

II.

**Cooperation
with the
Professional
Community**

AGENDA

Conference Committee on Cooperation with the Professional Community

Sunday, April 18, 2021, 6:30 p.m. – 8 p.m.

Monday, April 19, 2021, Noon – 3:15 p.m.

Via videoconference

Chairperson: Jamey N.

Secretary: Amy B.

Conference Committee Members

Panel 70

Jamey N.

Jim S.

J.J. S.

Panel 71

Tom B.

Julie C.

Pamela (Pam) K.

Gordon N.

Ruth R.

+Agenda item forwarded from the 70th G.S.C.

- ◆ Discussion and acceptance of trustees' Committee report.
- A. +Discuss progress report on LinkedIn page implementation.
- B. +Consider a request to create a pamphlet for mental health professionals.
- C. +Review contents and format of C.P.C. Kit and Workbook.
- D. Review draft update of the pamphlet "Members of the Clergy ask about Alcoholics Anonymous."

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.

2021 Conference Committee on Cooperation with the Professional Community

ITEM A: +Discuss progress report on LinkedIn page implementation.

Background Notes: +Agenda item forwarded from the 70th G.S.C

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."

From the November 2020 trustees' meeting:

The committee considered a proposed agenda item, "That the General Service Board expand the use of the existing LinkedIn page for A.A.W.S. that fulfills the purposes in accordance with the 2018 Advisory Action" and took no action. The committee noted that a conference agenda item to discuss a progress report on LinkedIn was forwarded to the 71st Conference Committee on C.P.C. The committee requested the secretary to provide the background contained in the proposed agenda item to the 71st Conference Committee on C.P.C. to inform their discussion on the LinkedIn progress report.

Background:

1. 2020 progress report on LinkedIn Implementation
2. 2017 subcommittee report on LinkedIn
3. History and Actions related to LinkedIn
4. Letter from Area 26

**2021 Trustees' Committee on Cooperation with the Professional Community-
Treatment and Accessibilities
LinkedIn Page Implementation
February 8, 2020
Progress Report**

Note: A bookmark page 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

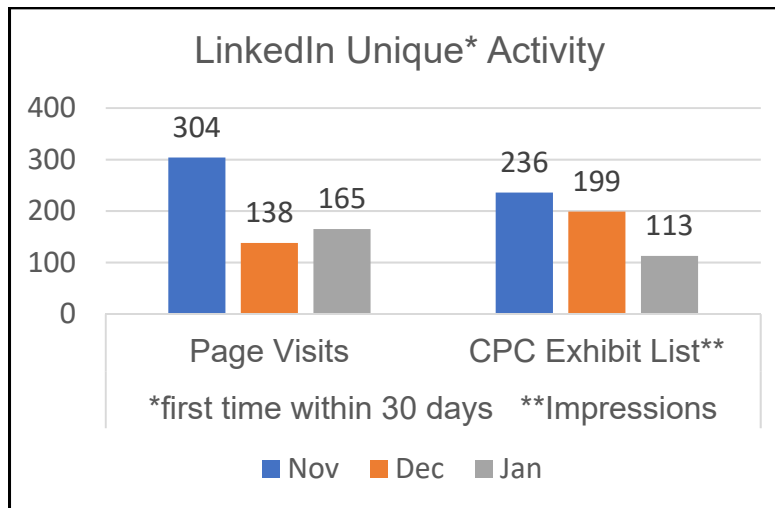
Affirming the 2018 advisory action and the 2019 consideration on LinkedIn, the trustees' Committee on Cooperation with the Professional Community-Treatment and Accessibilities (C.P.C./T.A.) asked the secretary to work with G.S.O. resources to implement the page. The LinkedIn page was launched on November 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.

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

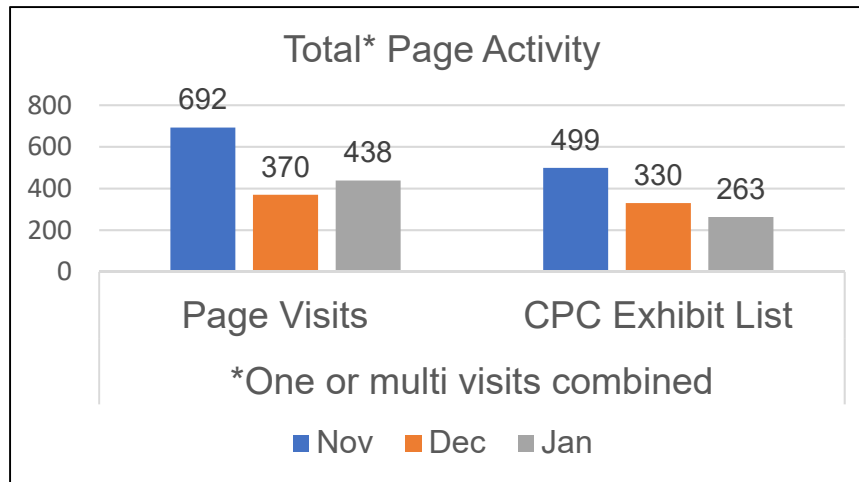


Graph 1. Unique Activity

CONFIDENTIAL: 71st 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.

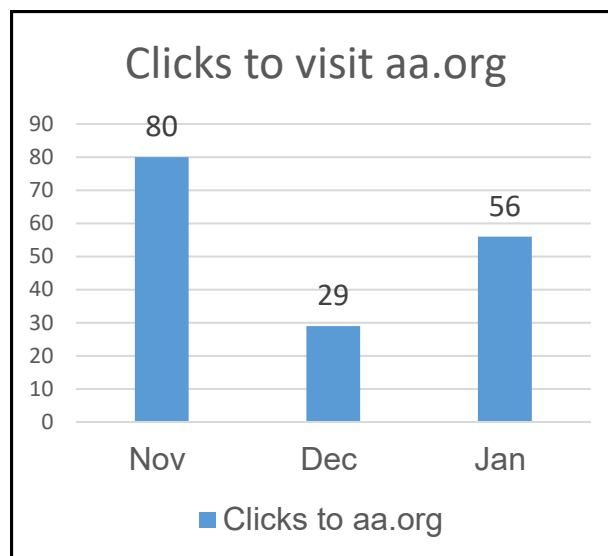
The second graph shows monthly “Total” visits to the page and of the C.P.C. exhibits list. The term “Total” refers to a combination of activity of a first, second, or more event within a 30-day time frame. **Total page visits:** Nov 692, Dec. 370, and Jan. 438 respectively. **Total C.P.C. exhibits list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



Graph 2. Total Activity

Referring professionals to aa.org

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

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

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: 71st 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

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

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

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: 71st 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.

