

II.

**COOPERATION
WITH THE
PROFESSIONAL
COMMUNITY**

AGENDA

Conference Committee on Cooperation with the Professional Community

Monday, April 20, 2020 – 9 a.m.-Noon

Room: Halstead II

Chairperson: Alan F.

Secretary: Diana L.

Conference Committee Members

Panel 69

Cynthia B.

Barb D.

Alan F.

Brad M.

Gail P.

Panel 70

Jamey N.

Jim S.

J.J. S.

- ◆ Discussion and acceptance of trustees' committee report.
- A. Consider a request to discontinue the pamphlet "A.A. in Your Community."
- B. Consider a request to create a pamphlet for mental health professionals.
- C. Discuss progress report on LinkedIn page implementation.
- D. Review contents of C.P.C. Kit and Workbook.

NOTE: 1989 Conference Advisory Action

Each Conference Committee carefully consider their agenda items and strive to make their recommendations for Advisory Actions to the Conference at the policy level. To be more financially responsible, when a Conference Committee recommendation involves a substantial expenditure of money, an estimate of cost and its impact on the budget be part of that recommendation.

2020 Conference Committee on Cooperation with the Professional Community

ITEM A: Consider a request to discontinue the pamphlet “A.A. in Your Community.”

Background Notes:

Sobriety Society group from Area 64, Tennessee, submitted this agenda item to discontinue and retire the pamphlet “A.A. in your Community.” The group discussed findings from a Public Information Kit review held at an area assembly.

The submitter used the pamphlet “A.A. in Your Community” to note where the following flyers embody similar information in a concise and cost-effective way: “Information on Alcoholics Anonymous” and “A.A. at a Glance.”

From the November 2019 trustees’ meeting on C.P.C./Treatment-Accessibilities:

The committee **agreed to forward** a request to discontinue the pamphlet “A.A. in Your Community” to the 2020 Conference Committee on C.P.C. The committee noted the current distribution of the pamphlet and suggested that the Conference C.P.C. Committee consider revising this pamphlet.

From the July 2019 trustees’ meeting on C.P.C./Treatment-Accessibilities:

The committee discussed the 2019 Conference C.P.C. additional committee consideration concerning the pamphlet “A.A. in Your Community” and took no action. The committee felt that the current language in the pamphlet “A.A. in Your Community” was consistent with A.A.’s primary purpose and reflected the autonomy of local committees. The committee noted that some professionals may encounter alcoholics with other issues that may need attention prior to referring them to A.A.

From the 2019 Conference C.P.C. Committee Additional Committee Consideration:

The committee requested that the trustees’ committee review the pamphlet “A.A. in Your Community” with a focus on what professionals can expect from A.A. and A.A. members and bring a report back to the 2020 Conference Committee on C.P.C.

Historical Information

An example a similar topic coming before Conference. Originally the pamphlet "A.A. in Your Community" was under the purview of Public Information Committee who eventually developed other pamphlets for their intended audience and recommended to have the "A.A. in Your Community" pamphlet discontinued. A memo in January 1981 was sent to trustees' C.P.C. Committee as a proposed agenda item to reinstate the pamphlet "A.A. in Your Community." This item was forwarded to the 1981 Conference C.P.C. Committee for consideration who recommended to reinstate the pamphlet at the 1981 General Service Conference.

Background:

1. Submitter letter from the Sobriety Society group.
2. Distribution and Costs related to the pamphlet "A.A. in Your Community."
3. Submitter Comments and Recommendations.
4. History and Actions on the "A.A. in Your Community" pamphlet.
5. 1980 Memo on reinstating the "A.A. in Your Community" pamphlet

SOBRIETY SOCIETY

District 50 Knoxville TN 37912

02April 2019

General Service Office
Alcoholics Anonymous
P.O. Box 459
Grand Central Station
New York, NY 10163

Attention: Conference Coordinator

Greetings:

The Sobriety Society group from Knoxville, Tennessee, submits as a 2020 General Service Conference (GSC) agenda item, the request to discontinue and retire the pamphlet *Alcoholics Anonymous in your Community* (P-31).

During a recent Area assembly, the Public Information Committee reviewed the contents of the PI Kit, focusing on three pamphlets. One of those pamphlets was *Alcoholics Anonymous in your Community*. Throughout discussion, it became evident that this pamphlet is poorly constructed for the intended audience and mis-informative of our program. This information was brought back to our group and after discussion, we feel that Alcoholics Anonymous is better represented by other pamphlets and flyers.

Two flyers that embody similar information in a concise and cost-effective way are: *Information on Alcoholics Anonymous* (F-2) and *A.A. at a Glance*(F-1), which can be used with other pamphlets to carry the same message as *Alcoholics Anonymous in your Community*. We believe, by discontinuing and retiring the pamphlet *Alcoholics Anonymous in your Community*, we increase our effectiveness to carry a consistent message at a reduced cost to our Fellowship.

Yours in Service,

Sobriety Society

East Tennessee Intergroup Office
Statistics of the Pamphlet
Alcoholics Anonymous in your Community

According to our last three years, we have sold only five (5) "Alcoholics Anonymous in your Community" pamphlets outside of C.P.C. or P.I kits. Most of which, likely went to the local Knoxville Public Information Committee. This committee currently has four (4) copies of this pamphlet.

General Service Office
Statistics of the Pamphlet
Alcoholics Anonymous in your Community

Distribution* (provided by Malini Singh+ (singhm@aa.org), Publishing Operations Manager):

2020 (to date) – 2,135
2019 – 29,020
2018 – 37,029
2017 – 32,068

Total Sales in Dollars:
2018 – 2028.88
2017 – 2288.18

Manufacturing (provided by Ed Nyland+ nylande@aa.org, Production Manager):

2019
Order Quantity: 26,750
Order Date: Sept. 2019
MFG: \$1,912.63 (\$0.07 ea.)

2018*
Order Quantity: 35,000
Order Date: Oct/Nov 2018
MFG: \$2,538.28

*NOTE: A typo was discovered on the front cover and a decision was made to reprint the corrected pamphlet asap.

*nonalcoholic A.A.W.S. employee

2018

Order Quantity: 35,000

Order Date: March/April 2018

MFG: \$1,938.64

2017

Order Quantity: 30,000

Order Date: Feb/March 2017

MFG: \$1,767.00

Notes from the submitter:

This pamphlet is included in committee service kits, including Public Information (P.I.) and Cooperation with the Professional Community (C.P.C.) Kits, which are produced by G.S.O. and provided to all incoming Area Chairs at no-charges.

Of course, these Kits and the pamphlets are also available for purchase. When you look at the number of pamphlets distributed, G.S.O. does not maintain record of how they are utilized locally.

Submitter's Comments and Recommendations of Pamphlet**** Denotes the alternative flyer with similar information****A.A. and Alcoholism**

Alcoholics Anonymous is a worldwide fellowship of men and women who help each other maintain sobriety and who offer to share their recovery experience freely with others who may have a drinking problem. The program A.A. suggests consists basically of "Twelve Steps" designed for personal recovery from alcoholism.

[Grammar of previous sentence]

The Fellowship today is in more than 180 countries. Approximately two million alcoholics have achieved sobriety in A.A., but members recognize that their program is not always effective with all alcoholics and that some may require professional counseling or treatment.

A.A. is concerned solely with the personal recovery and continued sobriety of individual alcoholics who turn to the Fellowship for help. The movement does not engage in alcoholism research or medical or psychiatric treatment and does not endorse any causes — although A.A. members may participate *as individuals*.

The movement has adopted a policy of "cooperation but not affiliation" with other organizations concerned with the problem of alcoholism.

Alcoholics Anonymous is self-supporting through its own groups and members and declines contributions from outside sources. A.A. members preserve personal anonymity at the level of press, films, and broadcast media.

From the beginning, many A.A. members have come to believe that alcoholism is a progressive illness — spiritual and emotional (or mental), as well as physical. The alcoholics we know seem to have lost the power to control their drinking.

Comments from the submitter: [No flow; lots of information with no real sense of order]

******[A.A. at a Glance]

How does A.A. work?

A.A. can be described as a method of treating alcoholism in which the members are supportive of each other, sharing with each other a large body of similar experiences in suffering and recovering from alcoholism. ↓↓

Comments from the submitter: [This is not a correct summary -- this explanation does not mention the steps at all] *[A.A. at a Glance]

What are A.A. groups?

The basic unit in A.A. is the local (neighborhood or city) group, which is autonomous except in matters affecting other A.A. groups or the Fellowship as a whole. No group has power over its members.

Of more than 66,336 groups in the U.S. and Canada now known to A.A.'s General Service Office, about 1,000 are in treatment facilities; over 1,400 are in correctional institutions.

Comments from the submitter: [Is this outdated? Does this audience care about AA General Service Office?]

Groups are usually democratic, served by short- term “steering committees” of members. Thus, no group has *permanent* leadership. **Comments from the submitter:** [Is this too much detailed information? Our audience might be best suited with less information and our literature is always available for more information if requested.]

What are A.A. meetings? **Comments from the submitter:** [Why does our audience care about the difference between a meeting and a group?]

Each group holds regular meetings at which members relate their experiences to each other — usually in relation to “Twelve Steps,” suggested for recovery, and “Twelve Traditions,” suggested for relationships within the Fellowship and with the community.

Singleness of purpose and problems other than alcohol — Some professionals refer to alcoholism and drug addiction as “substance abuse” or “chemical dependency.” Non-alcoholics are, therefore, sometimes introduced to A.A. and encouraged to attend A.A. meetings. Non-alcoholics may attend *open* A.A. meetings as observers, but only those with a *drinking* problem may attend *closed* A.A. meetings.

**[A.A. at a Glance]

**[Information on A.A.]

Who are A.A. members?

People who think they have a drinking problem are welcome to attend any A.A. meeting. They become members simply by deciding they are members.

A.A. members are men and women from all walks of life, from teenagers to 90-year-olds, of all races, with all manner of formal religious affiliations and with none at all.

****[A.A. at a Glance]**

****[Information on A.A.]**

Where can you find A.A.?

Many local A.A. service committees will, upon request, provide informational presentations for your organization. Sessions can be tailored to meet your needs. A typical agenda might include one or several A.A. films and a presentation by one or more A.A. members on “What A.A. Is and What It Is Not.” **Comments from the submitter:** [Great section for committees, but maybe inappropriate for this audience.]

Look for “Alcoholics Anonymous” in any telephone directory. In most urban areas, a central A.A. office can answer your questions or put you in touch with A.A. members. If A.A. is not in your local directory, write the General Service Office, Box 459, Grand Central Station, New York, NY 10163 or visit our website: www.aa.org.

****[A.A. at a Glance – “How to Find A.A.” section]**

What is A.A.’s General Service Office?

This office serves as a world clearinghouse of A.A. information and publishes A.A. literature. It is under the direction of the General Service Board of A.A., composed of both recovered alcoholics and non- alcoholics. Neither the office nor the board has “authority” over A.A. members or groups. Both are responsible to the groups, and report annually to a General Service Conference, including delegates selected by A.A. groups in the United States and Canada. **Comments from the submitter:** [Great info but likely unnecessary for someone in the community that just wants basic info.]

What can you expect from A.A.?

1. A.A. members help any alcoholic who demonstrates an interest in staying sober.
2. A.A. members may call on the alcoholic who wishes help — although they may feel it is best for the alcoholic to request such help first. **Comments from the submitter:** [Grammar or just old language?]

3. They may help arrange hospitalization. Local A.A. offices often know where hospital treatment of alcoholism is available, though A.A. is not affiliated with any type of treatment facility. **Comments from the submitter:** [This statement is up for removal at 2019 General Service Conference.]

4. A.A. members are glad to share their experience with anyone who is interested, either in conversation or at formal gatherings.

****[Information on A.A. – “What Does A.A. Do” section]**

What does A.A. NOT do?

A.A. does *not*: Furnish initial motivation for alcoholics to recover; solicit members; engage in or sponsor research; keep attendance records or case histories; join “councils” or social agencies (although A.A. members, groups and service offices frequently cooperate with them); follow up or try to control its members; make medical or psychological diagnoses or prognoses; provide detox, rehabilitation or nursing services, hospitalization, drugs, or any medical or psychiatric treatment; offer religious services or host/sponsor retreats; engage in education about alcohol; provide housing, food, clothing, jobs, money or any other welfare or social services; provide domestic or vocational counseling; accept any money for its services, or any contributions from non-A.A. sources; provide letters of reference to parole boards, lawyers, court officials, social agencies, employers, etc.

Note: An individual A.A. member may do some of these things on a private, personal basis, but this is not a part of his or her A.A. membership. Many professionals in the field of alcoholism are also A.A. members. Their professional work, however, is NOT a part of their A.A. membership. A.A. as such does not profess competence to perform professional services such as those listed above.

Comments from the submitter: [This “Note” is stated in above section A.A. and Alcoholism.]

****[A.A. at a Glance]**

****[Information on A.A.]**

History and Actions related to Alcoholics Anonymous in your Community

Advisory Actions

1966

Conference Committee on P.I. recommended:

The new pamphlet "Alcoholics Anonymous in Your Community" produced to replace "Helpful Ally" be approved.

1974

Conference Committee on P.I. recommended:

The following statements in the pamphlet "A.A. in Your Community" describe accurately what A.A. as a fellowship does *not* do, so the wording remain:

- a. "A.A. does *not* (1) furnish initial motivation for alcoholics to recover...
- b. A.A. does *not* (5) follow up or try to control its members.

1979

Conference Committee on P.I. recommended:

A.A. in Your Community" be discontinued since this pamphlet is so much like "A Brief Guide" and "A.A at a Glance"; it was found to be unnecessary to have two pamphlets so much alike"

1981

Conference Committee on C.P.C. recommended:

The leaflet "Alcoholics Anonymous in Your Community" be reinstated as General Service Conference-approved literature and put back into distribution as soon as possible.

1983

Conference Committee on C.P.C. recommended:

Recommended including the statement that “A.A. does not provide letters of reference to parole boards, lawyers, court officials, social agencies, employers, etc.,” in the pamphlets “**A.A. in Your Community**,” “If You Are a Professional,” “How A.A. Members Cooperate . . .,” the flyer “A.A. at a Glance” and the A.A. Guidelines (on) Cooperating with Court, A.S.A.P., and Similar Programs.

