



## PI Service News

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

Shared Service Experience



### March 2021

Please pass on this PI Service News (PISN) newsletter to your friends in the Fellowship, either by forwarding via email or by printing copies to take to your local meetings. Anyone may be on the mailing list by sending us their email address.

Please help us share experiences, by sending in items for inclusion in the next PISN. We welcome information from throughout Great Britain and Continental European Region.

Contact [aainformation@gsogb.org.uk](mailto:aainformation@gsogb.org.uk)

---

### House of Commons – Parliamentary Event for Professionals 11 May 2021 10am ONLINE

On Tuesday 11 May 2021 we will be hosting our annual public information event for professionals.

Please help us publicise this event among professionals in your area & compile a list of invitees.

Pls send professional's name, job title and organisation, email address to [sophie.perring@gsogb.org.uk](mailto:sophie.perring@gsogb.org.uk)

Invitees will be sent out via Eventbrite e-mail early January 2021 and follow-ups as info received

Many thanks for your help. **House of Commons Event Committee** Sec - Louise F [pi5.sc@aamail.org](mailto:pi5.sc@aamail.org)

#### EXAMPLE INVITE TO PROFESSIONALS

**eventbrite**

**Alcoholics Anonymous free event for professionals including real-life experiences and guidance on how to signpost people to AA.**

**Do you know how to signpost an alcoholic to get support?**

**More people than ever are reaching out to AA for help with their drinking. During the coronavirus pandemic, calls to the AA helpline increased by 28% .**

**AA is running a free information session to help you gain the knowledge you need to support the wellbeing of your team or service users.**

This is your chance to learn more about alcoholism and the service that AA provides.

#### Agenda

- Welcome from Caroline Ansell MP, Member of Parliament for Eastbourne
- Alcoholics in recovery share their real-life experience

Professional speakers in the field of alcoholism:

- Alison Keating, Head of Alcohol, Drugs and Tobacco, Public Health England
- Dr Eric Carlin, Non-Alcoholic Trustee of Alcoholics Anonymous and Director of Scottish Health Action on Alcohol Problems (SHAAP)
- Guidance on how to signpost alcoholics to get help

**Date:** Tuesday 11 May 2021. **Time:** 10:00 - 12:00. Tickets are free. Spaces are limited therefore registration is required. Please feel free to forward this invite to your colleagues.

---

## VACANCIES on the Public Information (PI) 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 PISC 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 Sub Committee, please email Charles R, GSB Trustee for Public Information ([trustee.southeastregion@gsogb.org.uk](mailto:trustee.southeastregion@gsogb.org.uk))  
Thank you!

**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"

---

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

PISN is mailed to GSB Trustees, IG and Region Chairs and Secretaries, PI, Health and Employment L.O.s of every Region and Intergroup, and any fellowship member who has asked to be on the mailing list. The mailing is as early as possible each month.

**ALL - Please help us share experiences**, by sending in items for inclusion in the next PISN. We welcome information from throughout Great Britain and Continental European Region. If an article that you have sent hasn't appeared yet, please try again.

Contact [aainformation@gsogb.org.uk](mailto:aainformation@gsogb.org.uk)

---

## Public Information updates from around Great Britain

### Birmingham

Update from Public Information – Caroline

Caroline reported that the digitised posters campaign went ahead over the Christmas period. It is hoped that this was a worthwhile piece of outreach and that it will have attracted anybody looking for a solution to their drinking problem.

AA has been approached by several agencies and three PI events are booked, so far, for January and February:

- PHE (Public Health England) Drug and Alcohol Masterclass
- FDAC (Family Drug and Alcohol Court)
- Change Grow Live: 168 Group – so that clients can be referred to AA after they've completed their 12-week course

We plan to continue to do outreach cooperatively with AI-Anon Family Groups.

Having checked with the 3 train stations managers, they've all replied that they'd like to keep our banners a little longer.

Caroline gave a report from Sarah J, Young People's Liaison Officer that she has been working by phone and 1:1 with young people, getting around live meetings where possible, and making her phone number available to young members and newcomers. The Chair asked if the YPLOs could attend online Intergroup meetings so we can see if they need any support.

Caroline at Birmingham February 5<sup>TH</sup> did a talk to Family Drugs and Alcohol Court <https://fdac.org.uk>

### Birmingham

Roxy confirmed that City Hospital now has a tablet computer for patients who are interested in AA to attend online meetings, this was paid for by Birmingham Intergroup. They have ordered a headset, single-use protectors and a protective case which will arrive by 20<sup>th</sup> January, so patients can attend online lunchtime meetings once everything has arrived. Catherine received a thank you email from Arlene, who is Nurse Consultant at Sandwell and West Birmingham Alcohol Care Team.