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

**C.P.C
Item A
Doc. 2**

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

2017 Subcommittee on LinkedIn Scope

- Executive Summary
- The Full Report
 - o Professionals Today
 - o Professionals' Search Process
 - o About LinkedIn and How LinkedIn Works
 - o Evaluation of six specific LinkedIn uses to communicate with professionals
 - 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...
 - o Subcommittee majority opinion
 - o 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

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

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.

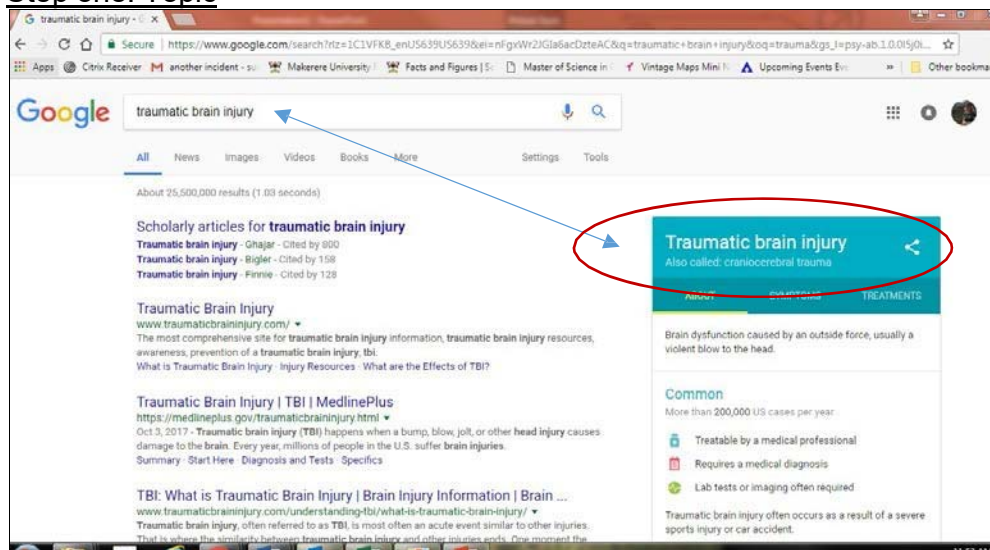
The subcommittee discussed how professionals currently access and consume information in the digital age. One member spoke with a former colleague who is the Training Director for the Missouri Department of Corrections regarding current training trends. The Director stated that the business world seeks 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)."

