

# Public Information & You



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ROI: 01 842 0770



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# AA Public Information Policy



## Adopted by the Fellowship in 1956

'We believe that our experience should be made available freely to all who express interest.

We further believe that all efforts in this field should always reflect our gratitude for the gift of sobriety and our awareness that many outside of AA are equally concerned with the serious problem of alcoholism.'



# PI from the beginning...



- A look at our history shows clearly that co- operation with professionals has been an integral part of our Fellowship since our beginnings.
- It is worth noting that our Fellowship may not have got off the ground without the help of non- alcoholics- Doctor Silkworth, Sister Ignatia, The Reverend Sam Shoemaker.
- The foreword to the first edition of the Big Book clearly asked for inquiry by scientific, medical and religious societies and our founders welcomed it.
- Today, we are simply encouraging our members to get involved as trusted servants in PI within their own home group, Area and Intergroup.



# Why do we do PI work?



- From the beginning AA has depended on good community relations.
- As members of AA, it is our responsibility to keep the ‘helping hands’ of the public and professionals well- informed about what AA is and what we do.
- It provides a set of guidelines to enable AA to build relationships with the public so that they want to work with us.
- The sole objective is to help the still suffering alcoholic.
- Our ethos is that we share our experience freely to all who express sincere interest.



# How AA helped...



# AA Responsibility Statement



**I am responsible,  
when anyone, anywhere, reaches  
out for help,  
I want the hand of AA always to be  
there, and for that  
I am responsible.**





# What do we do in PI?



- The primary purpose of those members involved in Public Information is to:
  - ✓ Carry the message to the alcoholic who stills suffers
  - ✓ Host meetings encouraging the public and professionals to attend to hear more about the benefits of AA
  - ✓ Provide accurate AA information to the public, including the media
  - ✓ When requested: Visit schools, businesses & community meetings
  - ✓ We adopt the policy of 'co- operation not affiliation' with other organisations concerned with the problem of alcoholism





## **Open Meeting**

AA groups can hold an open meeting to invite members of the public to hear the experience, strength and hope from 2 members who have stopped drinking having followed the programme of recovery.

## **Open Public Information Meetings**

AA groups can hold an open public information meeting to invite members of the public to hear the experience, strength and hope from:

- 2 members who have stopped drinking having followed the programme of recovery
- A medical professional
- A member of Al Anon

**Details of the format of each meeting are detailed in the Public Information folder**



# PI Volunteer responsibilities



- We simply share our recovery programme.
- Present as attractive a picture of our Fellowship as possible.
- We are not authorities on the entire field of alcoholism, we are not professionals.
- As non- professionals, we do not give our opinions concerning the general subject of alcoholism.
- We provide no definition of alcoholism or have no profound knowledge of it's cause or 'cure'
- Members preserve personal anonymity at the level of press, radio and television.
- Confine comments to AA information.
- We do not speak for AA as a whole.
- Avoid 'drunkalogues': keep our story general & brief.



# PI & the AA 12 Traditions



**Understanding what anonymity means & our 12 Traditions is especially vital when completing PI work. In particular:**

## **Tradition 6**

- An AA group ought never endorse, finance or lend the AA name to any related facility or outside enterprise, lest problems of money, property and prestige divert us from our primary purpose.

## **Tradition 8**

- AA should remain forever non- professional, but our service centres may employ special workers.

## **Tradition 11**

- Our public relations policy is based on attraction rather than promotion; we need always maintain personal anonymity at the level of press, radio and films.

## **Tradition 12**

- Anonymity is the spiritual foundation of all our traditions, ever reminding us to place principles before personalities.

# Setting up a PI Committee



## Service Handbook: Page 32

- A Public Information Rep will be elected by the Group Conscience of the relevant Group.
- The PI Committee will always be accountable to the conscience of the Group and update them on a regular basis.
- It is recommended that members have at least 2 years sobriety.