1993

Conference Committee on C.P.C. recommended:

At the next printing of the pamphlet “Alcoholics Anonymous in Your Community” the following revisions be made:

- a. Change the heading “A.A.’s Position in the Field of Alcoholism” to “A.A. and Alcoholism.”
- b. Delete the subheading “How A.A. Views Alcoholism” and change “Alcoholism is, in our opinion . . .” to “From the beginning, many A.A. members have come to believe alcoholism is a progressive illness – spiritual and emotional (or mental), as well as physical.”

1997

Conference Committee on C.P.C. recommended:

The following statement regarding Singleness of Purpose be added to the C.P.C. pamphlets: “**Alcoholics Anonymous in Your Community**,” “A.A. and Employees Assistance Programs,” “A.A. as a Resource for the Health Care Professional,” “How A.A. Members Cooperate With Professionals,” “If You Are a Professional,” and “Members of the Clergy Ask About Alcoholics Anonymous” under the title “Singleness of Purpose and Problems Other Than Alcohol” at the next printing:

Alcoholism and drug addiction are often referred to as ‘substance abuse’ or ‘chemical dependency.’ Alcoholics and nonalcoholics are, therefore, sometimes introduced to A.A. and encouraged to attend A.A. meetings. Anyone may attend *open* A.A. meetings. But only those with a *drinking* problem may attend *closed* meetings or become A.A. members. People with problems other than alcoholism are eligible for A.A. membership *only* if they have a drinking problem.

"The following items be added or replaced under the title "What A.A. Does Not Do" to the following pamphlets: "**Alcoholics Anonymous in Your Community**," "If You Are a Professional" and "Members of the Clergy Ask About Alcoholics Anonymous," at the next printing:

A.A. does not: Furnish initial motivation for alcoholics to recover; solicit members; engage in or sponsor research; keep attendance records or case histories; join "councils" of social agencies; follow up or try to control its members; make medical or psychological diagnoses or prognoses; provide drying-out or nursing services, hospitalization, drugs, or any medical or psychiatric treatment; offer religious services; engage in education about alcohol; provide housing, food, clothing, jobs, money or any other welfare or social services; provide domestic or vocational counseling; accept any money for its services or any contributions from non-A.A. sources; provide letters of reference to parole boards, lawyers, court officials, social agencies, employers, etc.

2003

Conference Committee on C.P.C. recommended:

The "Singleness of Purpose" statement in six designated C.P.C. pamphlets ("**Alcoholics Anonymous in Your Community**," "Is There an Alcoholic in the Workplace?" "A.A. as a Resource for the Health Care Professional," "How A.A. Members Cooperate with Professionals," "If You are a Professional . . .," and "Members of the Clergy Ask About Alcoholics Anonymous") be changed to read:

Some professionals refer to alcoholism and drug addiction as 'substance abuse' or 'chemical dependency.' Nonalcoholics are, therefore, sometimes introduced to A.A. and encouraged to attend A.A. meetings. Anyone may attend *open* A.A. meetings, but only those with a *drinking* problem may attend *closed* meetings.

2012

Conference Committee on C.P.C. recommended:

The text in the "What A.A. Does Not Do" section in the C.P.C. pamphlets "**A.A. in Your Community**," "If You Are a Professional" and "Members of the Clergy Ask About Alcoholics Anonymous" be replaced with the text in the section "What A.A. Does Not Do" in the "A.A. at a Glance" flyer and the entire section read as follows:

What A.A. Does NOT Do:

A.A. does not: Furnish initial motivation for alcoholics to recover...solicit members...engage in or sponsor research...keep attendance records or case histories...join "councils" or social agencies (although A.A. members, groups and service offices frequently cooperate with them)...follow up or try to control its members...make medical or psychological diagnoses or prognoses...provide detox, rehabilitation or nursing services, hospitalization, drugs, or any medical or psychiatric treatment...offer religious services or host/sponsor retreats...engage in education about alcohol...provide housing, food, clothing, jobs, money, or any other welfare or social services...provide domestic or vocational counseling...accept any money for its services, or any contributions from non-A.A. sources...provide letters of reference to parole boards, lawyers, court officials, social agencies, employers, etc.

2019

Conference Committee on C.P.C. recommended:

The committee recommended that the text "They may help arrange hospitalization" be removed from the section "What can you expect from A.A.?" in the pamphlet "Alcoholics Anonymous in Your Community".

Additional Committee Considerations**1997**

Conference committee on C.P.C. suggested:

"The committee encourages the trustees' committee efforts to combine the pamphlets "If You Are a Professional," "Alcoholics Anonymous in Your Community" and "A.A. and Employee Assistance Programs" with consideration to the following:

- Brief introduction for professional groups and individuals who have contact with alcoholics.
- Consider a professional presentation of items found in the A.A. Fact Sheet to provide a simple and concise overview of Alcoholics Anonymous and how we can be helpful as a resource for professionals.
- Incorporate the theme "A.A. as a Resource" so it can be used in a variety of presentations. (Professionals, Community Agencies, Employee Assistance Programs, etc.)
- The C.P.C. Conference Committee maintains that this will eliminate the duplication and redundancy that currently exists in the above-mentioned pamphlets."

2001

Conference Committee on C.P.C. suggested:

The committee forwarded to the trustees' Committee on Cooperation with the Professional Community/Treatment Facilities a suggestion that the "Singleness of Purpose" statement outlined in the 1997 Advisory Action be moved to a more prominent place in the C.P.C. pamphlets: "**Alcoholics Anonymous in Your Community**," "Is There an Alcoholic in the Workplace?," "A.A. as a Resource for the Health Care Professional," "How A.A. Members Cooperate With Professionals," "If You Are a Professional," and "Members of the Clergy Ask About Alcoholics Anonymous." The committee asked that the trustees' Committee on Cooperation with the Professional Community/Treatment Facilities forward ideas and suggestions to the 2002 Conference Committee on Cooperation With the Professional Community.

NOTE: The "Singleness of Purpose" statement reads: "Alcoholism and drug addiction are often referred to as 'substance abuse' or 'chemical dependency.' Alcoholics and non-alcoholics are, therefore, sometimes introduced to A.A. and encouraged to attend A.A. meetings. Anyone may attend *open* A.A. meetings. But only those with a *drinking* problem may attend *closed* meetings or become A.A. members. People with problems other than alcoholism are eligible for A.A. membership *only* if they have a drinking problem."

2011

Conference Committee of C.P.C. suggested:

The committee agreed that the concept of combining the A.A. Cooperation with the Professional Community DVD with a compilation of C.P.C. literature would be very useful in C.P.C. service work. The committee requested the trustees' Committee on Cooperation with the Professional Community/Treatment Facilities/Special Needs-Accessibilities explore replacing the current A.A. Cooperation with the Professional Community DVD with a new DVD compilation that includes the following existing material:

- Table of contents
- Introduction letter that includes references to aa.org and the resources available for professionals on the web site
- If You are a Professional
- Information on Alcoholics Anonymous

- A.A. Membership Survey
- Alcoholics Anonymous in Your Community
- About A.A. – Newsletter for Professional (3-4 selected issues)
- Is A.A. for Me?
- A.A. Cooperation with the Professional Community videos

The committee requested that the trustees' bring back a report and draft product to the 2012 Conference Committee on Cooperation with the Professional Community."

2012

Conference Committee on C.P.C. suggested:

The committee reviewed the contents of the Cooperation with the Professional Community Committee Kit and Workbook and made several suggestions:

- The sentence on page 15, which reads: "Open: Guests are welcome; if practical, mention that individual members are available to take a professional friend to a meeting" be changed to read "Open: Guests are welcome **as observers**; if practical, mention that individual members are available to take a professional friend to a meeting."
- The revised text in the "What A.A. Does Not Do" section in the C.P.C. pamphlets "A.A. in Your Community", "If You are a Professional" and "Members of the Clergy ask about Alcoholics Anonymous" replace the current text in the "What A.A. Does Not Do" section on page 29 of the C.P.C. Workbook."

2019

Conference Committee on C.P.C. suggested:

The committee requested that the trustees' committee review the pamphlet "A.A. in Your Community" with a focus on what professionals can expect from A.A. and A.A. members and bring a report back to the 2020 Conference Committee on C.P.C.

C.P.C
Agenda A
Doc. 5

January 15, 1981

TO: TRUSTEES' COMMITTEE ON COOPERATION WITH THE
PROFESSIONAL COMMUNITY

FROM: Lois F., Secretary

SUBJECT: "A. A. in Your Community" (Agenda item 5A)

At the 1980 General Service Conference, the Conference Committee on Public Information recommended that "A.A. in Your Community" be discontinued on the basis that the pamphlet is similar to "A Brief Guide" and "A.A. at a Glance." This recommendation became an Advisory Action.

My experience is that "A.A. in Your Community" is needed. It is true that other pamphlets contain similar information. However, I believe that pamphlet titles are important since they, too, make a statement.

"A.A. in Your Community" says that A.A. is available as a community resource and explains how the Fellowship works within the community to help alcoholics. It has a professional look, can be read quickly and contains a great deal of concise information. Before it was discontinued, I used the pamphlet with great frequency on the C.P.C. assignment.

"A Brief Guide" was formerly "A Student's Guide to A. A." It was written for students and reads that way. Following are examples of the "easy to read" style which, in my opinion, make it inappropriate for C.P.C. purposes:

"If they do not stop drinking, their alcoholism almost always gets worse and worse."

"They are rich and poor and just average."

"Both the American Medical Association and the British Medical Association, chief organizations of doctors in those countries, also have said that alcoholism is an illness."

"If You Are a Professional" contains similar information. However, the title makes a different statement. The pamphlet is longer and not as easy to skim for information. It cannot replace "A.A. in Your Community" because it does not address members of the non-professional community. It's a valuable piece of literature but it serves a different purpose.

'A.A. at a Glance' is a good description of our Fellowship but it does not make the statement, by title or content, that A.A. is a community resource.

One staff member suggested that "A.A. in Your Community" and "A Brief Guide" be combined. At first glance, this seemed like a good idea. However, in giving the matter more consideration, I sincerely think 'A.A. in Your Community' is fine as is. I like the title, format, writing style, length and content and believe that an attempt to change it is an exercise in futility.

Although the P.I. committee has not found a need for this pamphlet, it has been very helpful and appropriate on the C.P.C. assignment.

This matter was discussed at a weekly staff meeting last June. It was suggested that the trustees' Committee on C.P.C. consider turning this over to the Conference C.P.C. Committee to discuss recommending that the 1981 General Service Conference put "A.A. in Your Community" back into distribution.

We have a limited number of 'A.A. in Your Community' in the office. Please bring the enclosed copy with you to our committee meeting. If you decide to make this a C.P.C. Conference Committee agenda item, I will need your copy to send to the Conference committee members:

2020 Conference Committee on Cooperation with the Professional Community

ITEM B: Consider a request to create a pamphlet for mental health professionals.

Background Notes:

The C.P.C. committee from Area 11, Connecticut, submitted the following agenda item:

Create a pamphlet geared towards mental health professionals specifically that would educate them about AA with the hope that they may be better qualified to help a person who has a desire to stop drinking.”

During a follow-up call, it was noted that professionals are well informed that A.A. existed. However, beyond a general awareness, many professionals had misconceptions and misinformation about what A.A. is.

The proposed item is intended to address misconceptions and misinformation’s about A.A. by Mental Health Professionals.

From the February 2020 trustees’ meeting on C.P.C./Treatment-Accessibilities:

The committee discussed the broad scope of this professional setting and agreed to forward a request to create a pamphlet for mental health professionals to the 2020 Conference Committee on C.P.C.

Historical Information

Background:

1. Submitter letter from the C.P.C. committee, Area 11 Connecticut.
2. Area 11 C.P.C. sharing on potential ideas for the pamphlet
3. C.P.C. Conference Committee history and actions.
4. Materials under C.P.C. Purview
5. Trustees’ activities related to reaching out to Mental Health Professionals

Area 11 General Service Committee

Area 11 GSC, Inc.

581 Meriden Avenue
Southington, CT 06489
866-STEPS12
www.ct-aa.org

Conference Coordinator

General Service Office
475 Riverside Dr., 11th floor
New York, NY 10115
conference@aa.org

December 10, 2019

Greetings from Area 11 Connecticut! The Area 11 Cooperation with the Professional Community Committee would like to formally make a recommendation for an item to be added to the 70th General Service Conference agenda.

The Recommendation

To create a pamphlet geared towards mental health professionals specifically that would educate them about AA with the hope that they may be better qualified to help a person who has a desire to stop drinking.

Necessity

The concept of making a pamphlet that targets a specific professional is far from new as is demonstrated by our current array of CPC literature. One of the ideas behind this pamphlet is to have a piece of literature that will spark the interest of a mental health professional and encourage them take time out of their busy day to read about what we do. In our existing literature medical professionals are addressed but there is nothing that speaks directly and specifically to the mental health professional. Having a title specifically targeted at them would increase the chance of them reading about what we offer. Most of these professionals have busy schedules and having something in front of them which is specifically relevant to them would go a long way.

Conception

This idea came from the realization that many professionals who work in the mental health field have little knowledge of our program. Our experience in our service as well as personal lives has made clear that while many of these professionals are well versed in what we do, there remains a large amount of misconception and misinformation. Through discussions in our committee it was decided formally that we should move this idea along. The Area 11 CPC committee voted to make this recommendation, and the idea was presented to the Area 11 body at a regular business meeting to give DCM's ample opportunity to inform the GSR's and groups. The idea was then presented at the area Fall

Area 11 General Service Committee

Area 11 GSC, Inc.

581 Meriden Avenue
Southington, CT 06489
866-STEPS12
www.ct-aa.org

Assembly in November 2019 where a vote of confidence from the Area body in support of forwarding this recommendation to the 70th General Service Conference for consideration.

Our hope is that this recommendation will make its way onto the CPC Committee agenda. If you have any further thoughts, questions, or concerns please don't hesitate to reach out as we would love to discuss this movement.