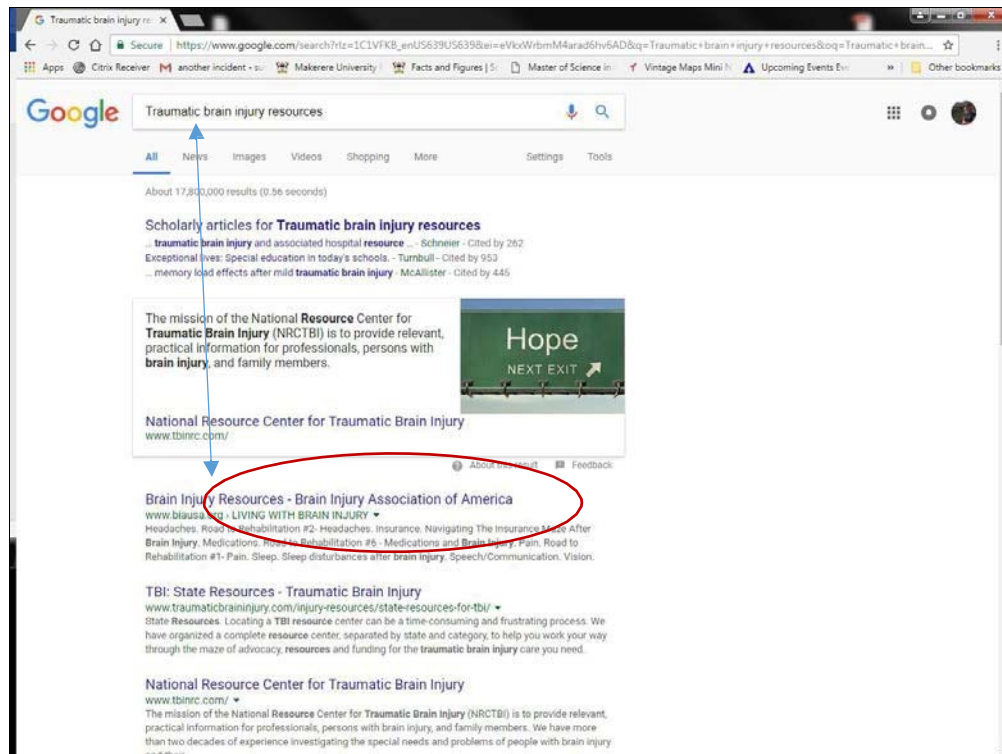
Step one: Topic



Searching a Topic

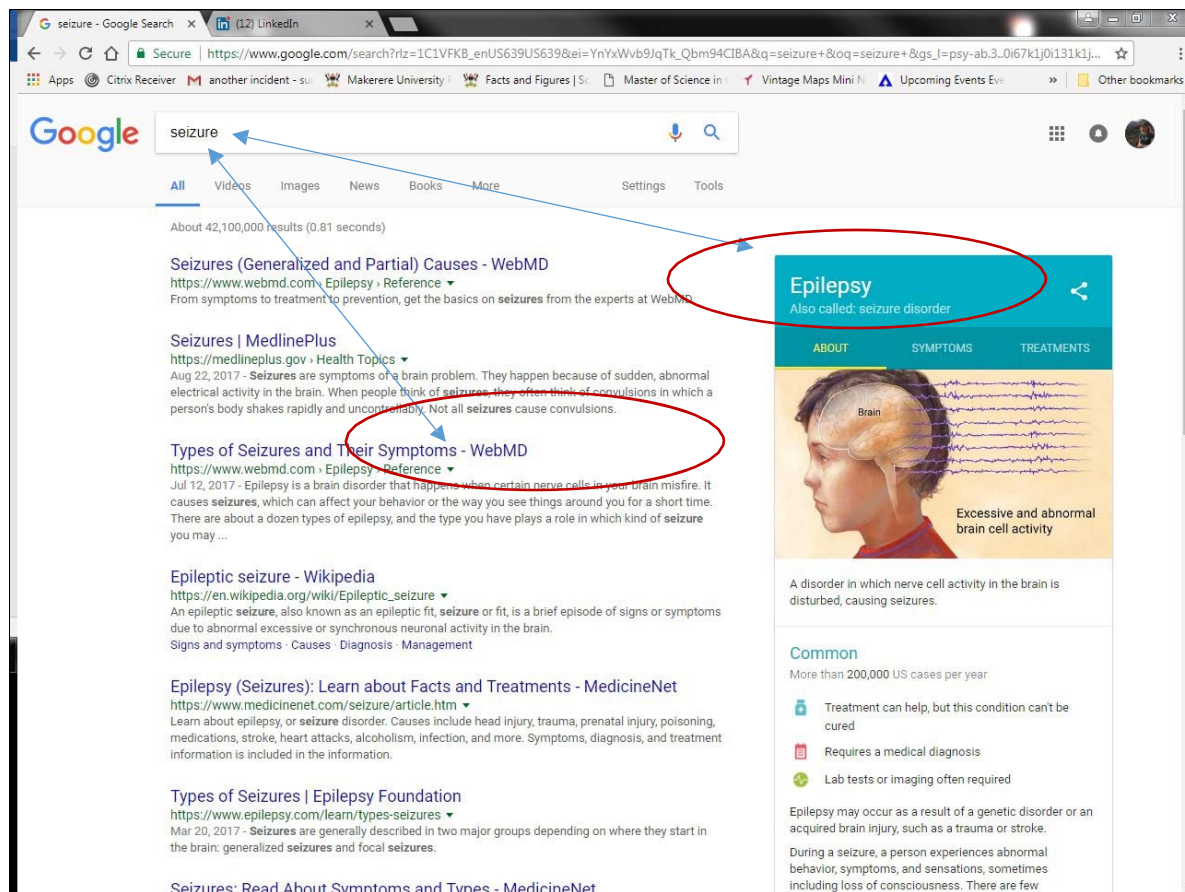
https://www.google.com/search?q=traumatic+brain+injury&rlz=1C1NHXL_enUS748US748&oq=traumatic+brain+&aqs=chrome.0.0j69i57j0l4.3391j1j7&sourceid=chrome&ie=UTF-8

