



## PI Service News

*"Easy does it.....  
but do it!"*

Shared Service Experience



**July 2021**

Hello,

This is your Public Information Service Newsletter containing news and updates to keep you in touch with your fellow PI Officers and help you in your service.

Feel free to pass on this newsletter to GSRs, your friends in the Fellowship, either by forwarding via email or by printing copies to take to your local meetings. Anyone can join the PISN mailing list by emailing [aainformation@gsogb.org.uk](mailto:aainformation@gsogb.org.uk).

**INTERGROUP Secretaries – please pass on this PISN newsletter to your GSR's (Group Service Representatives)**

We are always looking for articles for this newsletter- please let us know about any PI activity or updates from your area. We welcome information from throughout Great Britain and Continental European Region. Contact [aainformation@gsogb.org.uk](mailto:aainformation@gsogb.org.uk)

Yours in Fellowship

*Steve,*

**Steve Hexter, Administrator, General Service Office**

---

### Public Information and Communications Sub Committee –merger

The Public Information Sub Committee and GSB Trustee Communications Sub Committee recently merged to create one PI & Comms Sub Committee. This committee continues to report to the GSB and will focus on all internal and external outreach communications for AA GB.

The current members are Tom Fox, Non-Alcoholic Trustee (NAT) & Committee chair, Amanda S, Chair of the General Service Board, trustees Maxine W (Trustee Northeast Region) and Erik A (Trustee CER), Louise F (South Midlands Region), Marion M (Highlands and Islands Region), Cait S (London Region North), and newly appointed Pab K (Eastern Region).

This is a great time to get involved in public information and communications for the fellowship. For more information about joining the PI & Comms Sub Committee, email Tom Fox on [Trustee.nat5@gsogb.org.uk](mailto:Trustee.nat5@gsogb.org.uk)

---

### Media Opportunities for AA stories

#### StopSoberShaming campaign, Alcohol Change, July 2021 as lockdown comes to an end

Opportunity to share your story of sobriety or of supporting those who want to be & stay sober.  
<https://alcoholchange.org.uk/get-involved/campaigns/stopsobershaming>

**Alcohol Awareness Week 2021: 'Alcohol and Relationships'.  
15 to 21 November 2021 (Alcohol Change) & AA Awareness Month November**

The Alcohol Change Alcohol Awareness week theme for 2021 is “Alcohol and Relationships”.

Although we don't endorse or affiliate with Alcohol Concern, these campaigns mean that the media might be interested in stories about AA, and sobriety and recovery around these times.

Alcohol Awareness Week and AA Awareness Month is an opportunity for all Public Information Officers to carry the message to the suffering alcoholic and raise awareness of AA. You can do this through your local PI contacts, the media (anonymously) or paid-for advertising if your Intergroup or region has surplus funds for primary purpose activity.

Remember to let us know what you have planned so we can share the information with fellow PI Officers across Great Britain. Email [pi5.sc@aamail.org](mailto:pi5.sc@aamail.org)

.....

### **‘Chat Now’ Seminar**

Everyone is welcome to join the Chat Now seminar next month, in order to find out more about our Chat Now function and how this is used to carry the message.

**Date:** Saturday July 24th on Zoom

**Time:** 11.00 - 15.30

**Zoom ID:** 890 2680 2710

**Passcode:** 09617021

#### **Agenda**

**10.30** Room opens

**11.00 - 11.05** Preamble and Traditions

**11.05 - 11.35** Welcome and Chat Now presentation

**11.35 - 12.05** Chat Now statistics

**12.05 - 13.00** Safeguarding

**13.00** Lunch

If any member would be interested in seeing the work Chat Now does. A guided tour of the Purechat website and demonstration training chats. Please ask James or Wullie at the seminar.

**13.30 – 15.30 Chat Now Responders Workshop. Observers are welcome to attend.**

**13.30 – 14.00** A Personal Share on Chat Now Service.

**14.00 – 15.30** Chat Now Workshop.

.....

### **Public Information updates from around Great Britain & CER**

#### **AA is ‘Bridging the Gap’ between discovery and recovery.**

We know that there can be a gap between alcoholics discovering AA in hospitals, rehabilitation centres or prisons and them making it to an AA meeting. This is a critical moment in their recovery

where there is a risk of them falling through the gap and returning to drink. AA is launching an initiative to 'bridge the gap' and support alcoholics into the AA fellowship. Bridging the Gap has been running successfully in the USA and South Africa and is now being rolled out across Great Britain. Bridging the Gap is led by the Health Liaison team, who will arrange for potential newcomers to meet a temporary AA contact while they are in the facility, who can help them to join online or face-to-face AA meetings, share their experience and help them to settle in.

Public Information Liaison Officers are asked to support their Health Liaison Officers and Prison Liaison Officers by ensuring that facilities in your area are aware of the service.