Sincerely,
Area 11 CPC Committee
Mike W., Area 11 CPC Chair
Cpc@ct-aa.org

cc. John D., Area 11 Delegate, Panel 69, CC Trustees Chair/CC Archives

Sharing from the submitters on creating a pamphlet for Mental Health Professionals

Here are some ideas that have been discussed as possible content for the Mental health professional pamphlet. These ideas have all come directly from either our C.P.C. committee meetings or from a member of the committee:

- Discuss the fact that A.A. is not the same as psychotherapy. Many of our members choose to attend therapy and certainly do get a lot out of it, but if a person is a real alcoholic as described in the big book they may very well require a spiritual awakening.
- Present the idea that A.A. is a spiritual program, not a religious one. These professionals may be under the wrong impression about that aspect of our program and that can be a very make or break subject for people who are on the fence about whether A.A. could work for them or not.
- Let them know that Medications they may prescribe (if that is their job) do not interfere with the principles of our program. A.A. has no opinion on anyone taking medication prescribed by a doctor. Our program doesn't offer a medical solution.
- A.A. does not offer financial help to those in need, nor does it provide housing or other social services. We are not aligned with any government agencies and we don't offer job placement to those who need help getting back on their feet.
- We do not require any payment from our members or from anyone who is interested in attending a meeting.
- Let the professional know that just because a patient of theirs has a problem with sex, drugs, gambling, or overeating, does not qualify them for membership in Alcoholics Anonymous nor does it disqualify them. The only requirement for membership in our program is the desire to stop drinking. Anyone can attend an open meeting but only a person with a desire to stop drinking may attend a closed meeting. (explain the difference)
- A.A. is not affiliated with any other 12 step fellowships.
- Describe what makes a person Alcoholic. Disease/Craving/Obsession.

1

- Make them aware of our website, and smartphone app.
- Let them know that a person from any walk of life can be an alcoholic.
- Tell them in a brief way about our policy of anonymity and how that may make it a little easier for someone to attend their first meeting.
- Suggest that they attend an open meeting.
- Suggest that they be in contact with our C.P.C. committee.
- (Maybe) Let them know that our members, all the way back to our founders, have suffered from mental illness so it is likely that they will come across an Alcoholic in their professional life that could benefit from our program.

Mike W., Chairperson

Area 11 (CT) AA-CPC Cooperation with the Professional Community

cpc@ct-aa.org

C.P.C. Conference Committee History and Actions related to Mental Health Professionals

Conference C.P.C. Committee considerations:

1991

“The committee made a list of professionals that A.A. needs to reach in the 1990s. This list includes: parole officers, public defenders, judges, counselors, treatment facilities administrators, psychiatrists, clergy, health care professionals, school administrators, athletic directors, E.A.P.s in industry and professionals in outpatient programs.”

2004

“The committee discussed ways of reaching a wider variety of professionals, including lawyers, police officers, counselors and others involved in the social welfare system, educators, mental health professionals, as well as professionals who interact with young people. They encouraged local committee sharing about literature that may be useful in informing legal professionals about A.A.”

Content Under C.P.C. Purview

	Service Pieces	Videos	Flyers	Newsletters
A Member's Eye-View of A.A. (P-41)	A.A. Fact Sheet (F-94)	C.P.C. DVD "A.A. Cooperation with the Professional Community" (DV-13)	About A.A. placard (F-24)	About A.A. (F-13)
A.A. as a Resource for the Health Care Professional (P-23)	A.A. Guidelines (on) Cooperating with Court, D.W.I. and Similar Programs (MG-5)		About A.A. Subscription Cards (F-23)	
Alcoholics Anonymous in Your Community (P-31)	A.A. Guidelines (on) Cooperation with the Professional Community (MG-11)			
How A.A. Members Cooperate with Professionals (P-29)	A.A. Guidelines for A.A. Members Employed in the Alcoholism Field (MG-10) C.P.C. Kit (M-41)			
If You Are a Professional (P-48)	C.P.C. Workbook (M-41 I)			
Is There an Alcoholic in the Workplace? (P-54)	Information on Alcoholics Anonymous (F-02)			
Members of the Clergy Ask About A.A. (P-25)	A.A. as a Resource for Drug & Alcohol Court Professionals (F-177)			
Problems Other Than Alcohol (P-35)				

CONFIDENTIAL: This is background for the General Service Conference, and as such may be a confidential A.A. document. Distribution is limited to A.A. members. Placement of this material in a location accessible to the public, including aspects of the Internet, such as Web sites available to the public, may breach the confidentiality of the material and the anonymity of members, since it may contain members' full names and addresses.

Examples of trustees' Activities related to communication with Mental Health Professionals

- 1987 The trustees' committee recommended that we try to exhibit at conferences in the **Mental Health**, Marriage & Family Counseling, and Public Health.
- 1990 A trustee suggested that A.A. could be included as a resource in a course provided by local **University and Professional Schools**, and requested shared experience from area C.P.C. committees for ways they have found success in cooperating with professional schools and universities.
- 2006 The trustees' committee began discussion on how A.A. may be able to reach professionals in newly emerging professional settings such as at Drug, **Mental Health**, Family, Re-Entry and Other Specialty Courts. The trustees' committee requested shared experience from the Fellowship.
- 2012 In response to an additional consideration from the 2011 Conference Committee on Cooperation with the Professional Community, the trustees' committee agreed to forward to the 2012 Conference Committee on Cooperation with the Professional Community, a draft product and report on replacing the current "A.A. Cooperation with the Professional Community DVD" with a new compilation DVD that includes existing material.

NOTE: The 2012 Conference Committee on C.P.C. discussed the report on replacing the current "A.A. Cooperation With the Professional Community" DVD with a new compilation DVD that includes existing material and reviewed the draft product of the replacement DVD. 64

The Conference Committee on C.P.C. accepted the report with appreciation and felt that a new compilation DVD was not needed for some of the following reasons:

- a. The list of suggested existing materials seemed limited and was already available on G.S.O.'s A.A. Web Site.
- b. **When communicating with professionals, it is often most helpful to have material that is specific to a particular profession.**
- c. In the contemporary, ever-changing digital age, the DVD format might not be appropriate for the distribution of information about Alcoholics Anonymous.

- 2015 The trustees' committee considered an additional committee consideration from the 2015 Conference Literature Committee on the development of service material on A.A. as a resource for the **mental health professional** and agreed to add this to the scope of the Subcommittee on Review of C.P.C. Pamphlets.

1

2015

The trustees' subcommittee on C.P.C. Publications also gave a report of their discussion regarding the creation of a draft letter from a mental health professional to **mental health professionals**, for possible inclusion on the professionals' page on the G.S.O. website, aa.org. The trustees' committee asked the staff secretary to send a memo to the Publishing Department asking for their collaboration with a former Class A trustee in the mental health profession in developing language for the letter.

2020 Conference Committee on Cooperation with the Professional Community

ITEM C: Discuss progress report on LinkedIn page implementation.

Background Notes:

From the February 2020 trustee's meeting:

The committee noted the activity of the LinkedIn page and **agreed to forward** a progress report to the 2020 Conference Committee on C.P.C. and include the 2017 subcommittee report on LinkedIn.”

Background:

1. 2020 progress report on LinkedIn Implementation
2. 2017 subcommittee report on LinkedIn
3. History and Actions related to LinkedIn

**2020 Trustees' Committee on Cooperation with the Professional Community-
Treatment and Accessibilities
LinkedIn Page Implementation
February 8, 2020
Progress Report**

Note: A bookmark page added was added to aid viewing with mobile devices.

- [Introduction and overall goal](#)
 - [Sharing information about A.A.](#)
 - [Referring professionals to aa.org](#)
- [C.P.C. Exhibit List](#)
- [Expand the Network of our Professional Friends](#)
- [Digital Resources](#)
- [Communications about the LinkedIn Page](#)
- [Sharing and Questions about the LinkedIn](#)
- [Conclusion](#)

**2020 Trustees' Committee on Cooperation with the Professional Community-
Treatment and Accessibilities
LinkedIn Page Implementation
February 8, 2020
Progress Report**

Introduction

Affirming the 2018 advisory action and the 2019 consideration on LinkedIn, the trustees' Committee on Cooperation with the Professional Community-Treatment and Accessibilities (C.P.C./T.A.) asked the secretary to work with G.S.O. resources to implement the page. The LinkedIn page was launched on November 19, 2019, in English, French, and Spanish. The overall goal of the LinkedIn page is to share information on A.A. with professionals and refer professionals to aa.org.

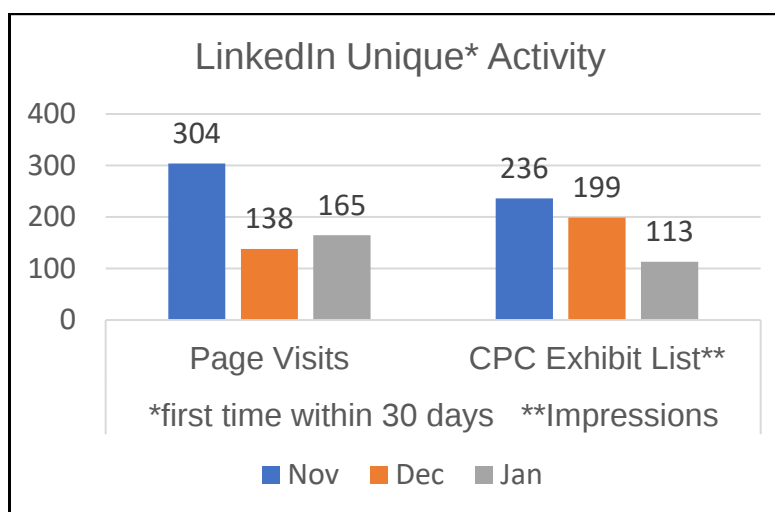
Sharing information about A.A. is sometimes described by A.A. members as "planting a seed" and these numbers should be seen with that spirit of service in mind.

The following graphs highlights of the monthly activity requested by the 2019 Conference Committee on C.P.C. The numbers collected describe a month activity of the website. Each category does not necessarily have a cause and effect relationship with each other within the same month or category.

Sharing information about A.A.

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The first graph shows monthly unique visits to the page and unique impressions of the C.P.C. exhibits list of professional conferences.



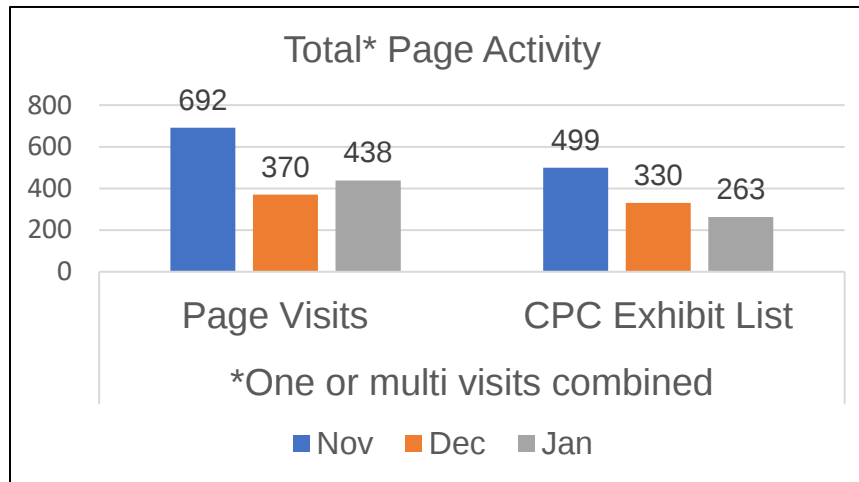
Graph 1. Unique Activity

Continued on next page

CONFIDENTIAL: 70th General Service Conference Background

The term “Unique” refers to an activity of a first-time event within 30-day time frame. The term “Impression” refers to an activity of a post for at least on the screen for 300 ms or a click on the post to view its’ details. **Unique page visits:** Nov 304, Dec. 138, and Jan. 165 respectively. **C.P.C. exhibits list impressions:** Nov. 236 Dec.199, and Jan 113 respectively.

The second graph shows monthly “Total” visits to the page and of the C.P.C. exhibits list. The term “Total” refers to a combination of activity of a first, second, or more event within a 30-day time frame. **Total page visits:** Nov 692, Dec. 370, and Jan. 438 respectively. **Total C.P.C. exhibits list Impressions:** Nov. 499 Dec.330, and Jan 263 respectively.

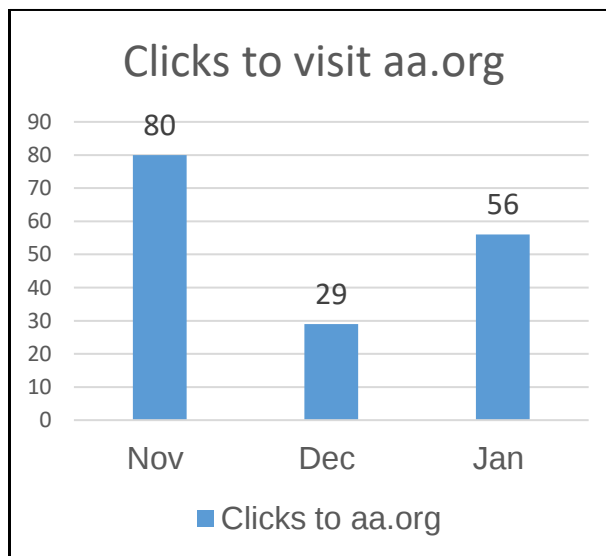


Graph 2. Total Activity

Referring professionals to aa.org

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The following graph shows monthly redirection to the aa.org website. The numbers for “Clicks to visit aa.org” are not directly related to any unique or total visits or impressions. Nov. 80, Dec. 29, and Jan. 56.



Graph 3. Redirection to aa.org

C.P.C. Exhibit List

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The 2018 and 2019 Conference Committee on C.P.C. requested to include C.P.C. exhibits at national level events coordinated through G.S.O. on the LinkedIn page.

This post has received over 1,239 impressions and has been shared several times by LinkedIn users. In the captions of the shared posts were quotes such as, “Interesting” and “For professionals wishing to Learn more or connect....”

The post included the following statement to clarify the list’s purpose:

“Alcoholics Anonymous World Services, Inc. (“A.A.W.S.”) is providing the list below of national professional events where traveling exhibits are staffed by local A.A. members (not employees of A.A.W.S.) who volunteer at booths to provide information about A.A. and how professionals can find local or online A.A. contacts.

A.A.W.S. is posting this list to only inform professionals that information about A.A. is available at these national events. Please note that A.A.W.S. is not affiliated with and does not endorse or approve any of the professional organizations listed below.

