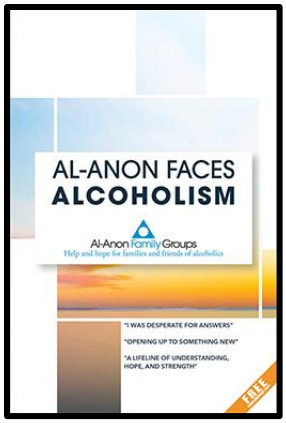
Public Outreach is for — YOU!



A new edition of *Al-Anon Faces Alcoholism* (AFA) has just been released and it's time to think about how we can use this tool to reach out to professionals and all those who need to hear that Al-Anon exists. There are many ways that Districts, groups, and individual members can put AFA into circulation so that potential members and professionals can read it and learn about our program of Help and Hope. Please use these suggestions as a guide and then think of how you, your group, or your district can carry the message.

1. Order copies of *Al-Anon Faces Alcoholism* from the WSO. Cost is just $12 for a bundle of 25 copies. Plus Shipping & Handling added at check out. Link for online ordering is here: https://ecomm.al-anon.org/ItemDetail?iProductCode=AFAM
2. Add the Massachusetts meeting contact information to the large white space on the back cover. This could be a pre-printed label sticker, a rubber stamp, or even handwritten.
3. Decide how to circulate these copies of *Al-Anon Faces Alcoholism* — some options include:
    a. Leave them anonymously in the doctor or dentist office when you have an appointment;
    b. Leave them on the bus or subway train;
    c. Ask your local library if you can leave some copies on their community outreach table (and be sure to check back to renew the supply);
    d. Bring copies to the local police station, juvenile court, community center, senior center, or social service provider and ask them to read the magazine and share it with those in need (and check back to renew the supply);
    e. Bring copies to the local schools and ask the guidance counselor to read the magazine and then share it with students or staff who have a problem drinker at home (and check back to renew the supply);
    f. Bring copies to the churches, temples and synagogues in your community and ask the clergy, rabbi, or imam to read the magazine and share it with members of the congregation.

To help you with ideas and tools for doing Public Outreach, the WSO has created a Public Outreach Toolkit, available here: https://al-anon.org/for-members/public-outreach/public-outreach-toolkit/

Be creative and have fun! Carrying the message of hope brings Joy to the givers.

LIS, Jane P., Area Chair, David C., Area Delegate, George S., Literature Coordinator