For more information, please contact [health1.sc@aamail.org](mailto:health1.sc@aamail.org)

.....

### London West End Intergroup PI survey – to test images and messages for an upcoming campaign.

London West End Intergroup recently carried out a survey to test images and messages for an upcoming campaign.

323 people completed the survey. The respondents were from a wide range of ages, 58% female, 42% male, 84% white, 9% non-white, 7% other or prefer not to say, 75% heterosexual, 12% homosexual, 7% bisexual, 6% other or prefer not to say.

We got a lot of useful comments about the images and messages, including requests to make the images more multi-generational, which we plan to do.

The preferred messages were:

*If you want to face your drinking problem, you don't have to do it alone*  
*AA offers friendship and support for anyone worried about their drinking*  
*You can stop drinking and start living with the help of AA*

Overall people preferred the image here, reflecting a small multi-cultural group in an informal setting.



If anyone wants a full copy of the results, please email [pi4.sc@aamail.org](mailto:pi4.sc@aamail.org)


.....

### Mobile phone Banner Advertising Campaign - CER 2021 from May 2021

- CER's aim is to reach more people across Europe.
- Campaign started 27/05/2021

- Budget - €3.000 (excluding VAT) for 6 months, includes:
- €2.300 worth of Google Ads (until budget is used up)
- €700 in administrative fees for the agency
- Current cost per click is €0,03, meaning roughly 75.000 people can be reached with the campaign.

For more info contact Jacob on [pi.cer@aamail.org](mailto:pi.cer@aamail.org)

<p>Top cities reached:</p> <ul style="list-style-type: none"> <li>• Sofia, Bulgaria</li> <li>• Bucharest, Romania</li> <li>• Milan, Italy</li> <li>• Copenhagen, Denmark</li> <li>• Essen, Germany</li> <li>• Frankfurt, Germany</li> <li>• Varna, Bulgaria</li> <li>• Madrid, Spain</li> <li>• More visitors from Bulgaria and Romania</li> </ul>	 <p>Another chance at life Can't stop drinking? We're here to help. <a href="http://www.alcoholics-anonymous.eu">www.alcoholics-anonymous.eu</a></p>
<ul style="list-style-type: none"> <li>• So far, we've spent €632 of the €2.300 budget with 21.126 clicks (since 21 May 2021).</li> <li>• Bounce rate is around 5%, this relates to the amount of people who are clicking the ad and immediately closing the webpage.</li> <li>• About 95% of visitors are engaging with CER's website via the banner campaign</li> </ul>	<ul style="list-style-type: none"> <li>• Adapted poster from AA GB for CER</li> <li>• Created various advertisements for Google Ads</li> </ul> <p>Spikes in traffic to the AA meeting guide of the AA CER website</p> <p><a href="https://alcoholics-anonymous.eu/meetings/">https://alcoholics-anonymous.eu/meetings/</a></p>

## Glasgow North West April 2021

Volunteers continue to provide valuable service to the Kershaw Unit. No movement yet with the Eriskay Unit; we will continue to keep making contact and start a meeting. Roundabout subscription is finished, and Kershaw report a high demand in literature, so looking to see whether this can continue.

## Tyne & Northumbria May 2021

PI Event, Hosted PI Subcommittee: Attended on behalf of Intergroup, the meeting was open to Intergroup & Regional PI officers from across the North West & North East Regions. Lots of useful information presented. Previous PI initiatives now available online, via a Google Drive link. Contact [pi5.sc@aamail.org](mailto:pi5.sc@aamail.org)

## Coventry & Warwickshire April 2021 Health – Lesley K

We hope our weekly hospital visits can recommence soon, late June at the earliest.

I am in frequent contact with the two hospitals, and both have a good supply of our literature. They have witnessed a considerable increase in patients with alcohol related issues during the pandemic. I am receiving, on average, three referrals a week from UHCW who are subsequently contacted by myself and the volunteers. The results have been positive with several of the patients being encouraged to attend their first zoom meeting and continuing and maintaining telephone contact with the volunteer. With a shortage of volunteers, particularly females, we have been extremely busy!

Applications from members to be part of the UHCW rota need to be processed by the hospital's Voluntary Services to comply with their volunteer's procedure.

The Warwick hospital rota has a full complement of volunteers.

I have received the following message:

*Hi Lesley*

*Many thanks once again for all the amazing input. Please give our regards to the rest of the members for continued support*

*Kind regards. Julius Mukarati*

*Alcohol Liaison Clinical Lead Nurse Specialist, UHCW NHS Trust*

UHCW recently had a Polish patient who spoke very little English. I managed to contact a Polish member at Polish A.A. UK who kindly spoke with the patient and our volunteers and the hospitals now have the contact number for Polish A.A. in the UK. I have ordered a supply of our leaflet 'AA at a glance' in various languages for the hospital's use.

.....

