

Public Outreach Update – March 12, 2022 Assembly

PSA Update

The 2021-2022 Public Outreach campaign officially kicked off last August with the release of a new PSA titled 'Benefits of Recovery'. You can view the new PSA, as well as the 2020 'Are You Worried about Someone Else's Drinking?' PSA at

- Al-Anon.org at <https://al-anon.org/media-kit/public-service-announcements/>
- Al-Anon's You Tube site at <https://www.youtube.com/channel/UCRP2-e3CnVpa-Vg5Praa9Vw>.

The latest PSA results show 2,451 air plays in Ohio since the campaign began. I've attached full results for the 2021-2022 campaign. Please reach out to stations in your area that have played the PSAs to thank them and encourage them to continue to air the PSAs. Most radio stations can access our PSA through the PSN Bank. If they don't have access to the PSN bank, they can send their contact information including the Station call letters, contact name, number and email address to media@al-anon.org and the Al-Anon PSN will get them access to the radio PSAs.

Organizations in our communities that want to link to al-anon.org are welcome to with the understanding that our Traditions prohibit us from linking back to them. All are also welcome to share our PSAs from our [YouTube channel](#) on their websites.

WSO encourages those that are comfortable with sharing either the You Tube or Al-Anon hosted PSA on social media to help share hope and help with others.

WSO is also continuing to encourage us to contact smaller public, college and religious radio stations to encourage them to air the PSAs. To have a PSA sent to a station, please provide the contact name, station name / call letters, and contact email address to media@al-anon.org. WSO is also considering developing resources for movie theatres.

Annual Membership Survey

The 2021 Membership Survey provided insights of interest to professionals and other friends of Al-Anon in our communities:

- More than 16k members participated this year
- 67% of members report being affected by alcoholism spanning two or more generations
- 49% of member came Al-Anon because of a romantic partner's alcoholism, 14% due to a parent's alcoholism, and 19% because of a child's alcoholism
- 97% of members attend at least one meeting per week. Those that attend more than one meeting per week, report a 9% higher improvement in their mental health score than those who attend only once per week
- 83% of members report improvement in their mental health within the first year of attending Al-Anon. This increases to 93% for members with 4 or more years of Al-Anon involvement.
- Of the members who reported receiving mental health treatment prior to attending Al-Anon, 41% were referred to the program by a professional.

211 Information Updates

The WSO encourages districts to ensure their 211 information is up to date. Local United Way organizations maintain a database of resources for those in the community that require assistance. You can start at 211.org, click "Get Help", and enter your zip code to identify the agency that hosts the service in your area. You can then contact that agency to make sure they have up to date AI-Anon information to provide to individuals that call for help in your area.

Other District and Group Level Opportunities

There is much we can do individually to reach individuals and professionals in our own communities, including:

- Resharing AI-Anon's social media content if you are comfortable with it.
- Using the public outreach resources published on the [alanon.org](https://al-anon.org) public outreach page at: <https://al-anon.org/for-members/public-outreach/>. The WSO continues to develop and post electronic materials we can easily customize and use locally.
- Emailing our contactless flyer to professionals and organizations in your district.
- Using our printable wraps for distributing AI-Anon Faces Alcoholism to professionals or groups in your district.
- Adapting our public outreach posters for use locally.
- Using our printable contact cards to share your contact information with newcomers or professionals
- Emailing electronic materials to professionals and organizations. Materials can be downloaded at no cost at:
 - <https://al-anon.org/for-members/members-resources/literature/downloadable-items/>
 - <https://ecommerce.al-anon.org/Commerce/Shop/Commerce/Store/StoreLayouts/Home.aspx>
- Mailing or dropping off print materials where appropriate.
- Encouraging colleges, school districts, community organizations, and other non-media related groups to publish our PSAs. 15 second, 30 second, and 60 second versions are available on the AI-Anon [YouTube channel](#)