A.A.W.S. has every desire to be cooperative with professionals who want to help alcoholics. For further information, please contact the Cooperation with the Professional Communities Coordinator of A.A.W.S. at cpc@aa.org.”

Expand the Network of our Professional Friends

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The 2018 Advisory Action mentions “...To expand the network of our professional friends and perhaps deepen the pool of Class A Trustee candidates.” This could be considered in several ways to achieve this.

One possible way is through the LinkedIn users who follow the A.A. LinkedIn page. The “Followers” feature on LinkedIn allows users to connect with the page and receive notifications when there is a new post, and cannot be turned off. To date, 254 Followers have added themselves, including 49 in the month of January.

Another possible way to consider, although this is not currently being done, might be posting a version of the Box 459 vacancy announcements for nonalcoholic (Class A) volunteers of the General Service Board. Due to their professional role that encounters alcoholics, some past, current, and future nonalcoholic professional visitors to the LinkedIn page might be interested in these types of announcements.

CONFIDENTIAL: 70th General Service Conference Background

Another possible way to consider, although this is not currently being done, might be posting the Box 459 bios of current or past nonalcoholic trustee volunteers of the General Service Board.

Digital Resources

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The 2018 and 2019 Conference Committee on C.P.C. referred to having digital resources on the LinkedIn page. Although we were unable to add their related links that redirect to digital resources, they were mentioned in the description page. The only link on the A.A. LinkedIn profile directs people to aa.org.

One possible way to consider how to provide digital resources could be through additional posts on our LinkedIn page that redirects to the digital resource. Each post could include an image of the resource and a link in the description that redirects to an A.A. resource or material. The following table has included but are not limited possible samples:

Digital Resource	Potential posts would redirect to
About A.A. newsletter for professionals	English https://www.aa.org/aboutaa Spanish https://www.aa.org/acercadeaa French www.aa.org/surlesaa
Information for Professionals page	English https://www.aa.org/pages/en_US/information-for-professionals Spanish https://www.aa.org/pages/es_ES/information-for-professionals French https://www.aa.org/pages/fr_FR/information-for-professionals
AA Grapevine and La Viña	English https://www.aagrapevine.org/magazine Spanish http://www.aalavina.org/
YouTube Channels	A.A. World Services Inc. www.youtube.com/alcoholicsanonymousworldservicesinc AA Grapevine and La Viña https://www.youtube.com/aagrapevine

Communications about the LinkedIn Page

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The A.A. LinkedIn page was communicated in the following ways:

- An announcement (in three languages) about the LinkedIn page was emailed to area, district, and intergroup C.P.C. chairpersons, delegates, and board trustees' and directors on November 19th, 2019. The AA Grapevine reposted the announcement on their website.
- Welcome letters to new C.P.C. chairs or C.P.C./P.I. chairpersons
- The next issue of the professional newsletter, *About A.A.* will include an article about how A.A. use technology to carry the A.A. message and inform professionals.
- A request to create a postcard for C.P.C. exhibits that shares about LinkedIn page and other online resources was submitted.

Sharing and Questions about the LinkedIn

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LinkedIn page was discussed and activity noted at the A.A.W.S. board and trustees' CPC/Treatment Accessibilities meetings. In addition to a progress report, the trustees' committee agreed to include the 2017 subcommittee report on LinkedIn (**refer to background attachment C.**)

A.A. members from the Fellowship and folks within the office have made several helpful suggestions, comments, and suggestions such as:

- "Thank you for all the work you put in to making this page a reality!"
- "The page looks good, I think the text is informative, and should serve us well."
- "This is surely "Keeping AA Relevant"! I'm glad we've stepped up."
- "I would like updates"
- "How might we get past and current employees to update consistently their LinkedIn profiles concerning employment history with the office?"
- "Include Canada since this service structure is for the U.S. and Canada"
- "This is wonderful. I hope this presents more opportunities to let us tell professionals what we can do to help people recover from alcoholism. Thank you and all who made this possible!"

CONFIDENTIAL: 70th General Service Conference Background

- “I am a grateful member of Alcoholics Anonymous. Being fully committed to this program since May 13, 2018, my primary purpose is to help another alcoholic. I am currently my groups GSR, and chair one meeting a week. I enjoy carrying the message. I'd love to do service as much as possible. I feel that bringing our message to the professional community is very important. People need to be educated more, in my opinion.”
- “Thank you for the link to the new AAWS LinkedIn page. Looks like a good start.
- “I did follow some of the people [do/use to work here]. Do you think we need to contact people who are linked? Also, there are some previous employees still showing up. So, can anyone see these links?”
- “Can we add custom buttons when we post on LinkedIn?”
- “Would it be possible for the Human Resources Department at G.S.O. to use job recruitment functions to identify candidates?”
- “The LinkedIn page shows names when you click on employees. Is that supposed to be?”
- “Why can we people follow A.A. on LinkedIn”

It was an exciting experience to implement the LinkedIn page, and notice its' initial activity to continue to communicate with professionals about the A.A. message, through “Love,” Gratitude, and “Service,” through this vital Twelve Step Work.

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**2017 Trustees' Committee on Cooperation with the Professional Community-
Treatment and Accessibilities
Subcommittee on LinkedIn**

Note: A copy of the bookmark page was added to aide viewing with mobile devices.

2017 Subcommittee on LinkedIn Scope

- Executive Summary
- The Full Report
 - Professionals Today
 - Professionals' Search Process
 - About LinkedIn and How LinkedIn Works
 - Six specific uses on LinkedIn
 - One: Use LinkedIn to educate professionals about what A.A. is and is not.
 - Two: Use LinkedIn to broaden the reach of our About A.A. newsletter
 - Three: Use LinkedIn to broaden the search for Class A Trustees.
 - Four: Use LinkedIn to post pieces from current and past Class A Trustees and other professionals who are friends of A.A.
 - Five: Use LinkedIn to announce national, state, and local conferences where A.A. will be exhibiting.
 - Six: Use LinkedIn to post studies, new findings, and new resources that might become available from reputable sources such as JAMA (Journal of the American Medical Association) NIAAA (National Institute on Alcohol Abuse and Alcoholism) and SAMHSA (Sub...
 - Subcommittee majority opinion
 - Subcommittee minority opinion

LINKEDIN AS A PLATFORM FOR REACHING PROFESSIONALS

The 2017 Subcommittee on LinkedIn was comprised of Beau B., chair, Deborah A., Brianna G., Nancy McCarthy, and Jeff W., secretary. The subcommittee met by conference call four times between September 20, 2017 and December 18, of 2017.

The scope of the subcommittee was to explore in greater detail how LinkedIn might be used to reach out to professionals and the implications of a presence on LinkedIn, including potential conflicts with our Twelve Traditions.

EXECUTIVE SUMMARY

The subcommittee feels that there is a continuing need to inform professionals about what A.A. is and is not, and to remind them of our presence.

According to the LinkedIn site, “LinkedIn is the largest global community of business professionals. They come to LinkedIn with purpose and consume a range of professional content. This includes industry news, expert advice, professional learning, peer insights, and recommendations. This is a very different mindset and intent from other social media platforms.”

The report contains many statistics about LinkedIn, from the total number of users (476 million) to the percentage who use LinkedIn daily (40%). Here is a sampling for specific job titles:

- 138,055 Nurse Practitioners
- 90,522 Psychotherapists
- 38,160 Addiction Medicine Specialists
- 49,754 Probation Officers
- 4,443 Parole Board Members

There are also broader classifications such as:

- 540,641 people in the field of Corrections
- 94,100 people who do some kind of training in the Probation field

There are also organizations such as:

- The U.S. Department of Veteran’s Affairs with 253,840 followers
- Society of Human Resource Management with 231,454 followers

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The subcommittee was pleased to learn that comments can be disabled on LinkedIn pages and posts. Unfortunately, “promoted content” cannot be eliminated and generally appears on the far-right column of pages. However, the majority opinion of the subcommittee is that professionals on LinkedIn have enough familiarity with digital media to recognize that promoted content is not affiliated with the “owner” of the page.

The majority opinion of the subcommittee is that Alcoholics Anonymous should have a Company Page on LinkedIn to enhance our cooperation with the professional community for the following reasons:

- It would offer another digital resource in addition to our website where professionals could find accurate information about A.A
- It would broaden the reach of *About A.A.* our newsletter for professionals
- It could offer a venue for our professional friends to recommend us which is significant given the impact of peer to peer communication
- It could raise awareness of national and local professional conferences where A.A. would be exhibiting
- It could reinforce the continuing relevance and efficacy of our Program.
- It could expand the network of professional friends which could deepen the pool of Class A candidates.

The majority opinion is that a presence on LinkedIn is not in conflict with Tradition 11. To quote one member, “While some may say this is promotion, it appears instead to be moving from invisibility to the possibility of attraction. To be attracted, people need to see us and have a sense of what we are.”

The minority opinion is that our presence on LinkedIn would be in conflict with Traditions 6, 10, and 11. The minority opinion is that affiliation and endorsement are implied by promoted content as well as by publishing our presence at other organizations’ conferences. The minority opinion feels that by pushing content out about ourselves we are not staying true to the spirit of Tradition 11. There’s also concern that the LinkedIn effort usurps what should be the domain of group members and local committees.

THE FULL REPORT

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PROFESSIONALS TODAY

The subcommittee agreed that there is a continuing need to educate professionals about A.A. This was borne out by recent interactions subcommittee members have had with professionals at conferences and elsewhere. Some professionals still know very little about A.A. and others have serious misconceptions about us.

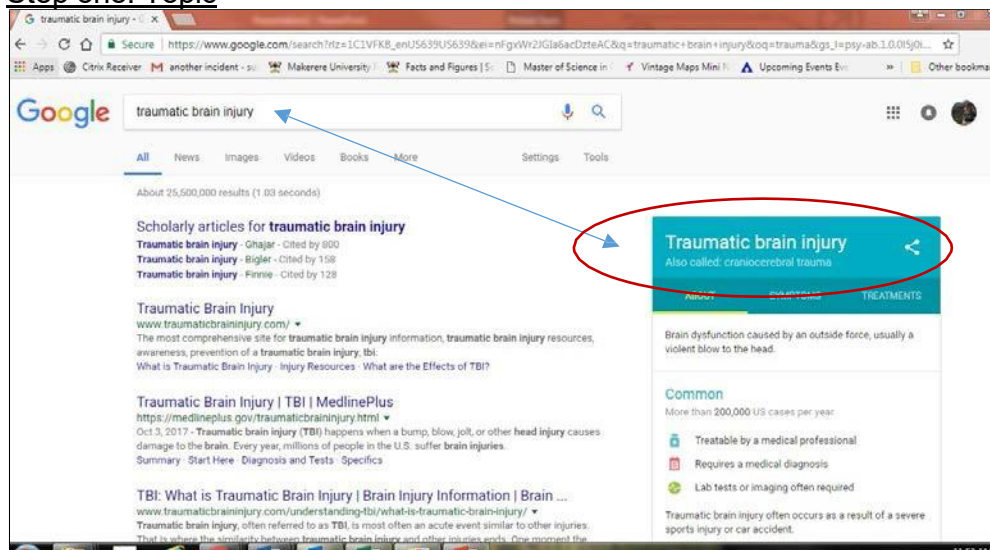
The subcommittee discussed how professionals currently access and consume information in the digital age. One member spoke with a former colleague who is the Training Director for the Missouri Department of Corrections regarding current training trends. The Director stated that the business world seeks quick, brief, and to-the-point SOCO's (training term meaning "Single Overriding Communication Objective.") If the subject presented catches their interest and fits with their organizational goals they will explore it further. The Director noted that they are pursuing short "training bursts" which may be ten minutes or less and can be delivered via computer or at the onset of a meeting. The intent is for the material to be delivered in a quick manner and still get the message across. This has led to the popularity of Ted Talks and articles/information shared on LinkedIn.

SEARCH PROCESS OF PROFESSIONALS

A subcommittee member prepared the illustration below of the process professionals use to search based on her experience in the healthcare field.

"Digital search is the fastest way to gather information. For *definitions*, we search the topic and we typically look to reputable sources; e.g. Mayo Clinic pages, National Institutes. For *resources*, we typically look to national associations or large, well known programs, and from there narrow the search to local resources if needed. Often, we will direct consumers (patients, clients) to national resources for education and information because we know them to be reputable, and then to local resources for direct support (or we let the parent national resource direct clients to local resources)."