Step Two: Resource Search



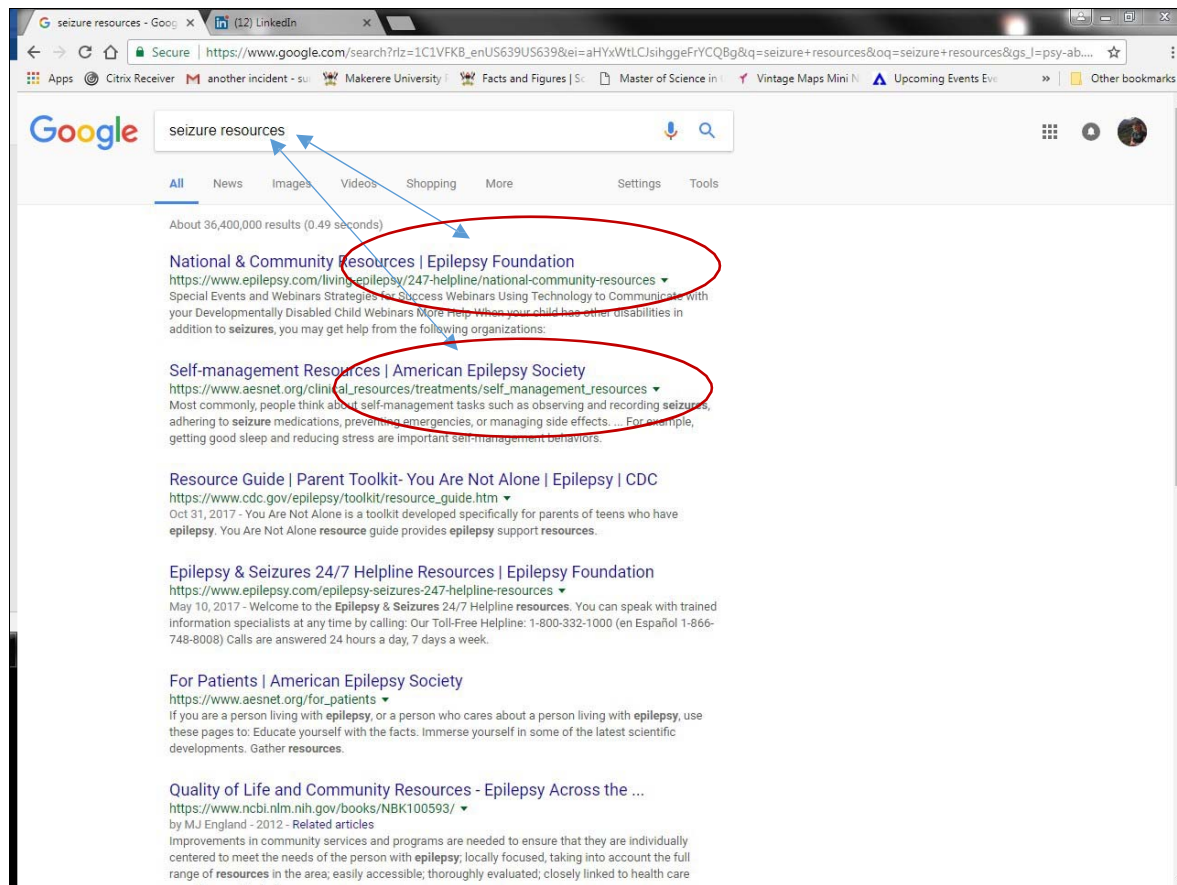
Finding Reputable Resources

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

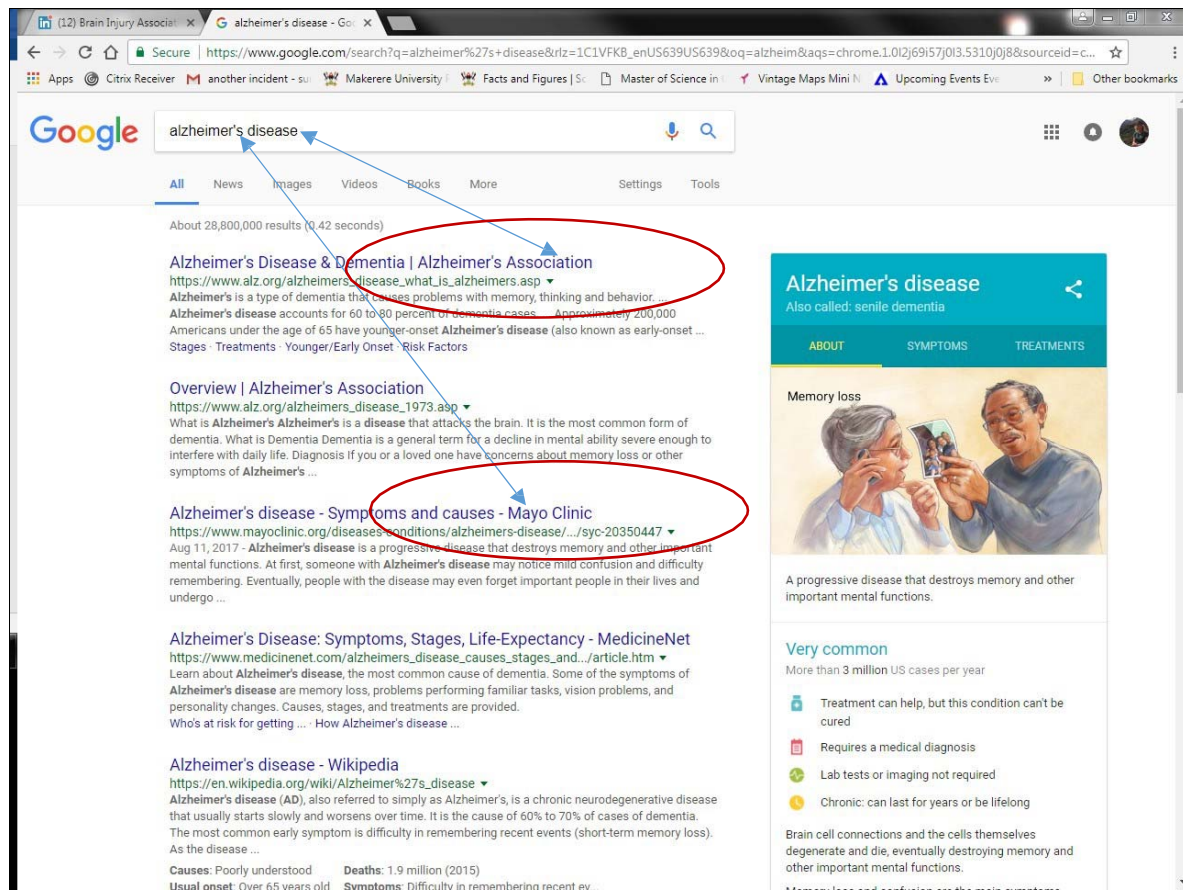
https://www.google.com/search?rlz=1C1NHXL_enUS748US748&ei=7qNNWvnIEMS1ggfWiJaIBg&q=seizure+&oq=seizure+&gs_l=psyab.3..0i67k1j0j0i20i263k1j0i7.111604.112393.0.112626.2.2.0.0.0.0.77.77.1.1.0....0...1c.1.64.psy-ab..1.1.76....0.vG6Qk2evZO8