Roxy reported that there will be a paper written on effects of alcoholism and Covid-19, as there has been an increase in alcoholic liver disease deaths.

### Cornwall

PILO report: John W

Not much happening at the moment, the presentations to the nurses at Treliske have ended and there are no further dates organised for 2021 (not any surprise there). Saltash College contacted us for a series of presentations but due to the current school closures nothing further has been done for that. I am looking at Zoom presentations for schools, perhaps with a recorded share from a member of the fellowship.

I was contacted by BBC southwest via the helpline for someone to do an interview on Zoom but due to the short notice the journalist involved couldn't arrange for my anonymity to be preserved, so I declined in accordance with tradition 11.

## Cyprus

**Public Information:** There was no report since there is no current PI officer, however Roger stated that PI is very important for what we do and one of the main ways we carry our message. Roger has been in touch with some local core magazines to try to get some articles written and published, however there are talks to be done and posters sent out. We are getting far more Greek speakers into AA who would be able to speak to the local authorities far better than just English speakers are able to. Kari-Anne said that she has been in contact with Gregory about doing some PI in Nicosia, however due to lockdown we cannot do anything at the moment, however if people can go to the authorities with a Greek Cypriot in the future it will make a bigger impact. Achim stated that there may be some Greek speakers in Limassol who may be interested in PI.

Roger suggested that we could organise an online meeting and each group could try and find one person to attend the meeting and put together a PI committee to liaise with each other. Roger also proposed that an online PI committee meeting will be held on Saturday 20th February at 11-15am in order to move on to a co-ordinated PI activity. Email will be sent out group members by the secretary in the near future. Roger also proposed that an Island wide phone response could be discussed during this meeting.

## East Lancashire

PILO Daniel C East Lancs IG

Contacts with Creative Football (Blackburn), part of Creative Support. This organisations project provides a range of bespoke football and fitness initiatives for people from East Lanc's with mental health difficulties and many people they engage with have addiction issues including alcoholism.

Request for a very simple one-pager list of local meetings, F2F and online, from the Communications Manager for NHS Blackburn with Darwen CCG and East Lancashire CCG .This list also goes to other organisations in this area including probation officers and hostels, Inspire, 3 CVS Offices, Lancashire Care Trust, Shelter, The Samaritans, Citizens Advice as well as other organisations.

Following on from last year's BBC Radio Lancashire broadcast during alcohol awareness week I contacted presenter & producer Garry to ask about the feasibility of doing more work with them during our awareness month and Alcohol Awareness Week and he was very keen to work with us again. Because of COVID we could not broadcast live from the studio as a meeting like last time, so what had 1 person each day during the week sharing their ESH over the phone with Garry asking informal questions as an interview beforehand and then editing the conversation after to suit a transmission.

Thanks to all those AA members who shared.

I have uploaded the first share, Geoff, as a podcast (free player – not including copyrighted soundtracks) and so far it has received over 100 downloads in a week which is positive. See here for Geoff's interview <https://www.buzzsprout.com/1659175/episodes/7600435>

With the other speakers' permission, I hope to share the other recordings using this method via Buzzsprout podcast player too.

15th December I was invited to take part in CAD Talks with Lancashire Care Trust (the NHS Mental Health provider) online discussion around tackling alcohol problems including alcoholism. Since the event was live on zoom, they agreed that I could keep my camera off and keep to first name terms only to keep my anonymity at a public level. After the event they shared information of how to find meetings and some of our videos including PI, for Health Professionals and the new Young Persons video too.

A senior Lancs Police officer heard part of Mark B's share from last year's Radio Lancashire show and we were subsequently invited to engage with the Wellbeing Department of Lancashire Police that covers our area. On the 21<sup>st</sup> January 4 other members of staff received an online presentation with myself and Dave a retired Police officer from Liverpool who is a long-time sober AA member.

On the 27<sup>th</sup> January I had a meeting with the Police and partner agencies responsible for the running of the REFLECT alcohol awareness course we have been involved with since 2006. They have an issue since March 2020 that they have not been able to deliver the course but have a backlog of people they need to clear from the criminal justice system. We all agreed to deliver the course online via Microsoft Teams. I have supplied a couple of AA videos on PI and young persons to REFLECT and hopefully they will agree to me using these videos at the start and end respectively as I will need to change the delivery slightly at the beginning and believe these videos would be a positive addition.