# PI Committee Responsibilities



- Meet regularly, usually monthly, numbers permitting
- Agree purchasing the Guidelines for Public Information folder & PI pamphlets
- Learn all you can about PI Literature
- Identify professional bodies including schools & colleges that would benefit from learning more about AA
- Take all reasonable care to protect members anonymity if a request is received from press/ media
- Organise Open Meetings
- Provide AA posters to:
  - ✓ Garda/ PSNI stations
  - ✓ Doctor surgeries
  - ✓ Libraries
  - ✓ Churches and
  - ✓ Other public area

# How AA helped...



# PI Meetings in Schools



- Contact schools offering a 30- minute talk
- Attend all school events in pairs.
- Consider a mix of age and gender.
- Read the pre- amble & Chapter three.
- Show the video 'A Teenager's Story.'
- One AA member should share their experience, strength & hope.
- Share the AA contact information: telephone numbers and website.



# Co-Operation with the Professional Community (CPC)



- Carrying the message to the sick alcoholic, through 3<sup>rd</sup> parties.
- Professionals often meet the alcoholic in places where AA is not present.
- Through professional people we reach alcoholics who may otherwise never find the programme of recovery





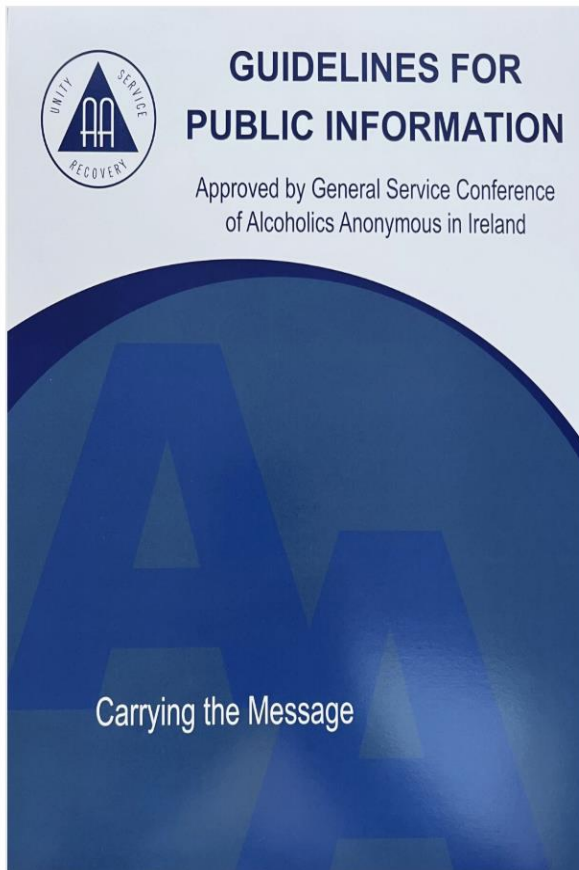
# Next steps for your group



- Make contact with your Area PI Convenor
- The Area PI Committee is made up of the PI representatives of each group in the area
- Liaise and work together with PI Committees with other groups in the Area
- This will ensure consistency, transparency, reduce duplication of effort, and avoid confusion to those wishing to cooperate (not affiliate) with AA