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

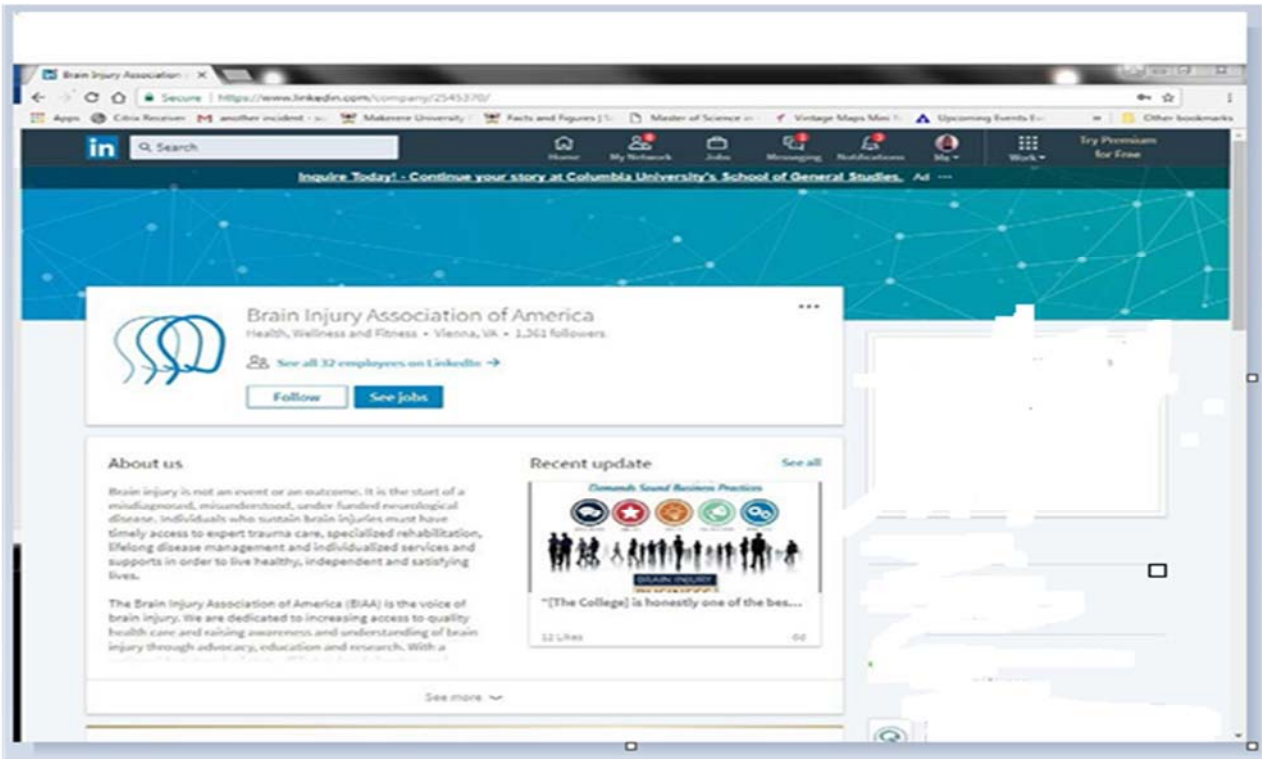


Finding Both Definition and Resources

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

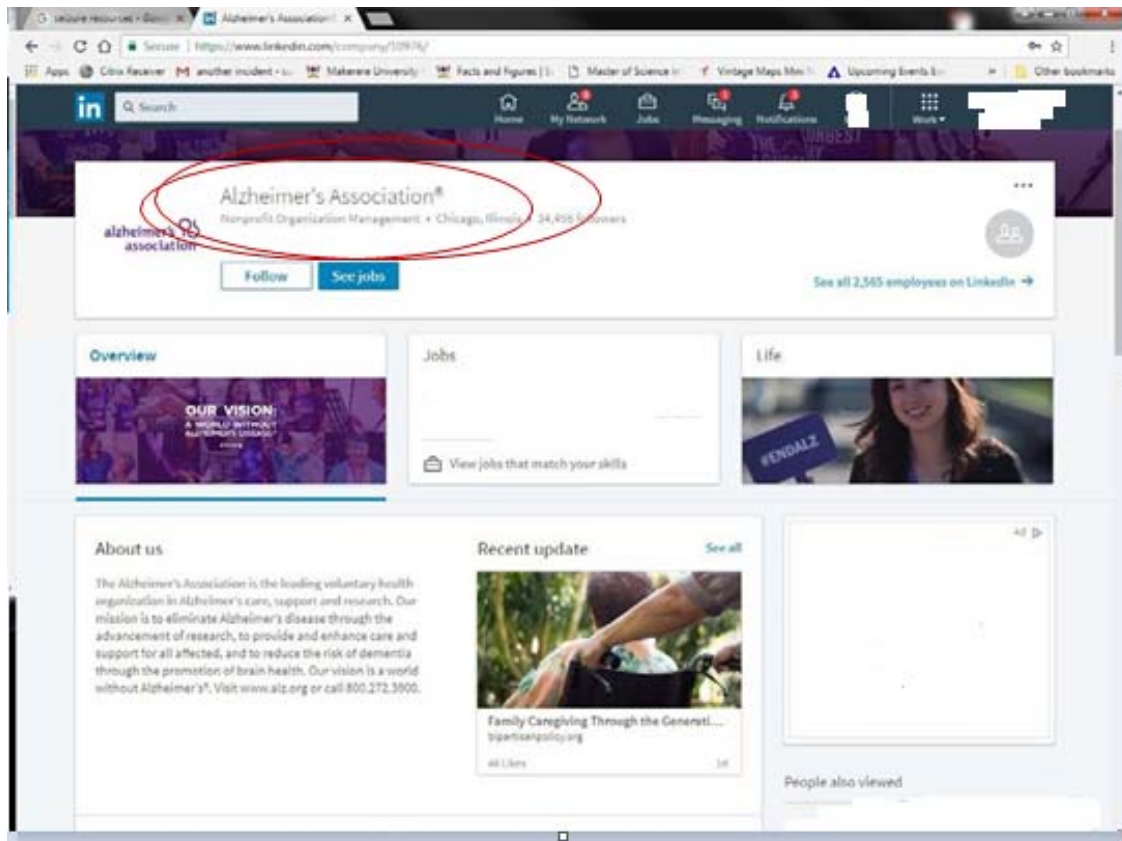
"I checked to see if these national associations had a LinkedIn presence. These national resources are typically not for profit agencies that provide education and resources for people; like A.A., they are not selling anything. All of them had a LinkedIn presence."