Step one: Topic

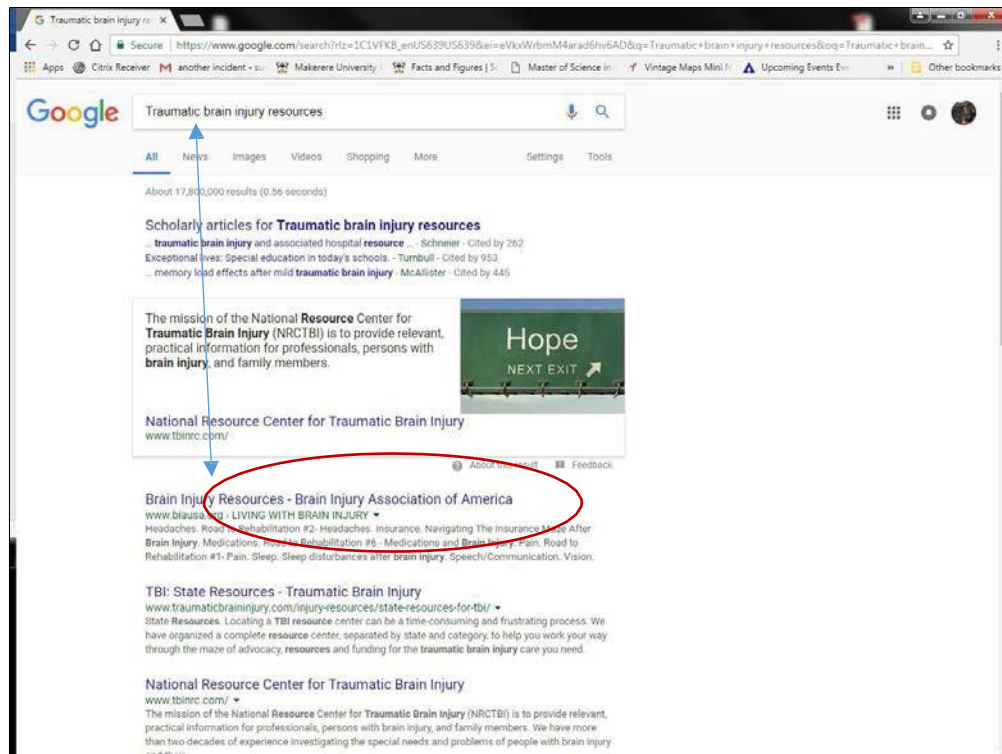


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Searching a Topic

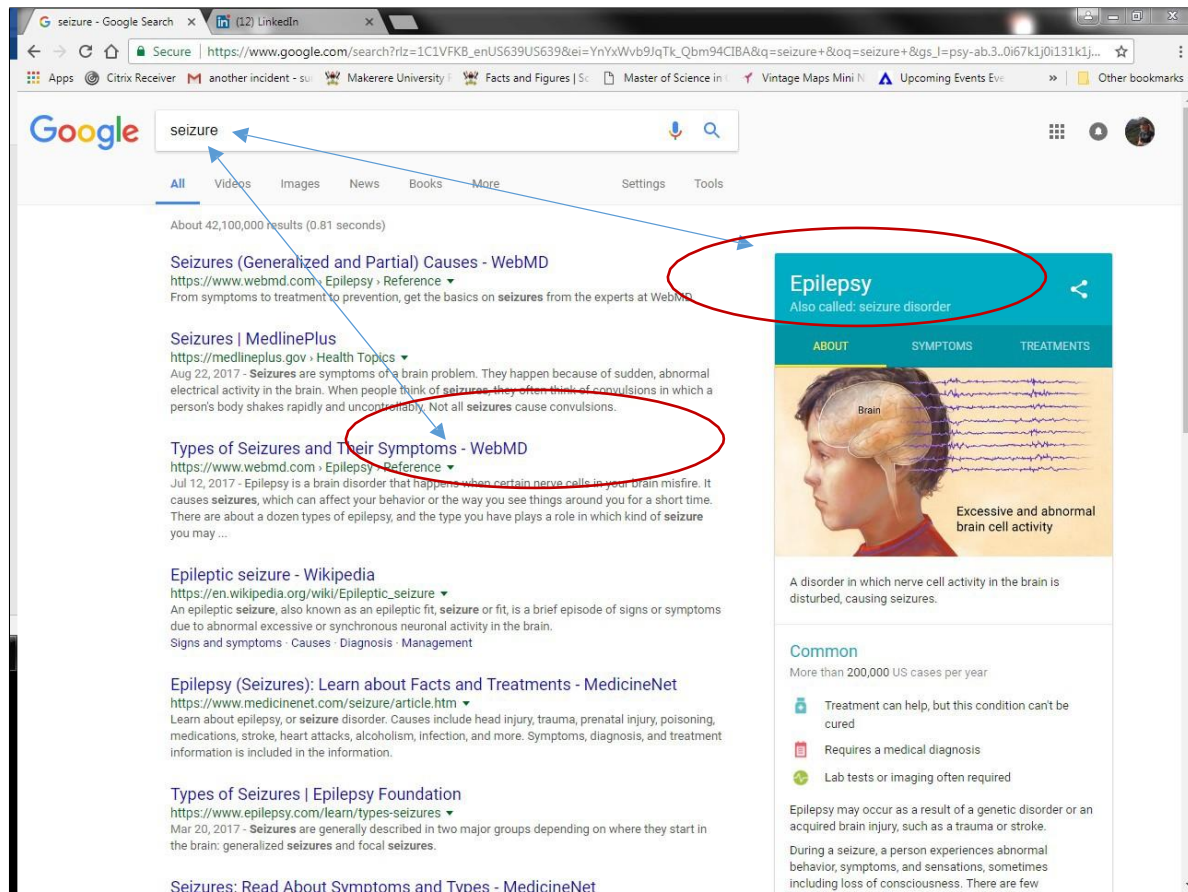
https://www.google.com/search?q=traumatic+brain+injury&rlz=1C1NHXL_enUS748US748&oq=traumatic+brain+&aqs=chrome.0.0j69i57j0l4.3391j1j7&sourceid=chrome&ie=UTF-8

Step Two: Resource Search



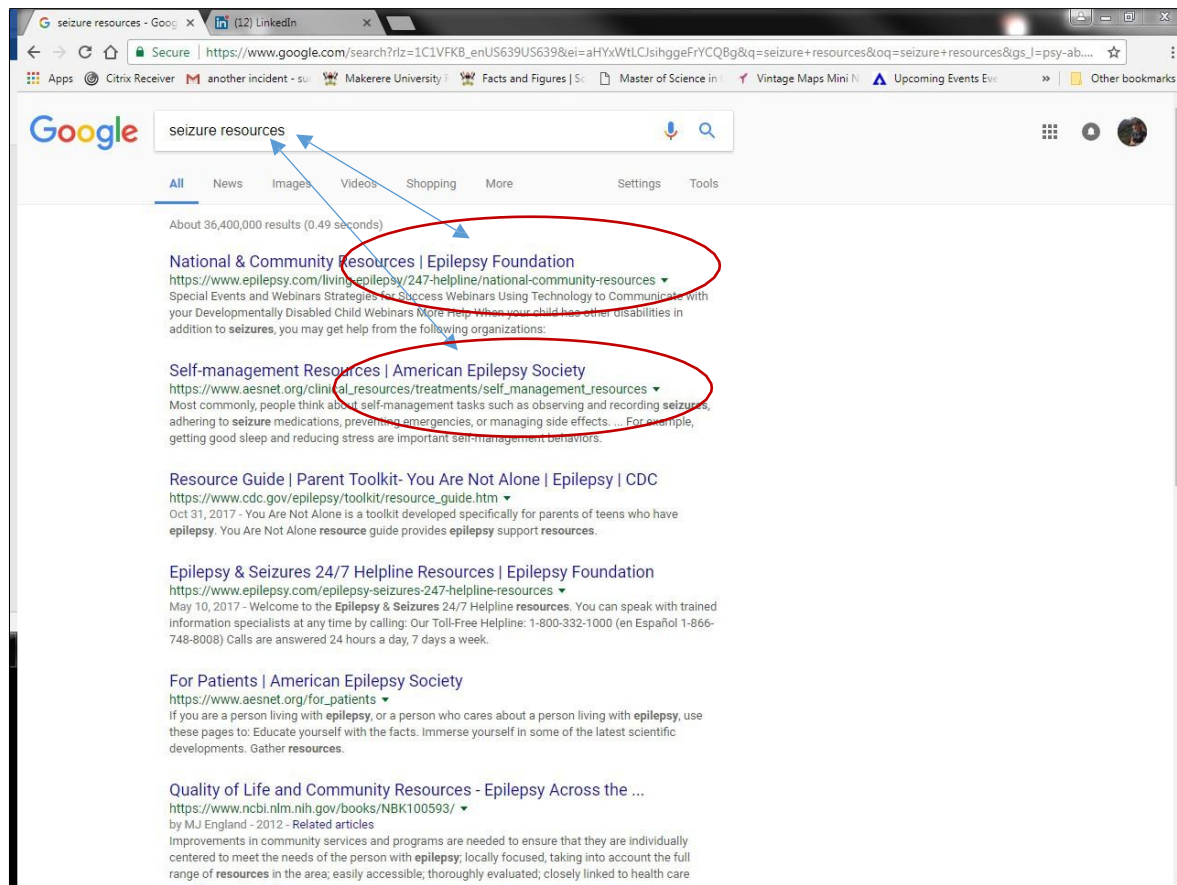
Finding Reputable Resources

https://www.google.com/search?rlz=1C1NHXL_enUS748US748&ei=NwNNWvTNl0eR_QaV5leYCA&q=traumatic+brain+injury+resources&oq=traumatic+brain+injury+resources&gs_l=ps_yab.3..0l6j0i22i30k1l4.72731.72731.0.73753.1.1.0.0.0.104.104.0j1.1.0...0...1c.1.64.psy-ab..0.1.103....0.w3sAh9Fiu2c



Deepening the Search

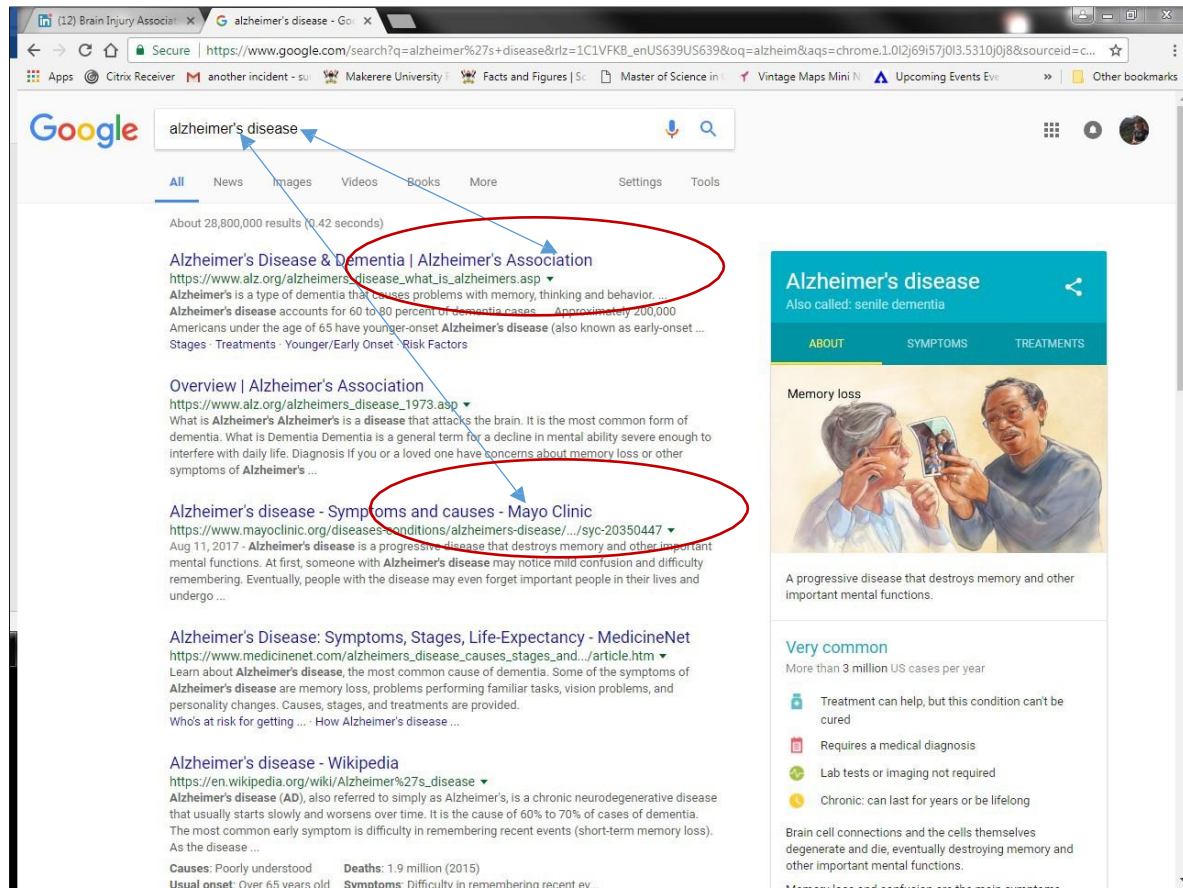
https://www.google.com/search?rlz=1C1NHXL_enUS748US748&ei=7qNNWvnIE MS1ggfWiJaIBg&q=seizure+&oq=seizure+&gs_l=psyab.3..0i67k1j0j0i20i263k1j0i7.111604.112393.0.112626.2.2.0.0.0.0.77.77.1.1.0....0...1c.1.64.psy-ab..1.1.76....0.vG6Qk2evZO8



Finding Reputable Resources

https://www.google.com/search?rlz=1C1NHXL_enUS748US748&ei=gwtNWtbYI-OF_QaymZqQCw&q=seizure+resources&oq=seizure+resources&gs_l=psy-ab.3..35i39k1j0i22i30k1.3279727.3281114.0.3281241.10.10.0.0.0.84.695.10.10.0....0...1c.1.64.psy-ab..0.10.692...0j0i67k1j0i20i264k1.0.GwSI73Cqb8A

Sometimes one search will yield both definition and resources

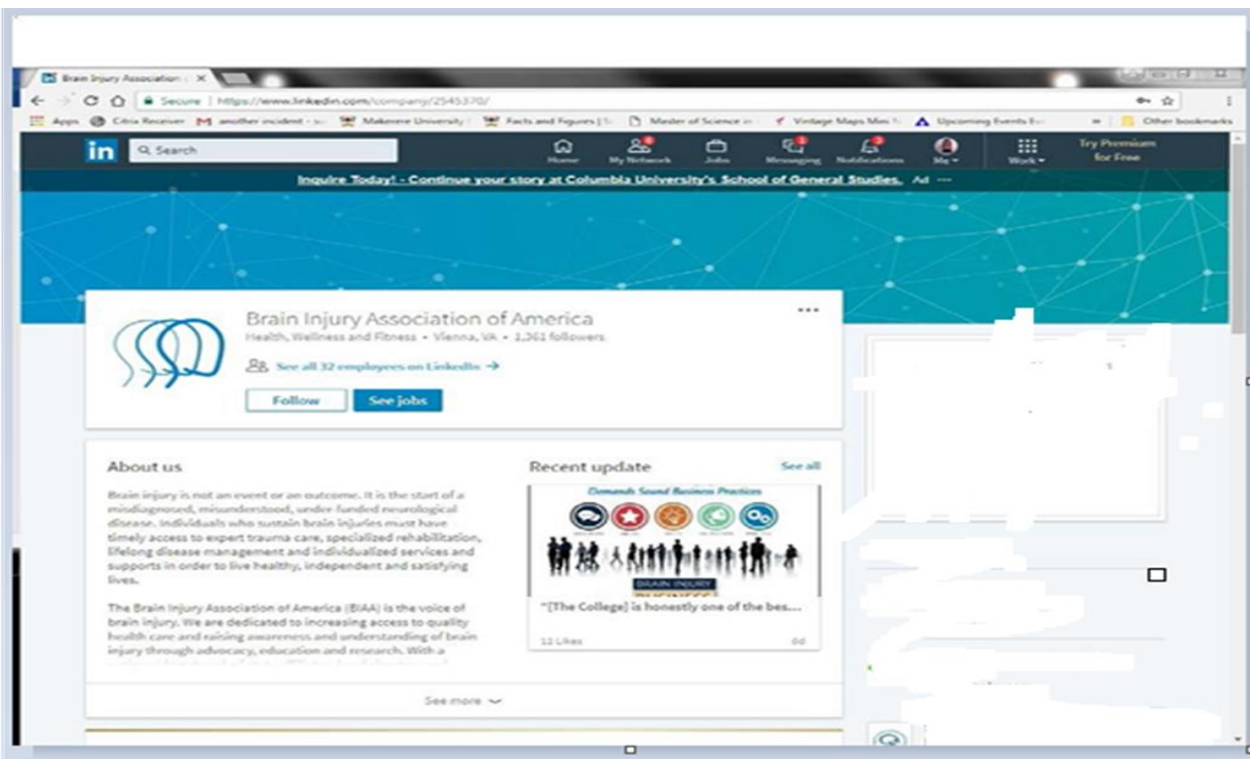


Finding Both Definition and Resources

https://www.google.com/search?rlz=1C1NHXL_enUS748US748&ei=VRhNWqW9LoSnggeFqbG4Dw&q=alzheimer%27s+disease&oq=alzheimer%27s+disease&gs_l=psy-ab.3..0i131i67k1j0i9.269030.275750.0.276703.19.9.0.10.10.0.90.650.9.9.0....0...1c.1.64.psy-ab..0.19.704...46j35i39k1j0i67k1j0i131k1j0i131i20i264k1j0i3k1j0i46k1j0i20i264k1.0.VLsdm7MJtqA