On the 8<sup>th</sup> of February we have an online meeting with Lancs Police in East Lancs, again as a result of the Detective Chief Superintendent, with the Tac Ops Inspector, Student Officer Inspector and a sergeant who is leading on this meeting and is in charge of the DIVERT project. DIVERT works in custody with young offenders (18-25) with a community member of staff from Accrington Stanley Blackburn Rovers and Burnley Football clubs. The purpose of this meeting is to do a 30-minute presentation with Shaun T from Burnley sharing his ESH and me giving info on AA. Carl S Probation Liaison will also take part in the 2<sup>nd</sup> half of the meeting looking at ways we can work with offenders and I will be exploring the training side for the Police and DIVERT project staff.

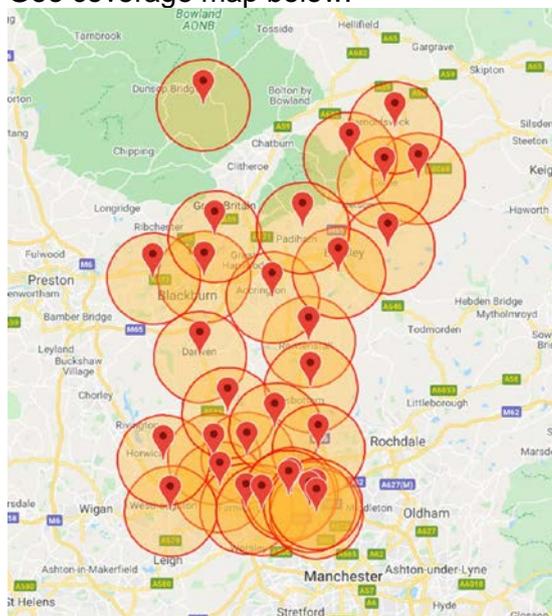
**Admedia's Admobile campaign –agreed £1200 for 100,000 impressions.**

Click the link below to see Admedia banner and text we used (text voted on by our members on ELIG Facebook page survey) <https://admedia.myadessenger.com/demotool/#/KGbywZ>

The campaign went very well in terms of response rate. In the first 2 weeks we had a click rate (CTR) of 2.77% and over the whole campaign we had 1.61% (1844 clicks through to our webpage). Admedia's average CTR is around 1% and the industry average including other companies is just 0.35%. We have found that our message performed its best in terms of click between the times of 2am – 5am and then other times after this during the morning were high too - see table of the report. A chat now service operator told me it had been busy during this period too, also London Region had this campaign going during a similar period of time.

Banner text " Is alcohol costing you more than money? Click here for free confidential

Geo coverage map below.



**Fife**

**Public Information (Ian)** – little activities being undertaken due to current restrictions, but a Zoom based meeting of the PI Committee is to be arranged (Alan offered to host, if required). Ian had participated in an online meeting of PI regional and intergroup officers. He reported that PI activity is continuing within parts of England at present, most notably through the use of newspaper articles.

**Young Persons Liaison Officer** (Cherisse) – Planned activities with St Andrews University and various colleges did not occur due to Covid related restrictions on freshers week and similar induction events. Cherisse reported on the establishment of a Scottish Young Persons in AA forum which is seeking to develop local meetings. In response to concerns raised that this was not a registered or constituted AA group, it was suggested that their meetings were organised as a series of “mini Conventions” and it was intended that any surplus funds would be donated to Intergroups. It was also noted that to date this activity had been largely initiated in the west of Scotland.

## Glasgow North West

**Health:** Weekly service in Kershaw has been well received over the holiday period. Eriskay has re-opened and service will resume in February. The Eriskay support group is to expand to cover both hospitals and is looking for volunteers to help chair and find shares. Kershaw meetings are held on a Friday evening and Eriskay meeting, day/time, still to be confirmed. 3 GSR's offered to volunteer. Anyone else interested please contact Gary.

## Lincolnshire

### **Public Information**

“It's really lovely to be back in a intergroup meeting after being absent from the last two due to health difficulties. It's really nice to see you all.

My PI report as follows...

I believe members are maintaining the literature at the local hospitals Grimsby, Lincolnshire etc. I myself will be having to contact GSO to acquire more literature some of which is free but certain literature there's a cost.

I would like to ask the group if this is OK to go ahead with as I would have to claim funds.

At present I don't know how much I will need as I have to list what's required first.