+



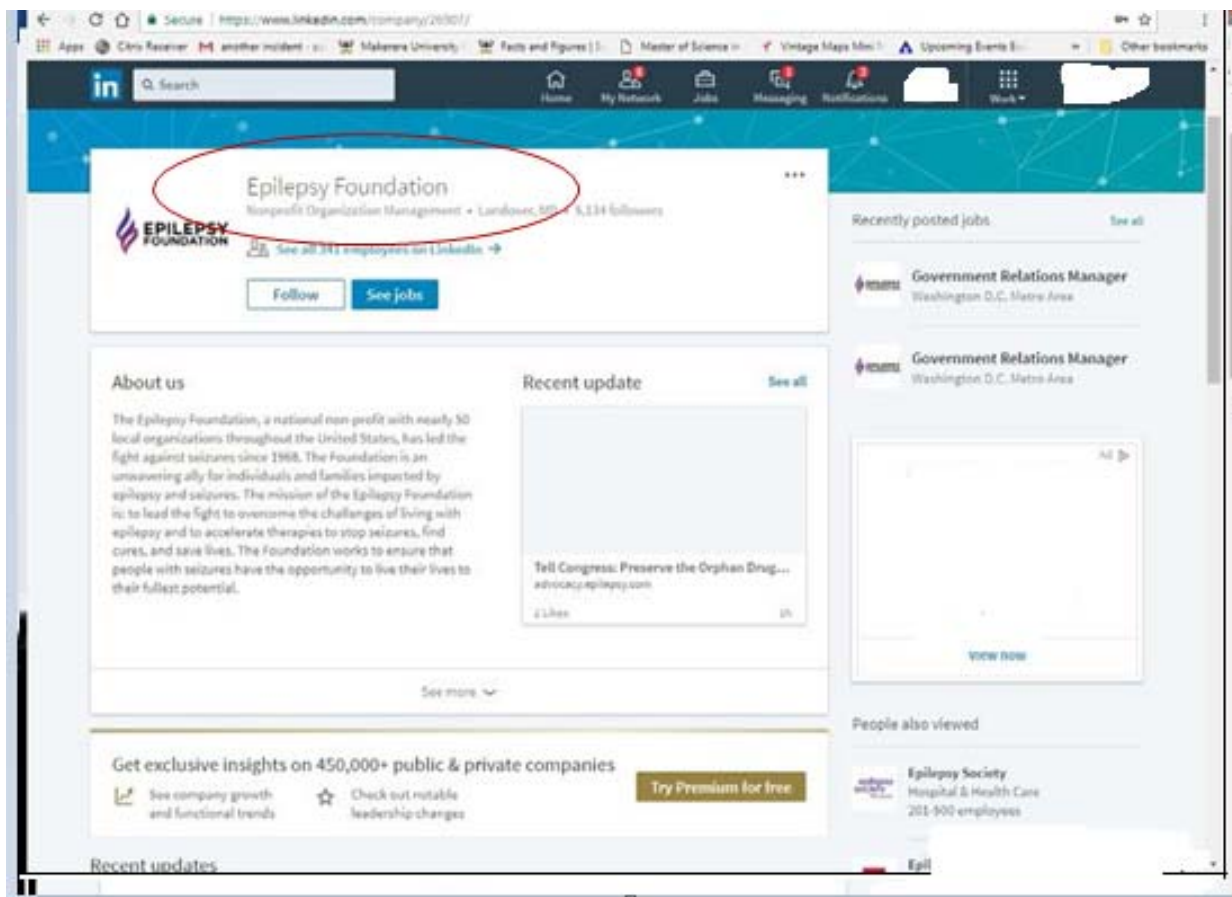
Resources/Organizations Generally Have Linked in Pages

<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.

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:

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:

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?

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?

Top

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?

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.

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.

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.

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.

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.

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."

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.”

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

CONFIDENTIAL: 71st General Service Conference Background

- 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.

CONFIDENTIAL: 71st General Service Conference Background

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.

CONFIDENTIAL: 71st General Service Conference Background

- 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.

February 2020 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.

August 2020 The committee reviewed the agenda items forwarded to the 71st GSC pertinent to this committee: The committee reviewed the agenda items forwarded to the 71st General Service Conference from the 2020 Conference Committee on Cooperation with the Professional Community (CPC). The committee discussed the Conference Committee on CPC's desire to have future content on the LinkedIn page go through the Conference committee process. The committee also discussed the activity of the LinkedIn page and ways to communicate with modern professionals on social media about Alcoholics Anonymous. The committee agreed to have further discussion during this board weekend on the future activity on the LinkedIn page.

The committee noted that content on the LinkedIn Page is developed from A.A. materials that were either approved by the General Service Conference, or A.A. service materials that are comprised of shared experiences on a specific topic. The committee felt that static pages on social media do not effectively communicate with modern professionals

CONFIDENTIAL: 71st General Service Conference Background

about Alcoholics Anonymous. The committee also discussed requirements to develop modern communication tools that share the message of Alcoholics Anonymous and noted that work across organizational silos is needed to reach those goals, including the General Service Office, General Service Boards and trustees' Committees.

November 2020

The committee considered a proposed agenda item, "Consider a request to discontinue a LinkedIn page" and took no action. The committee noted that the submitter's concerns mentioned in the request were included in discussions by the committee. The committee considered a proposed agenda item, "That the General Service Board expand the use of the existing LinkedIn page for A.A.W.S. that fulfills the purposes in accordance with the 2018 Advisory Action" and took no action. The committee noted that a conference agenda item to discuss a progress report on LinkedIn was forwarded to the 71st Conference Committee on C.P.C. The committee requested the secretary to provide the background contained in the proposed agenda item to the 71st Conference Committee on C.P.C. to inform their discussion on the LinkedIn progress report.

LINKEDIN AGENDA ITEM MOTION

Panel 70 Delegate moves that Area 26 submit an agenda item requesting that the General Service Board expand the use of the existing LinkedIn page for A.A.W.S. to include regular updated fresh content by posting existing information on a routine basis that fulfills the purposes in accordance with the 2018 Advisory Action.

Background:

The current LinkedIn page established by A.A.W.S. is not effective and does not achieve the purposes explicitly outlined by the 2018 Advisory Action. It appears that the later committee consideration which was not discussed by the full Conference has so far carried more weight in the execution of the page.

The term “static” and the desire for the Conference Committee on CPC to determine content has had an adverse effect on the project. Static and social media cannot effectively co-exist. Experts agree that fresh relevant content which can be found to exist in our professional newsletter and existing literature is the best way to get the most out of a social media presence.

Example content: About Us articles, literature for professionals, press releases, interviews with Class A Trustees on the benefit of serving and what AA can and does do for their clients.

Not to be read in its entirety here but included with the motion should it be submitted by Area 26 is the information contained in appendix A extracted from past Final Conference Reports, General Service Board minutes, and the LinkedIn webpage.