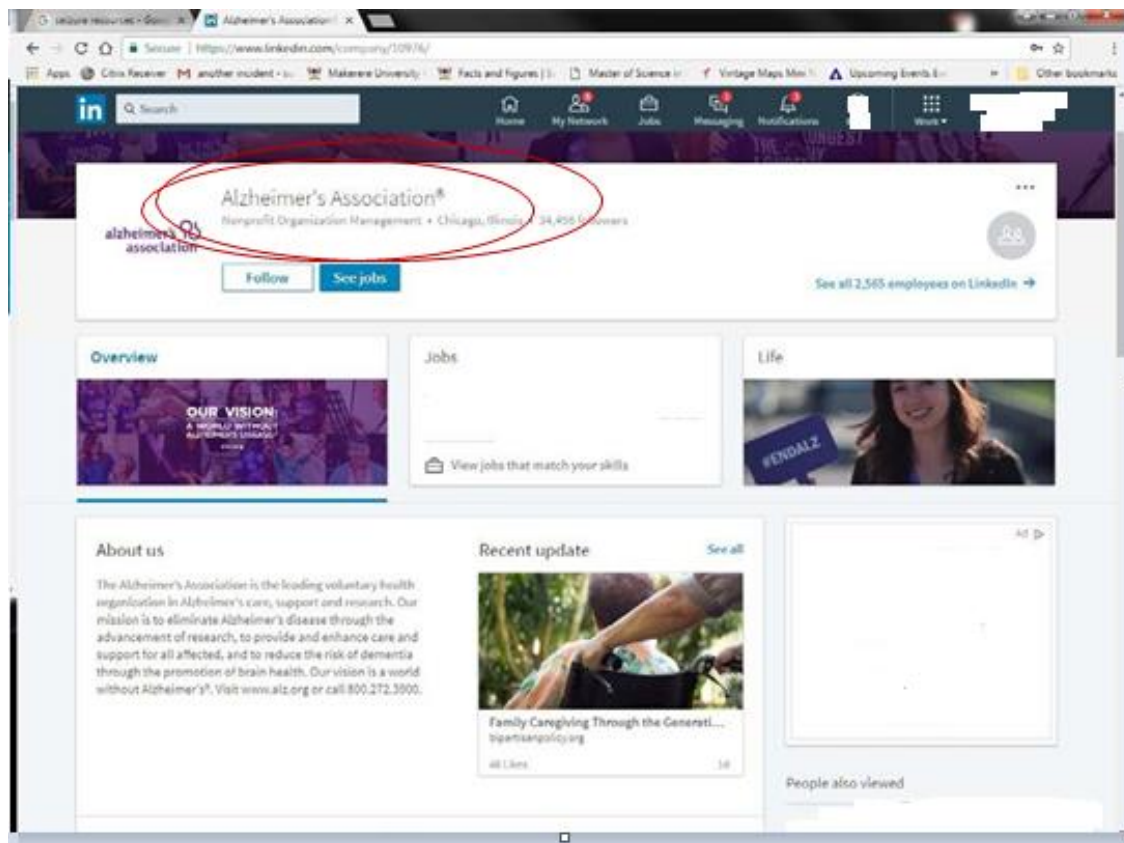
"I checked to see if these national associations had a LinkedIn presence. These national resources are typically not for profit agencies that provide education and resources for people; like A.A., they are not selling anything. All of them had a LinkedIn presence."

+



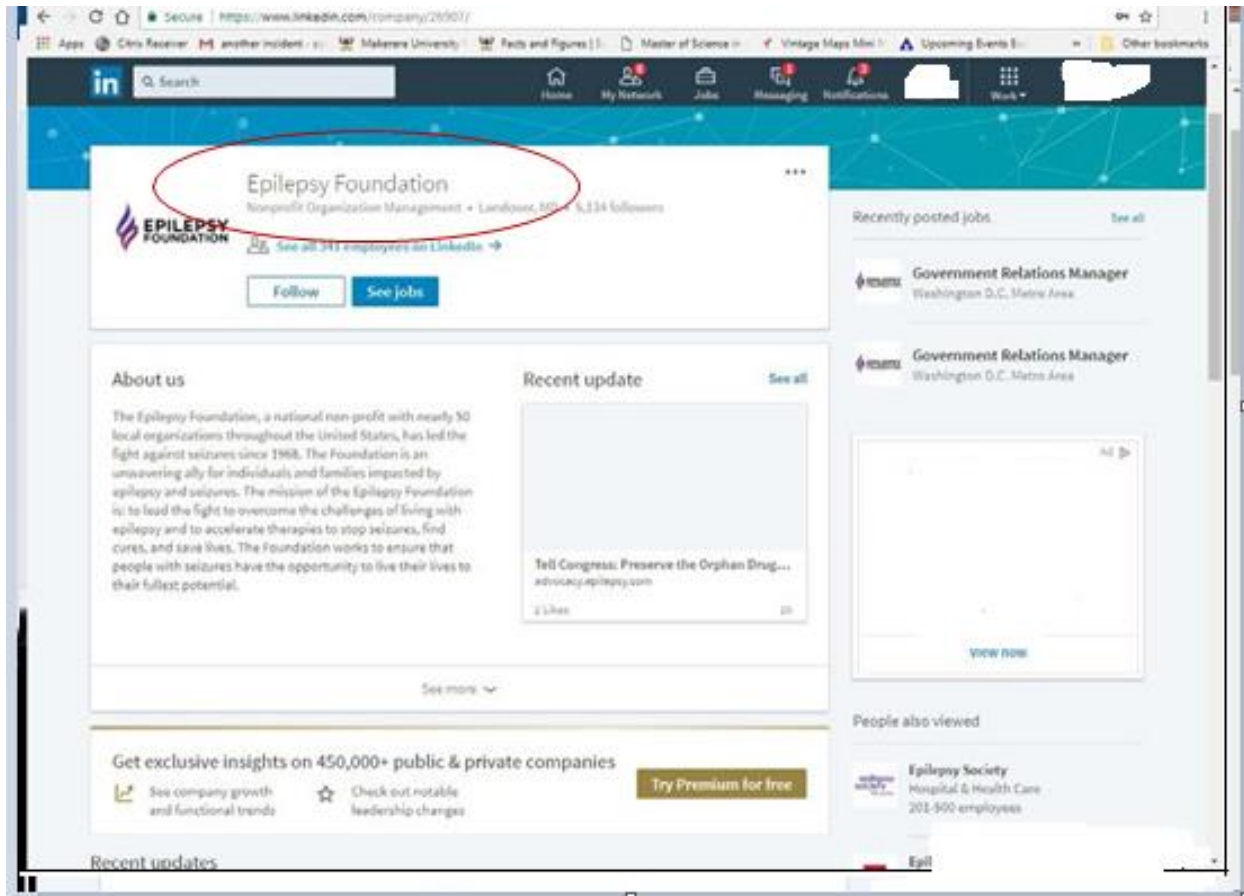
Resources/Organizations Generally Have Linked in Pages

<https://www.linkedin.com/company/2545370/>



Resources/Organizations Generally Have Linked in Pages

<https://www.linkedin.com/company/10976/>



Resources/Organizations Generally Have Linked in Pages

<https://www.linkedin.com/company/26907/>

ABOUT LINKEDIN

From the LinkedIn website: “LinkedIn is the largest global community of business professionals. They come to LinkedIn with purpose and consume a range of professional content. This includes industry news, expert advice, professional learning, peer insights, and recommendations. This is a very different mindset and intent from other social media platforms.”

The following is from “LinkedIn By The Numbers: 2017 Statistics.”

- 467 million - Total Number of LinkedIn Users (up from 450 million in the preceding quarter.)
- 106 million - Total Number of Monthly Active LinkedIn Users
- 133 million - Total Number of LinkedIn Users from the U.S. (12 million from Canada)
- 1.5 Million - The total number of LinkedIn Groups.
- 40% of users use LinkedIn daily
- 40 million students and recent college graduates are on LinkedIn.
- 1 million professionals have published a post on LinkedIn.
- 71% of professionals feel that LinkedIn is a credible source for professional content.
- There are currently about 13 million Company pages on LinkedIn.
- The use of LinkedIn company pages grew from 24% to 57% YOY.

HOW LINKEDIN WORKS

LinkedIn began as a way for job seekers to find out more about employment opportunities and for employers to find potential employees. Members could discover if someone they knew worked at a company and contact them for information or a recommendation. In addition to those “first degree” connections, LinkedIn made it possible to use “second degree” connections (someone at a company who knows someone you know) and even “third degree” connections. Members’ networking capability increased exponentially, and the more people who joined LinkedIn, the more connections were possible.

Many LinkedIn members just have a minimal profile so that employers can find them. However, other LinkedIn members have a very developed profile with their resume, recommendations and endorsements from colleagues, and even links to examples of their work. They actively market themselves on the platform, posting content to their newsfeed, commenting on the posts of others, trading endorsements with colleagues, soliciting recommendations, and sending out connection requests to professionals they want to meet. Members can also “follow” certain companies which means that they automatically receive the updates those companies post on their LinkedIn newsfeed. Many business people generate leads through LinkedIn activity, especially B2B marketers. LinkedIn has evolved to much more than just a site for job seekers. It’s also a very mobile-friendly site.

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LINKEDIN PROFESSIONAL GROUPS

As cited above, LinkedIn has about 1.5 million professional groups. LinkedIn members join these groups to network with other professionals: to establish connections, exchange information, and keep up on the latest developments. LinkedIn members can have the groups they belong to listed at the bottom of their page to show they are active in their field.

COMPANY PAGES

Just as member profiles vary from simple to more robust, Company Pages also vary. Some are basic, simply establishing a presence on LinkedIn so a company is easier to find. Company Pages are SEO-friendly which means they can also make a company easier to find through search engines like Google. Some Company Pages are simply there to help recruit employees. Other Company Pages are highly developed marketing tools.

Individuals on LinkedIn can accumulate “connections” and those are the real currency of LinkedIn. They can lead to endorsements, recommendations, business leads, and jobs. Members can ‘connect’ with individuals from a company. Company Pages are less interactive, though you can follow a company, and by following them it ensures you will see on your newsfeed whatever that company posts, from updates to articles.

To create a Company Page, LinkedIn suggests that you start with a simple description of your company - what you do, what makes you unique. The next step they suggest is adding a “Follow” button to your website so it’s simple for visitors to click and follow your Company Page. While it is up to the company to decide how much time and energy they invest in their Company Page, LinkedIn encourages the following:

“Posting daily company updates is the most effective way to start a conversation, drive word of mouth, and directly engage with your target audience. Share company news, industry articles, or thought leadership pieces—or ask followers to weigh in on hot topics. Posts will appear on your Company Page and in the news feed on the homepage of each of your followers across all devices and platforms.”

WHAT YOU CURRENTLY GET WHEN YOU SEARCH FOR ALCOHOLICS ANONYMOUS ON LINKEDIN

If you are on LinkedIn and type “Alcoholics Anonymous” into the search bar you get a list of the following pages:

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Alcoholics Anonymous Chicago Area Service Office Alcoholics Anonymous Eastern Area of Missouri Alcoholics Anonymous of Oakland County (Michigan).

These are all very basic pages, listing a handful of employees and followers, and offering a link to a website. These pages were actually created by LinkedIn. An explanation for this is on the LinkedIn site: "A LinkedIn Company page may exist for your company even if you or someone else at your organization didn't create it. LinkedIn may automatically generate Company Pages when a member adds that company or organization as their work experience on their LinkedIn profile or when a job is posted on LinkedIn for that company or organization."

In addition to the above pages, there is a page created by an A.A. office in Australia, for Alcoholics Anonymous Victoria. It lists 7 employees and 72 Followers. It has a photo of Bill and Bob, several lines from the preamble, a link to their website, and a few company details.

If you search for A.A.W.S. you get a listing of about 50 individual profiles, mostly people who currently work or have worked at the General Service Office.

ADVERTISEMENTS ON LINKEDIN

Web ads (called "promoted content" by LinkedIn) appear on the far-right column of LinkedIn pages. Often there is a small box with an ad, then below that a "People also viewed..." list with links to half a dozen other pages, and below that another small box with additional promoted content.

When we queried the LinkedIn Help Center about whether or not these could be disabled we received the following communication:

"At this time, ads will appear on all Company Pages (even the Company Page for LinkedIn). We don't currently have the functionality available to prevent Ads from appearing on a Company Page. I'm truly sorry for any inconvenience this might cause. I've sent your suggestion to our product team for consideration. When many of our members ask for the same improvement, we try our best to get it done. Your feedback is extremely helpful in shaping how new features are developed."