As a result this will enable me to do more PI work and to provide individual groups with what they need, or they can of course go directly to GSO to claim some of the many free posters and pamphlets themselves.

Due to the current circumstances I have had plenty of time to email supermarkets, pharmacists and doctors to ask if they would be willing for an Alcoholics anonymous poster or pamphlets could be shown on their premises and as a result I have had some positive answers.

I have received a yes from one pharmacy and two doctors surgery's in the Lincolnshire area but they have stated that they do not want anything to prominent, but something is better than nothing.

I have sent out what was agreed with each of them and they have been received so God willing they will put these on display so that Alcoholics and their families can be reached.

I have been approached by a mental health unit in Lincoln, asking for information regarding a possible talk being given in March 2021.

They are looking to have two talks being given on the same day to 15 Alcohol dependent patients and then between 25 and thirty Staff members.

I have sought advice from the previous PI to confirm what information I needed to forward to the unit to explain what's involved and an insight into AA, this has been sent and received. They have stated that the unit will be holding a meeting to decide if its something they would like to go forward with. In advance I would like to ask if anybody would be interested or be able to attend if this materializes. Of course I am more than willing to attend this event myself but if anybody else more local could attend then please inform me and I can put your name down.

If the outcome of the meeting is that they would like this to go ahead then they will either contact me by email or by phone to discuss a few dates next March so that its convenient for those involved, i.e., them and us. They will have an answer for ASAP. This is of course depending on the government's proposals around that time.

I believe I have covered everything to date but if I've missed anything please let me know. If anybody has any questions I will do my very best to answer them but if I can't I'm sure there's others who can.

Lastly I would like to thank all those who gave such kind wishes to me when I was very ill they certainly helped me through a very difficult time.

LIF"

Charly P, Public Information Liaison Officer

## London North

Cait S, pi4.sc@aamail.org

### **Safer Spotlight Podcast**

I recorded a podcast in December for The Connexional Team of the Methodist Church. The description of the episode is below. Once the podcast is released I can share a link to it.

*In this episode of the Safer Spotlight Podcast we interview Kate from Alcoholics Anonymous who shares parts of her experience with alcoholism, the work that Alcoholics Anonymous does and how we as churches can help support people who are affected by alcoholism.*

### **Mobile Banner Campaign**

London Region North PI is running the 2<sup>nd</sup> mobile banner campaign in January 2021 to 1m mobile devices with the message 'Am I an alcoholic? Click here to find out how AA can help'. The cost of the campaign is £10k including VAT.

### **Social Media or Google Ads Campaign**

West End Intergroup decided to run a social media or google ad campaign during 2021.

Conference 2019 asked: Would Conference consider how the Fellowship's social media presence can be improved to enhance AA's ability to carry the message?

The conclusion was:

*The Board's decision is that there is a serious risk of anonymity being compromised and we would be irresponsible if we allowed that or encouraged that and we recommend no presence on social media.*

[Full details here \(page 30/31\)](#)

But social media advertising is different to having a social media account. It is much like the banner ads, it would provide a link for people to click through and does not store people's data or break their anonymity. The Board's main concerns were regarding moderation of Facebook sites and users' interaction with content- neither of which are an issue with social media advertising. The advantages would be:

- Targeted advertising on platforms used by a huge section of society
- Pay per click so we can set any amount of money and only pay when people click through and can have a set daily amount so that the advert runs over a period of time
- First tentative step onto social media platforms without breaching the decision of Conference in 2019

London West End Intergroup will report back on the campaign later in the year.

## South Devon

### Screens in Doctors Surgeries



With regards to the screens in surgeries (and other places) as an example, the vast majority use a standard TV dimension in landscape orientation so to begin with this is where I would start to keep it simple.

We have sent off our first virtual school talk this week.

Another member and I recorded a zoom call. We both shared, informed about AA and then in lieu of the usual Q&A, we screen shared the questions from the Who Me pack and answered a few between us. The video was 40 mins. I sent this to the school with links to the 1-minute YouTube video (AA a message to young people) and the new AA young people video.

They asked for help with the format so I suggested they speak to the students first and ask them what words come to mind when they hear alcoholic / alcoholism. Revisit this between the 2 videos and then at the end ask if they would change any of the words from the start or add any new ones. I have found this quite effective in the past.

The file was sent via we transfer and works well their end. School very pleased and grateful. In addition, local members are recording 10 mins shares via their own devices and sending to me to put together some more presentations for local schools and PI.

New era of PI service, but we adapt as needed!

Hannah, YPLO / stand in PILO, South Devon Intergroup