LINKEDIN AGENDA ITEM APPENDIX A

ADVISORY ACTIONS AND COMMITTEE CONSIDERATIONS 2018-2020

2018 Advisory Action from 68th General Service Conference:

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 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

2019 Committee Consideration from the 69th General Service Conference from Conference Committee on Cooperation with the Professional Community (C.P.C.):

The committee 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 trustees' 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.

LINKEDIN AGENDA ITEM APPENDIX A

2020 Committee Consideration from the 70th General Service Conference Committee on Cooperation with the Professional Community (C.P.C.):

The committee requested that the trustees' C.P.C./ Treatment and Accessibilities Committee explore ways to update content of the pamphlet "A.A. in Your Community" with a focus on modern professional settings and consider those who consume content in various formats. The committee suggested the following items regarding modern digital resources be considered such as:

- The Meeting Guide app
- A.A.W.S. and AAGV YouTube channels
- **A.A.W.S. LinkedIn page**
- Space to leave local contact information

(The 2020 Committee Consideration is noted to demonstrate the conflict between no progress on the LinkedIn page and their suggestion to utilize the page by placing AA in Your Community pamphlet on the page.)

From – LinkedIn website

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."

LINKEDIN AGENDA ITEM APPENDIX A

From – January 28, 2018 “Trustees’ Committee Report on LinkedIn as a Platform for Reaching Professionals”

The majority opinion of the 2017 CPC 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.
 - We could use the page to 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.
- It would broaden the reach of *About A.A.* our newsletter for professionals.
 - We could post a description of the current issue of About AA 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.
- 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.

LINKEDIN AGENDA ITEM APPENDIX A

- 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.
 - 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.
- It could be utilized to post pieces from current and past Class A Trustees and other professionals who are friends of A.A.
 - 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.

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2021 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.

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
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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



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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.
- 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.”

**C.P.C.
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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)				

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.
- 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.

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2021 Conference Committee on Cooperation with the Professional Community

ITEM C: +Review content and format of C.P.C. Kit and Workbook.

Background Notes: +Agenda item forwarded from the 70th G.S.C

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 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.)

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

www.aa.org/cpckit

List of Contents (this page) (F-66W)

[C.P.C. Power Point Presentation*](#) (F-175)

For the Chairperson staffing an A.A. Exhibit (Flyer)* (F-200)

For Volunteers staffing an A.A. Exhibit (Flyer)* (F-201)

[A.A. Fact File](#) (M-24)

C.P.C. DVD* (DV-13)

WORKBOOK: [C.P.C. Workbook](#) (M-41I)

A.A. GUIDELINES:

[Cooperating with Court, D.W.I. and Similar Programs](#) (MG-5)

[Public Information](#) (MG-7)

[Relationship Between A.A. & Al-Anon](#) (MG-8)

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

[Cooperation with the Professional Community](#) (MG-11)

[Accessibility for All Alcoholics](#) (MG-16)

SERVICE MATERIAL:

[A.A. Fact Sheet](#) (SMF-94)

[Information on Alcoholics Anonymous](#) (F-2)

[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](#)

(F-177)

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

[C.P.C. Service](#)

(F-190)

[An Open Letter to Health Care Professionals](#)

(F-210)

PUBLICATIONS:

[About A.A. Newsletter](#) (F-13)

[Current Box 4-5-9](#) (F-36)

CATALOGS/ORDER FORMS:

[Literature Catalog \(includes A.A.W.S. and A.A. Grapevine material\)](#) (F-10)

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

CONFIDENTIAL: 71st General Service Conference Background

PAMPHLETS:

A.A. At a Glance	(F-1)
About A.A. Card*	(F-23)
The A.A. Member – Medications and Other Drugs	(P-11)
A.A. as a Resource for the Health Care Professional	(P-23)
Members of the Clergy ask about Alcoholics Anonymous	(P-25)
A.A. in Correctional Facilities	(P-26)
How A.A. Members Cooperate with Professionals	(P-29)
Alcoholics Anonymous in Your Community	(P-31)
Problems Other than Alcohol	(P-35)
Speaking at Non-A.A. Meetings	(P-40)
A Member's Eye View of Alcoholics Anonymous	(P-41)
A Brief Guide to Alcoholics Anonymous	(P-42)
The Twelve Traditions Illustrated	(P-43)
If You Are a Professional	(P-46)
Understanding Anonymity	(P-47)
A.A. Membership Survey	(P-48)
Is There an Problem Drinker in the Workplace?	(P-54)

OTHER RESOURCES:

History & Actions: Trustees' Committee on C.P.C.*	(F-76)
History & Highlights of Actions: Conference Committee on C.P.C.*	(F-80)

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.

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2021 Conference Committee on Cooperation with the Professional Community

Item D: Discuss draft updated pamphlet “Members of the Clergy ask about Alcoholics Anonymous.”

Background Note:

Discussion of G.S.O. Publishing draft updates per the A.A.W.S.’ print policy

Background:

1. Draft updated pamphlet “Members of the Clergy ask about Alcoholic Anonymous”
2. 2021.01.29 Memorandum from A.A.W.S. Chair
3. A.A.W.S. Policy on Publication: Keeping A.A. Literature Current.

C.P.C.
Item D
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Faith Leaders Ask
About Alcoholics Anonymous

Introduction

Many thousands of alcoholics owe their lives to a nonalcoholic professional — a medical doctor, psychiatrist, counselor, law enforcement representative, faith leader or member of the clergy — who was knowledgeable enough about alcoholism to recognize the illness and take the actions that would cut through the alcoholic’s denial and illuminate the road to recovery.

Often, nonalcoholics are able to help problem drinkers find the help they need to achieve sobriety. For example, in the most recent A.A. Membership Survey, 74% of those surveyed who received treatment or counseling said it played an important part in directing them to A.A.

Commented [SA2]: Retitled from MEMBERS OF THE CLERGY ASK ABOUT AA -- see original for comparison.

Commented [SA3]: New title -- more inclusive, broader scope.

Faith leaders are often the first persons sick alcoholics turn to for help and understanding — and frequently the first to whom they candidly acknowledge their illness. In fact, many alcoholics look to faith leaders for spiritual guidance both before and after joining A.A.