THE AL-ANON COMPANY PAGE

Al-Anon has had a Company Page on LinkedIn for several years and shared their experience in a call with the secretary of the subcommittee. What follows is a summary of that call:

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Their goal in joining LinkedIn was to create a place where professionals could get together and talk about Al-Anon. They started a LinkedIn Group but they found that the ‘conversation’ never really took off. They haven’t been able to connect with many professionals through LinkedIn so far but they feel that it is due to their focus being on Facebook, Instagram, and Twitter. They will soon be taking a fresh look at how to better utilize LinkedIn. They are hoping over the next 6-8 months to create content specifically for LinkedIn – for example research and articles they can post to stimulate more interest in their page and in Al-Anon.

Al-Anon is comfortable with professionals following them, that it doesn’t imply affiliation, and that they don’t feel professionals are using Al-Anon to promote themselves, they are simply showing what they believe in. They said that “following” on LinkedIn is not declaring your Al-Anon membership, especially if you are a professional. On their Facebook page they feel that just because someone “likes” or “friends” Al-Anon, it doesn’t mean they are declaring their membership. The example they used was: you may “like” an organization on Facebook that combats child abuse but that doesn’t mean you were abused as a child. You are simply signaling that you value their work.

Their policy is not to follow any other company’s pages. They see that as too close to affiliation. They also do not add links to any other organization’s website. They do hope to eventually cooperate with other Al-Anon G.S.O.’s around the world.

The Al-Anon team feels that being on LinkedIn is much like being at a health fair. In the digital age this is how you make sure that professionals can find you; it’s a way to demonstrate that you are open to cooperating with professionals.

Regarding ads appearing on their page, there were concerns about that early on but they said that the longer they are on social media the less fear there seems to be about it. They did not recall getting negative comments from members about ads appearing on any of their social media pages.

They do recall some members were upset that by being on social media they were ‘promoting’ Al-Anon. They feel that they are just trying to make information about Al-Anon available in the channels that people are using. They see it as Public Information. They said that Lois Wilson felt that “unless we tell people who we are, what we do and how to find us, we’re not making recovery available to those who deserve it and need it.” They felt that we live in an age where information is carried in a certain way and if we stand still and don’t share information that way we’re sliding backwards and not fulfilling the spirit of Step Twelve.

They feel that the words “marketing” and “promotion” are not synonymous. What they are doing is “content marketing” – creating content that people can find and using the platforms and channels that are available.

The subcommittee reviewed the experience of Al-Anon noting that they are a different Fellowship than A.A. with different views on social media.

The subcommittee decided to look at specific uses of LinkedIn for increasing communication with professionals and evaluate each of these specific uses in terms of opportunities and challenges (especially concerning our Traditions.) Here are the uses that were looked at and evaluated.

One: Use LinkedIn to educate professionals about what A.A. is and is not.

Currently local C.P.C. committees and members share information about A.A. with professionals through presentations at events like breakfasts, exhibits at conferences, mailings, and by one-on-one interactions with clergy, H.R. people at their job, or their personal physicians. Information about A.A. is also available on www.aa.org, especially on the “Information for Professionals” page.

If A.A. had a LinkedIn Company page:

- We could use the page provide accurate descriptions of what A.A. is and is not, available for professionals searching on LinkedIn. The LinkedIn page would also come up in organic searches of “Alcoholics Anonymous” and related terms. The Company Page would also feature links to resources on aa.org.
- In addition to the description of A.A. we could provide the kind of material we feature on our “Information for Professionals” webpage as well as contact information for the various desks at G.S.O.
- There could also be content from the “What’s New” section of aa.org, such as press releases, information on new publications from A.A.W.S. and Grapevine, and other updates deemed relevant to professionals.
- In addition to publishing this content on our page, we could push the information out by posting it so it would appear on the newsfeed of our followers. We could also have our administrator(s) join LinkedIn Groups and post relevant information to those groups.

OPPORTUNITIES:

- There are many sources of inaccurate information about A.A. on the web. A Company Page would be an accurate source, geared toward professionals and widely accessible to them.
- This information could address misconceptions about A.A. and help professionals understand aspects of our Traditions such as anonymity, singleness of purpose, non-affiliation, and our non-professional status.
- Links could bring more professionals to our website so they can see its potential as a resource for themselves and their clients/patients.
- Our presence on LinkedIn could reinforce the relevance of A.A.
- A LinkedIn page is a low cost way to reach international professionals (there is more on this later in the report.)

CHALLENGES

- Creating the page, maintaining it, and especially posting updates require a time commitment from whoever is the administrator.

QUESTIONS

- At what point does pushing communications out cross the line from attraction to promotion?
- Is a LinkedIn presence usurping responsibility from local C.P.C. committees or discouraging face-to-face interactions with professionals?

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Two: Use LinkedIn to broaden the reach of our *About A.A.* newsletter

Currently we send our *About A.A.* newsletter to members in the service structure and to professionals who have requested it. Professionals request it by filling in a short form on our website or by filling out a blue card, usually at professional conferences where we exhibit.

Professionals are often surprised to hear that we produce a newsletter for them. If

A.A. had a LinkedIn Company page:

- We could post a description of the current issue on our Company Page with a link.
- We could post descriptions of past issues on our Company Page with links.
- We could push the information out by posting excerpts to our followers.
- We could request that the professionals who are quoted or profiled in the issues post about the newsletter to reach their LinkedIn connections.
- We could post excerpts of issues to appropriate LinkedIn Groups.

OPPORTUNITIES:

- We would raise awareness of *About A.A.* among professionals
- We would likely gain subscribers and readers of *About A.A.*
- Links would bring more professionals to our website so they can see its potential as a resource.

CHALLENGES

- We may not want to open the door to comments on our newsletter, but according to LinkedIn we have the option of disabling comments.
- Again, at what point does pushing communications out cross the line from attraction to promotion?

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Three: Use LinkedIn to broaden the search for Class A Trustees.

Currently our approach for seeking Class A trustees is to send out notices through the conference structure, including posting the position in *Box 459* and *About AA*. Typically, we have about 30 resumes to review for each Class A trustee position.

If A.A. had a LinkedIn Company page:

- We could feature openings for Class A Trustees on our Company Page
- We could push the information out by posting the opening to all our followers
- We could push the information out by posting the opening to LinkedIn Groups. Depending on the skill set the board would be looking for we could target certain professions.

OPPORTUNITIES:

- Increase the number of applicants for Class A Trustees.
- Increase awareness of AA and our interaction with the professional community.
- Provide another channel for posting what A.A. is and what it is not.

CHALLENGES

- We would need to ensure we do not appear to have any affiliations or opinions on outside issues.

QUESTIONS

- Individual A.A. members who are LinkedIn members can do this currently. Do we need a Company page in order to do this?
- Will increasing the quantity of resumes necessarily increase the quality?

Four: Use LinkedIn to post pieces from current and past Class A Trustees and other professionals who are friends of A.A.

Currently we have Dr. Fromson's *Open Letter to Health Care Professionals* on our Professionals page on www.aa.org and we have made it available to C.P.C. committees as a service piece. Professionals tell us it's a very effective communication. We have Class A Trustees, past and present, and other friends of A.A. who have expressed a willingness to create similar pieces. Some of these friends have already appeared in videos that are streaming on our site and are sold through our catalogue on DVD.

If A.A. had a LinkedIn Company page:

- We could develop more pieces like Dr. Fromson's letter and feature them on our Company Page with links.
- We could post these pieces to our followers.
- We could post these pieces to specific LinkedIn Groups.

OPPORTUNITIES

- We know that professionals today value peer to peer communications. Thought pieces and things like Dr. Fromson's letter are powerful methods to reach professionals who encounter problem drinkers in their work. LinkedIn would provide a venue for these pieces, ensuring they have a broad audience.
- In addition to written pieces we could create videos using these friends of A.A. Videos are popular on LinkedIn.
- This content would help our Company page gain followers which would further expand our outreach to professionals.
- Links would bring even more professionals to our website and introduce them to more of our tools and resources.

QUESTIONS

- Tradition 11 (long form) says, in part, "Our public relations should be guided by the principle of attraction rather than promotion. There is never need to praise ourselves. We feel it better to let our friends recommend us." These pieces would be from our friends; however, by posting them are we violating the spirit of this Tradition? Or is it no different than publishing Dr. Silkworth's "Doctor's Opinion" in the Big Book?

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Five: Use LinkedIn to announce national, state, and local conferences where A.A. will be exhibiting.

Currently, A.A. exhibits at 25-30 national conferences each year in order to reach professionals from a variety of fields. The 23rd General Service Conference (1973) reaffirmed that “the furnishing of information about Alcoholics Anonymous to professional societies is not in violation of the Traditions.”

The booths are paid for by G.S.O. and staffed by local C.P.C. Committee members. Some area and district C.P.C. committees also pay for booths and exhibit at state and local conferences. There is currently no medium where we convey information to professionals about upcoming exhibits.

About 60% of the organizations whose national conferences we will be exhibiting at in 2018 have Company pages on LinkedIn and many have their own groups. The American Psychological Association (APA) has the largest presence with 154,269 followers, and their own LinkedIn Group comprised of 13,177 members. The total number of these organizations’ followers on LinkedIn is about 400,000, and the organizations host groups totaling about 57,000 members.

If A.A. had a LinkedIn Company page:

- We could list the professional conferences where we will be exhibiting on our page.
- Post the professional conferences where we will be exhibiting to our followers, some of whom will be members of the organization holding the conference.
- Post the professional conferences where we will be exhibiting to the LinkedIn Groups that would find the information most relevant.

OPPORTUNITIES:

- We could make more professionals aware of our presence at these conferences. Those attending the conference might be more inclined to visit our booth. Those not attending would still learn of our presence and perhaps be reminded of A.A. as a potential resource.
- Our LinkedIn page would gain followers which would expand our outreach to professionals.
- This is a way we can support local C.P.C. committees who are exhibiting at state and local conferences, by letting professionals know they will be there.

CHALLENGES:

- We would want to reinforce with professionals that exhibiting is a sign of our cooperation but not affiliation.

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QUESTIONS:

- By posting that we will be exhibiting at a professional conference are we promoting that conference? Keep in mind that the audience, by and large, would be professionals who are already followers of that organization.

Six: Use LinkedIn to post studies, new findings, and new resources that might become available from reputable sources such as JAMA (Journal of the American Medical Association) NIAAA (National Institute on Alcohol Abuse and Alcoholism) and SAMHSA (Substance Abuse Mental Health Services Administration).

Currently Grapevine has a one-page section in most issues called “Alcoholism At Large.” On the page are one or two summaries of recent studies related to alcoholism. The page begins with the following disclaimer: “The purpose of this page is to offer information that may further readers’ understanding of the medical, legal and social aspects of alcoholism; the severity and international scope of the illness; and the worldwide efforts being made to combat it. Publication here does not imply endorsement or affiliation. A.A. does not conduct or participate in research, nor does it hold any opinion on research conducted by others.”

The Board and G.S.O. maintain close liaison at the national level with publications and news networks, as well as national and international organizations interested in alcoholism, but no studies or similar material is currently posted on aa.org.

If A.A. had a LinkedIn Company page:

- We could feature links to studies and articles related to alcoholism from reputable sources on our page, with appropriate disclaimers similar to what Grapevine uses.
- We could post these studies and articles to our followers.
- We could post these studies to the appropriate LinkedIn Groups.

OPPORTUNITIES

- Posting material by reputable sources shows professionals that Alcoholics Anonymous is a subject matter expert on alcoholism.
- It helps A.A. assert its relevance and enhance its reputation among professionals.
- The information referred to might help professionals better understand the disease of alcoholism.
- The authors of the articles or studies might be more inclined to become Class A Trustees because of our support of their work.

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CHALLENGES

- The information we would be providing would not be the message of Alcoholics Anonymous. We would be straying from our primary purpose.
- Information provided by outside entities might express an opinion on outside issues such as alcohol reform or rehabilitation. The long form of Tradition 10 says, in part, “No A.A. group or member should ever, in such a way as to implicate A.A., express any opinion on outside controversial issues – particularly those of politics, alcohol reform, or sectarian religion.”

QUESTIONS

- We can have a useful and helpful presence on LinkedIn without going this far, so why would we want to go this far?
- The long form of Tradition 6 says, in part, “While an A.A. group may cooperate with anyone, such cooperation ought never to go so far as affiliation or endorsement, actual or implied.” The disclaimer may remove actual endorsement or affiliation, but does it remove the implication? Posting studies or articles implies that we agree with or endorse the content – why would we post articles or studies we did not agree with?

There are certainly other ways to use LinkedIn, but the subcommittee felt this represented a good sampling.

ALTERNATIVES TO LINKEDIN

LinkedIn is certainly not the only digital network for professionals. However, for companies just beginning to reach out to the digital world, many tech consultants recommend starting with the largest and most established networks first, for the broadest reach, and then exploring smaller niche networks. Also, many of the alternatives have more of the interactive/social media features that are problematic in terms of our Traditions

The Subcommittee appreciates that there is a wealth of information for professionals on www.aa.org and one of the goals of the website redesign is to make that content even more attractive to professionals. The subcommittee also supports developing an App, as a companion to the website. With an App, professionals could opt in for information and resources specific to them. However, there is still a need to let professionals know that these resources like a new App exist. That is why LinkedIn is being considered.

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INTERNATIONAL

There are over 200 countries with LinkedIn users. After the United States, countries with the next highest numbers of LinkedIn users are: India, Brazil, Great Britain and Canada. LinkedIn allows you to create secondary profiles in up to 24 languages: English, French, Spanish, German, Portuguese, Arabic, Indonesian, Romanian, Polish, Turkish, Chinese (Simplified), Chinese (Traditional), Japanese, Italian, Russian, Czech, Korean, Swedish, Danish Malay, Tagalog, Dutch, Norwegian, and Thai. It is up to the company to provide translations of the material on their company site. The content would then appear in the interface language of the person viewing it. This would be a low-cost way to provide accurate information about A.A. to an international audience of professionals.

IMPLEMENTATION:

If the Conference votes to have a LinkedIn Company page, creating such a page is not overly complicated. We may want to incorporate design elements and content from the website redesign. We may also want to consult with the company who helped set up our Google You-Tube page. LinkedIn advises, "Always include an image or some type of rich media. Images generally result in a 98% higher comment rate. Links to YouTube videos play directly in the LinkedIn feed and usually result in a 75% higher share rate."

