific Guidelines:

Hawaii Policies and Procedures

Annual HAWSC Budget

April is National Alcohol Awareness Month

During April, Colleges and institutions frequently hold health fairs and information booths where we can be asked to participate. Plan to purchase extra pamphlets ahead of time.

Events may be held on Neighbor Islands where Districts or groups could participate and report to the Area Public Outreach Coordinator. It can be helpful to have two or more members to staff events.

PO Coordinator has a budget to purchase pamphlets to give away.

September is National Recovery Month

On Oahu

In the past members have participated in the Oahu Recovery Walk and Dry Run, which is run by Hina Mauka (not verified). Al-Anon members had a booth and gave out information, pamphlets, and meeting schedules. Some members have wanted to do the

walk, so an Oahu member also send out the registration information. Several months before the event, the event can be found online, and you can request a table online. Bring rocks to hold down the pamphlets, as it is normally breezy. Additional events may be held on Neighbor Islands where Districts or groups could participate and report to the Area Public Outreach Coordinator.

Helpful Hints:

Keep close contact with the outgoing Public Outreach Coordinator and others who have held this position; they are Carolyn A., Cecily C. Penni S., Dana Rae H., Sophie H. Have contact information for every District Coordinator (7) Oahu; Central, Windward, Leeward. Kauai, Maui, Big Island; East Hawaii, West Hawaii
Remember to ask for help. The goal is to not do all public outreach projects by yourself, but to encourage all members, groups, and districts to do Public Outreach.
Public outreach is the responsibility of all AI-Anon members, not just the Public Outreach Coordinator.