# PI Literature

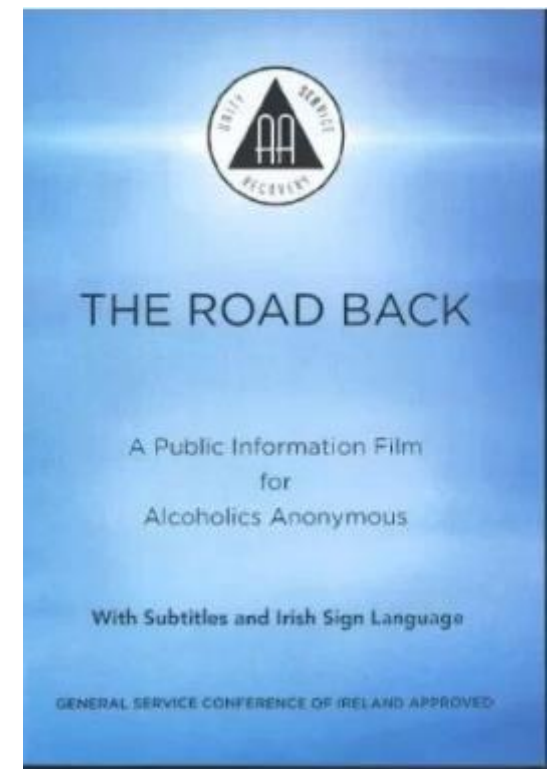
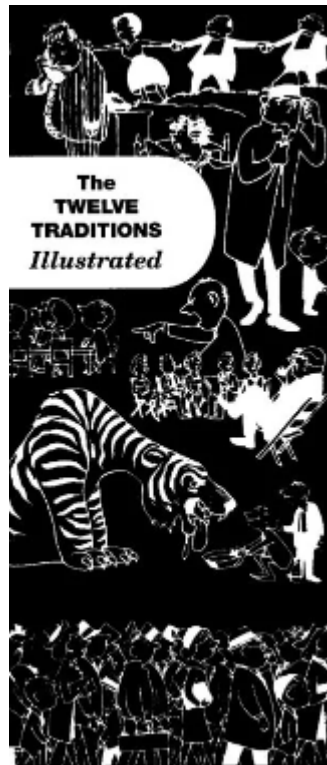
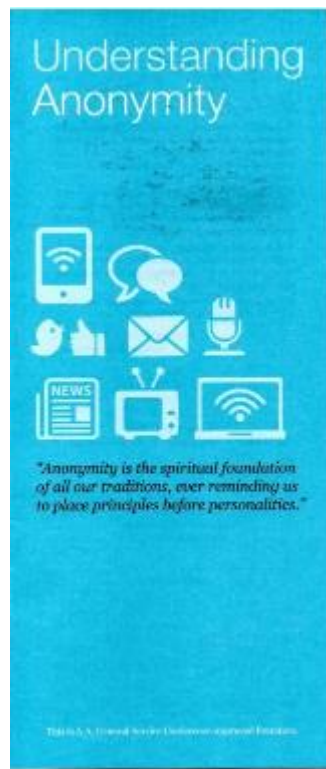


Each group should have their own PI folder.

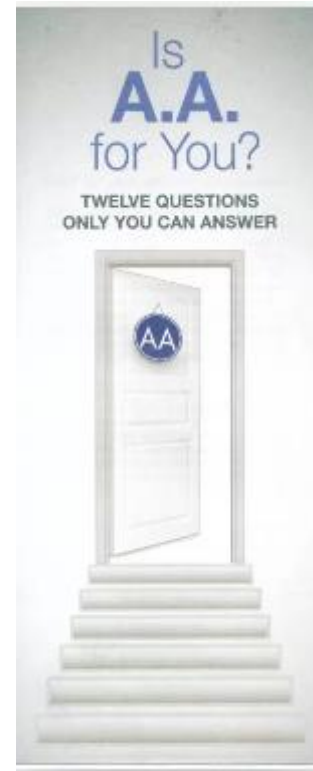
It contains all the information a group needs to get started.



# PI Literature & DVD



# PI Literature





# Posters



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**Another chance at life**

**Alcoholics Anonymous**

- > [www.alcoholicsanonymous.ie](http://www.alcoholicsanonymous.ie)
- > 01 842 0700 (ROI) / 028 90 351 222 (NI)
- > [gso@alcoholicsanonymous.ie](mailto:gso@alcoholicsanonymous.ie)

*All enquiries are treated in the strictest confidence*

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# Posters



## You're not alone



Drink problem? We get it...



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# Business Card



## ALCOHOLICS ANONYMOUS



ROI: 01 842 0700  
NI: 028 90 351222



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**Another Chance At Life**

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# A few points to help...



- PI can be a slow process, do not be discouraged...
- Familiarise yourself with the PI Folder, Service handbook and pamphlets.
- Complete one project at a time.
- Remember you are not alone- reach out to other groups to share best practise.



# Thank You



Literature can be found here on the web:  
[www.alcoholicsanonymous.ie](http://www.alcoholicsanonymous.ie)



# Any questions?