From a staffing perspective, we would most likely have the C.P.C. coordinator and the C.P.C. assistant be the page administrators. The Company page administrators need to be LinkedIn members and use their real first and last names, but profile photos are not required. The current C.P.C. assistant is a non-alcoholic so there are no anonymity issues there. The C.P.C. coordinator is a member of A.A., but no mention would be made of that in the profile or elsewhere. It is generally not implied that if someone is an employee of A.A.W.S. they are a member of the A.A. Fellowship. It is easy to replace administrators when it is time to rotate.

A Company page can start its own LinkedIn Group, but a Company page cannot join other LinkedIn Groups. If we wanted to post information to a specific LinkedIn Group, either followers of our Company Page would have to do that for us, or one of our administrators would have to join the Group.

The time commitment required to maintain the page depends upon how much we want to do with the page in terms of posting updates, creating content, and reaching out to professionals. At this point G.S.O. Management is planning on the workload being handled within the current assignment but that would be regularly reviewed.

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In terms of cost, none of the opportunities explored above require the “premium” features on LinkedIn. Not to say there is no “cost” for LinkedIn, but it is more in the realm of privacy compromised and data collection allowed. LinkedIn is currently owned by Microsoft.

The subcommittee discussed that employees should have the option of following the Company page and being listed but that would certainly not be mandatory.

PUBLIC SERVICE ANNOUNCEMENTS (PSA's)

Regarding concerns about attraction vs. promotion, some on the subcommittee felt an analogy could be made between a presence on LinkedIn and PSA's.

The General Service Conference, the closest thing A.A. has to a group conscience, has voted since 1971 to produce PSA's to be aired on radio and television for over forty years. In 2000, the Public Information committee discussed a suggestion to discontinue television PSA's as the group felt that they promote A.A. The committee concluded that the current practice is in accordance with the spirit and letter of our Traditions.

A.A. members, being a diverse population, will not necessarily agree on where the line lies between attraction and promotion. However, the Eleventh Tradition serves as a guideline for us all. On LinkedIn we would want to maintain personal anonymity and, as it shares in the Long Form of the Tradition, we would want to “avoid sensational advertising.”

CONCLUSIONS:

The majority opinion of the subcommittee is that Alcoholics Anonymous should have a Company Page on LinkedIn to enhance our cooperation with the professional community.

It would offer another digital resource in addition to our website where professionals could find accurate information about A.A. and where we could address misconceptions; it would broaden the reach of *About A.A.*; it could offer a venue for our professional friends to recommend us which is significant given the impact of peer to peer communication; it could expand the network of professional friends which could deepen the pool of Class A candidates; it could raise awareness of national and local professional conferences where A.A. would be exhibiting; and our presence on LinkedIn could reinforce the continuing relevance and efficacy of our Program.

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While those in the majority wish promoted content didn't appear on Company pages they feel that professionals on LinkedIn would have enough familiarity with digital media to recognize that the content is not provided by A.A. and they would not misinterpret it as affiliation or endorsement.

The subcommittee discussed adding a disclaimer on the Company Page along the lines of, "Alcoholics Anonymous does not endorse and is not affiliated with any of the advertisers featured in promoted content that may appear in the right column of this page." The Google Not-For-Profit page is facing similar challenges and may provide helpful experience.

Likewise, the majority opinion is that the opportunities explored do not cross from attraction to promotion. As one member of the subcommittee put it, "While some may say this is promotion, it appears instead to be moving from invisibility to the possibility of attraction. To be attracted, people need to see us and have a sense of what we are."

The majority opinion is that A.A. *can* have a presence on LinkedIn without compromising Traditions 6, 10, and 11. Also, that without a presence on LinkedIn we may be compromising Tradition 5, since making A.A. more accessible to professionals is part of our primary purpose –to carry the A.A. message to the alcoholic who still suffers.

The minority opinion is that our presence on LinkedIn would be in conflict with Traditions 6, 10, and 11. The minority opinion is that affiliation and endorsement *are* implied by promoted content as well as by publishing our presence at other organizations' conferences.

The minority opinion is that by pushing content out about ourselves we are not staying true to the spirit of Tradition 11: "There is never need to praise ourselves. We feel it better to let our friends recommend us." While the letters or thought pieces would be authored by our friends, it is we, Alcoholics Anonymous, who would be publishing them, and therefore praising ourselves.

Another concern voiced as part of the minority opinion is that the LinkedIn effort usurps what should be the domain of group members and local committees. "We have two million members. That should be an adequate resource to carry the message to professionals. If we show up and keep with our primary purpose of helping alcoholics, then we don't need to promote ourselves and professionals will respond accordingly."

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Regarding the need for more recommendations of Class A Trustees, “rather than depending on LinkedIn we should be improving lines of communication within the Fellowship to make members more aware of this need and how to answer it.”

The minority opinion is that if we deployed an App properly it would preclude the need for dealing with social media platforms. An App is far more acceptable because it “could be used to direct specific people to specific pieces of literature and we would have complete control over the content and would not be affiliated with any other entity.”

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History and Actions related to LinkedIn

History and Actions from 2017-2020 by the trustees' Committee on Cooperation with the Professional Community/Treatment and Accessibilities (C.P.C./T.A) and by the Conference Committee on C.P.C. on creating a LinkedIn page:

July 2017 The trustees' committee discussed the Conference committee's Additional Consideration requesting a complete exploration of all aspects of LinkedIn. The chair appointed a subcommittee to continue discussion on developing a LinkedIn C.P.C. presence, and bring back a progress report to the October 2017 meeting.

October 2017 The chair of the trustees' subcommittee gave a progress report on considering LinkedIn as a platform for providing information about A.A. to professionals who come into contact with problem drinkers. The subcommittee will continue their work and present a written report for the January meeting.

January 2018 The trustees' committee reviewed with appreciation the subcommittee's report on LinkedIn as a possible platform for reaching professionals. The committee **agreed to forward** to the 2018 Conference Committee on Cooperation with the Professional Community (C.P.C.) the report on LinkedIn.

May 2018 The 2018 Conference on Cooperation with the Professional Community (C.P.C.) recommended:

A.A. World Services, Inc. develop a company page on LinkedIn with the following goals in mind:

- To offer another digital resource, in addition to www.aa.org, where professionals can find accurate information about A.A.
- To broaden the reach of the *About A.A.* newsletter for professionals
- To offer a platform where our professional friends may recommend us
- To raise awareness of exhibits staffed by local C.P.C. committees at national and local professional conferences
- To expand the network of our professional friends and perhaps deepen the pool of Class A Trustee candidates

- By our presence on LinkedIn, to reinforce the continuing relevance and efficacy of A.A. to professionals

Additional Committee consideration from the 2018 Conference Committee on C.P.C:

The committee strongly suggested that those creating the LinkedIn company page consider adding some kind of disclaimer or explanation clarifying that A.A. is not affiliated with any of the organizations who appear in promoted content on the LinkedIn company page.

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| July 2018 | The secretary gave a verbal progress report on the development of a LinkedIn page. The trustees' committee agreed to move forward slowly and mindfully on the development of the LinkedIn page, with realistic expectations about what a LinkedIn "company" page can accomplish. |
| October 2018 | The trustees' committee reviewed and discussed examples of how A.A. content could display on a LinkedIn page to achieve the goals included in the 2018 Conference Advisory Action. The trustees' committee requested that the secretary work with consultants on the creation of a page and report back in January. |
| January 2019 | The trustees' committee reviewed the progress report on creating a LinkedIn page and will respond to several questions raised in the report. The trustees' committee agreed that a description on the LinkedIn page that refers professionals to the aa.org website would meet the goals of the 2018 Advisory Action. The trustees' committee agreed to forward the progress report and trustees' responses to the 2019 Conference Committee on C.P.C. |

The trustees' committee reviewed the following proposed Conference agenda item: "That LinkedIn be used only as a link to AA.org with no further content added to LinkedIn" and took no action. The committee felt that an introductory description would be more effective and would meet the goals of the 2018 Advisory Action to create a LinkedIn page.

The trustees' committee considered the following proposed Conference agenda item: "Repeal the CPC Delegate Committee and the General Service Conference's decision to approve the use of LinkedIn," and took no action. The committee noted the due diligence of the Conference process and agreed that sufficient time is required to implement the 2018 Advisory Action for a LinkedIn page.

May 2019 The 2019 Conference Committee on C.P.C. discussed the progress on implementing a static LinkedIn page and felt that the overall goal of the 2018 Advisory Action on creating a LinkedIn page had not yet been achieved. The committee agreed that the wording suggested for the LinkedIn page did not adequately describe Alcoholics Anonymous. The presence of a LinkedIn page describing Alcoholics Anonymous would be a valuable tool to aid local C.P.C. committee work in the U.S. and Canada to inform professionals about A.A. The committee requested that the trustees' Committee on Cooperation with the Professional Community/Treatment and Accessibilities revisit the plan for implementing a LinkedIn page taking into consideration the following suggestions:

- Add a disclaimer explaining that the “promoted” content on the LinkedIn page is not affiliated with Alcoholics Anonymous.
- Include information from current A.A. literature about what A.A. does and does not do that can be useful to professionals who work with alcoholics.
- Add a concise description of Alcoholics Anonymous that is based on the Conference-approved literature intended for professionals that was reviewed at the October 2018 trustee's meeting.
- Add a link to aa.org, and a link to the information for professionals' page.
- Add a link to the *About A.A.* newsletter.
- Include a schedule of C.P.C. exhibits at national level events that are coordinated through the General Service Office.
- Annually provide a report tracking the A.A. LinkedIn page, including visits to aa.org from the LinkedIn page for review by the Conference Committee on C.P.C.

- July 2019 The trustee's committee discussed the additional committee consideration from the 2019 Conference Committee on Cooperation with the Professional Community (C.P.C.) and noted that the thoughtful and purposeful sharing highlighted and reaffirmed the 2018 Advisory Action regarding LinkedIn. The committee noted the value of a static LinkedIn page as a touchpoint to getting professionals to the A.A. website and asked that the staff secretary work with G.S.O. resources to implement the LinkedIn page.
- October 2019 The committee noted that the A.A.W.S. Board recommended that the implementation of a LinkedIn page be approved. The committee also noted that the implementation plan includes the items from the 2019 C.P.C. Conference Committee Consideration and 2018 Advisory Action on a LinkedIn page, and communications about the LinkedIn page to the A.A. Fellowship through C.P.C. committees and General Service Conference members. The committee asked the staff secretary to provide a progress report on the LinkedIn page at the February 2020 meeting.

2020 Conference Committee on Cooperation with the Professional Community

ITEM D: Review contents of C.P.C. Kit and Workbook.

Background Notes:

Kits and Workbooks are reviewed by the appropriate Conference Committees during each General Service Conference.

Between Conferences, ideas for changes to a Workbook or to the contents of a Kit may be received. These may be reviewed by the appropriate trustees' committee and implemented.

Members of the Conference committee then have an opportunity to review proposed changes to a Workbook or Kit during the next General Service Conference. Alternatively, the trustees' committee may choose to forward an idea to the Conference committee for review.

Workbooks and Kits are service pieces. Suggested changes to their content are put forth as Additional Committee Considerations.

Background:

1. C.P.C. Kit Contents List <https://www.aa.org/cpckit>
2. Suggestions on a comprehensive revision of the C.P.C. Workbook and Kit.
3. C.P.C. Kit (Mailed directly to the Conference Committee on C.P.C. only.)

CONTENTS OF COOPERATION WITH THE PROFESSIONAL COMMUNITY (C.P.C.) KIT

www.aa.org/cpckit

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[For A.A. Members Employed in the Alcoholism Field](#) (MG-10)

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[About A.A.: The A.A. Program-Spiritual but Never 'Religious' \(Fall 2003\)](#) (F-13B)

[Working with Students Attending Professional Schools](#) (F-106)

[Alcoholics Anonymous as a Resource For Drug &](#)

[Alcohol Court Professionals](#)

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[Suggestions for Using the A.A. Grapevine and La Viña as a Tool in](#)

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CATALOGS/ORDER FORMS:

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Special literature packages are for sale to CPC committees and contacts only.*

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AA GRAPEVINE RESOURCES:

Available through the AA Grapevine website at www.aagrapevine.org/resources

<i>Grapevine</i> magazine*	(F-41)
Grapevine Today /La Viña Hoy (Flyer)*	(F-188)
A.A. <i>Grapevine</i> : Spirituality and 'God Talk' (April 2010)*	(F-202)

* Item is not available on our website. Please contact the [C.P.C.](#) desk if you have questions about this item.

Rev.12/17

Dear Public Information Committee,

This letter is to share experience in Public Information in order to recommend a change to the Public Information Workbook. **The suggestion may have relevance in CPC or other workbooks as well.**

As we continue discussion and actions toward how A.A. can reach the public through social media such as LinkedIn and possibly others in the future, we have to keep in mind our advantage.

We believe that advantage is the ground game in local communities where A.A. must communicate our value to the public. The PI Workbook should reflect best practices to provide guidance to local committees doing this type of work.

This workbook as a tool has failed to keep pace with how this work is done using the internet. The Public Information Workbook is in need of major immediate updates.

For example, these two suggestions, on page 8, seem outdated and in need of update:

“Work with the newspapers—anonymity, Traditions—generating interest in our Fellowship.”

As newspaper circulation is falling and many long-time publications are available online only, we should have shared experience and guidance on posting ads on websites.

“Place a small (paid if necessary) announcement in every district newspaper around the holidays.”

What does this mean in today’s language? Are there districts and areas doing this as a best practice in 2019? Consider what might replace this. It may be something like:

“Share information with the public about local A.A. in ways that lead people to your local central office, website, or the Meeting Guide app.”

The language may be different, but to remain relevant the goals suggested in the Workbook must be reconsidered for today.

While the Conference is asked to review the Workbooks annually, the review we made locally and the suggestions that came out of it suggest that there should be a bold comprehensive revision.

We recommend seeking wider experience from the fellowship and local PI committees at once. It may be time to consider abandoning how we revise such service pieces to allow more timely updates and sharing of experience.

Thank you,
Mary F., Brian N., Roger W.