### **Lincolnshire May 2021. Charli P, PILO**

Interesting to know, a 'new charity name & contact the "We Are With You" charity, who used to be "Addaction", who also used to have a branch Young Ad- Action, hence the link with Young Persons. <https://www.wearewithyou.org.uk>

.....

### **Birmingham June 2021 Public Information – Caroline**

On May 13th Caroline and Charli, Coventry & Warwickshire PI, met up with colleagues from West Midlands Fire Service. They exchanged information on their roles and what they could each offer to the other, (without breaking the Traditions). They agreed that Caroline will take a small amount of literature into Ryan at Solihull Fire Station, who liaises with all the Complex Needs Officers across the Birmingham region, comprising of Blue 0800 Wallet Cards, 0800 Postcards and 'A Brief Guide to AA' leaflets.

.....

### **Mike B, Birmingham on Triple Zero Meeting**

The "Triple Zero City Strategy" is Birmingham's proposed new approach to address all kinds of addiction in the community (more information [here](#)).

Mike reported that he attended a public consultation in May. It's a good strategy but it's not for AA to join as we don't deal with money or outside affiliation – other providers are being paid for the work. Mike explained in the discussions that the Traditions would prevent AA from being involved in the funding side. He will attend a follow-up session.

.....

### **Darkness into Light Exhibition – SE Region**

South East Region are planning a "AA Darkness into Light" exhibition.

This will be an exhibition roadshow, sponsored by SE Region (SER), to display AA's history and work in the community. The project is to celebrate 75 years of AA in the UK in 2022. SE Region are following the template used in Glasgow at the end of 2017 and beginning of 2018, when a public exhibition, named Darkness into Light was held at Kelvin Grove.

The exhibition achieved two huge successes, namely:

1. It "normalised" AA in Glasgow

2. It attracted considerable interest from professionals

Each Intergroup in SE Region will have the opportunity to host the Exhibition Roadshow.

Each participating Intergroup has its own project leader. There are opportunities for all members to participate.



---

## Carrying the message – in the virtual world

Many of you are finding new ways of carrying the message, using technology and creative solutions, such as podcasts, sending schools pre-recorded shares and Q&A sessions, making more of radio, Google Ads and so on. This is all new to a lot of us. Please do share your experiences and initiatives so we can all learn. Email [pi5.sc@aamail.org](mailto:pi5.sc@aamail.org)

---

## VACANCIES on the Public Information and Communications (PI&CSC) Sub Committee of the General Service Board.

### Our primary functions are to:

- Support the GSB by implementing PI initiatives as directed by the GSB resulting from AA GB Conference.
- Carry the message of the fellowship & increase awareness of the AA programme among the general public and professionals.
- Establish and maintain good relations with professionals, professional bodies and the media at a national level.
- Create a consistent and clear message that differentiates Alcoholics Anonymous from other bodies or organisations.
- Provide support to Regional and Intergroup PI Liaison Officers, via resources, information and advice. Organise periodic seminars for Regional & Intergroup liaison officers and support the sharing of good PI practice & communicate this effectively.

### Basic Role requirements are:

- Sub Committee members serve for a period of four years
- A minimum of five years' continuous sobriety at the time of applying
- A working knowledge of the AA GB service structure and AA Traditions & Concepts
- Willing to work within the PI&CSC Terms of Reference and as part of a team which is directly responsible to the General Service Board of AA.
- Prepared to attend up to 4 meetings a year in York or in GB.
- Good organisational and communication skills. Relevant IT skills.
- A personal service history at Intergroup or Region in this discipline or other relevant AA Service experience

### Desirable requirements:

- The ability to produce written and verbal reports.

- Experience of preparation and delivery of workshops and presentations.
- Some experience in PR, marketing, social media, journalism & communications.

**The Committee particularly invites applications from members with digital marketing experience.**

If you have questions about the specific responsibilities of service on the Public Information & Communications Sub Committee, please email Tom Fox, GSB (NAT) Trustee and Chair of the committee [Trustee.nat5@gsogb.org.uk](mailto:Trustee.nat5@gsogb.org.uk)

**Application Forms** are available from GSO or the AA GB website in the Document Library <https://www.alcoholics-anonymous.org.uk/Members/Document-Library#> under "Forms".

The next opportunity is to apply by August 15, 2021, to be interviewed and considered at the Sept 2021 GSB meeting.

.....

[www.alcoholics-anonymous.org.uk](http://www.alcoholics-anonymous.org.uk)

AA General Service Office 01904 644026 (0900 – 1700hrs, Mon-Fri)

*The General Service Board of Alcoholics Anonymous (Great Britain) Limited*

*Registered Office: PO Box 1, 10 Toft Green, York, YO1 7NJ*

*Registered in England, Wales and Scotland / Limited by Guarantee*

*Company Registration: 587316 / Registered Charity Nos: 226745: SCO38023*