Over the years, A.A. has had many friends in the world of religion, as it has in the worlds of medicine, psychiatry and business. Among such friends is the Very Rev. Ward Ewing, retired dean of General Theological Seminary in New York City and a former nonalcoholic trustee on the General Service Board of Alcoholics Anonymous. An Episcopal parish priest for 30 years, he believes it is very important to set a tone in the congregation that alcoholism is nothing to be ashamed of, and that there is a solution. He has consistently made information on alcoholism a part of adult education in his parishes — “there are always people standing at the door,” he says, “not yet ready to come in.” He is very open about his involvement with Alcoholics Anonymous and makes himself available to work with students who need help.

Throughout the U.S. and Canada, and indeed around the world, many faith leaders are familiar with A.A. as a nonsectarian, nondenominational ally in their efforts to help alcoholics stop drinking and lead healthy, productive lives.

Yet there may be many who are not aware of Alcoholics Anonymous and its program of recovery from alcoholism.

Commented [SA4]: Per Ward Ewing: “not yet ready to come in, but indicating by their posture they want help for themselves or a family member.”

The purpose, therefore, of this pamphlet is to provide a useful introduction to Alcoholics Anonymous and to address some of the questions that are frequently asked by faith leaders about A.A.

What is A.A.? How Does it Work?

Alcoholics Anonymous is a worldwide fellowship of people from all walks of life who help each other to stay sober. The only requirement for membership is a desire to stop drinking. Members share their "experience, strength and hope" in recovery from alcoholism at meetings and on a one-to-one basis.

At the core of the A.A. program are the Twelve Steps of Recovery (see page ~~xx~~), a group of principles based on the trial-and-error experience of A.A.'s early members. Practiced as a way of life, the Twelve Steps include elements found in the spiritual teachings of many faiths. These Steps have helped A.A. members the world over to live sober, fulfilling lives.

Dr. Samuel Shoemaker, an early nonalcoholic friend of A.A. who was the rector of Calvary Church in New York City, once noted, "The Twelve Steps are one of the very great summaries and organic collections of spiritual truth known to history. They have an almost universal relevance."

Amplifying this theme, A.A. co-founder Bill W. related this anecdote from a minister in Thailand: "We took A.A.'s Twelve Steps to the largest Buddhist monastery in this province, and the head priest said,

Commented [SA5]: The Twelve Steps and Twelve Traditions will be added prior to publication, along with the appropriate page references.

'Why, these Steps are fine! For us as Buddhists, it might be slightly more acceptable if you had inserted the word 'good' in your Steps instead of 'God.' Nevertheless, you say that it is God as you understand Him, and that must certainly include the good. Yes, A.A.'s Twelve Steps will surely be accepted by the Buddhists around here."

Additionally, while Muslim tradition proscribes the use of alcohol in Islamic society, Muslim faith leaders have also recognized the need to support a concept of spirituality modeled on the Twelve Steps. Says Canadian preacher and imam Dr. Shabir Ally, "There's nothing within the Steps that is contrary to Muslim faith," and in 1989, Muslim alcoholics in Baltimore looking for recovery developed *Millati Islami* (the path of peace), a program that integrates the Twelve Steps with Muslim beliefs, practices and the norms of Muslim society.

So, what are A.A. Meetings Like?

A.A. meetings are conducted on a voluntary basis by groups in cities and towns throughout the world. While there are many types of A.A. meetings, they essentially fall into two categories: meetings for alcoholics only (known as *closed meetings*); and meetings that are informational in nature which anyone, alcoholic or non-alcoholic, may attend (known as *open meetings*).

Closed meetings give members an opportunity to share their personal

experiences with alcoholism more intimately, and to apply the principles of the A.A. program in order to live sober a day at a time. Many groups also hold closed *beginners meetings*, where newcomers to A.A. can share their experiences and become familiar with many of the fundamentals of A.A.'s program of recovery.

Although many *open meetings* often follow a discussion format, most tend to be more structured, generally consisting of talks by one or more speakers who share experiences from their active alcoholism and their present recovery in A.A. (We say in A.A. that our "stories" recount "what we were like, what happened and what we are like now").

Some open meetings — to which helping professionals, students, family members and others are invited — are held for the specific purpose of informing the public about A.A.

Nonalcoholics attending open A.A. meetings for the first time are often surprised to note the humor with which some members describe their drinking experience. Every talk is different — one may have a decidedly agnostic tone, while another may be laced throughout with deep religious beliefs. Importantly, A.A. speakers speak only for themselves and not for A.A. What they all have in common, however, is the desire to strengthen their own sobriety by sharing it with others.

Most members, regardless of their religious affiliation, or lack thereof, have found that regular attendance at

meetings is essential to the maintenance of their sobriety. Newcomers are encouraged to attend meetings as frequently as possible.

As Dr. Harry Emerson Fosdick, pastor of New York City's Riverside Church and one of A.A.'s early friends in religion pointed out, "The meetings of Alcoholics Anonymous are the only place, so far as I know, where Roman Catholics, Jews, all kinds of Protestants, and even agnostics get together harmoniously.... They do not talk theology. Many of them would say that they know nothing about it. What they do know is that in their utter helplessness they were introduced to a Power, greater than themselves, in contact with whom they found a strong resource which made possible a victory that seemed incredible. I have listened to many learned arguments about God, but for honest-to-goodness experiential evidence of God, His power personally appropriated and His reality indubitably assured, give me a good meeting of A.A.!"

Where Are A.A. Meetings Held?

Like other organizations, A.A. groups often rent meeting space in churches, temples, community centers, or other houses of worship. Although many A.A. meetings are held in facilities owned and operated by religious organizations, no affiliation or alliance with specific religious doctrines or movements is implied. Rather, this circumstance owes largely to the open-

hearted acceptance of A.A. by various faith leaders and A.A. groups who seek to pay rent for the available space as any other organization would.

Are A.A. Meetings Held Only in English?

A.A. today has an estimated two million members worldwide, consisting of more than 125,000 groups located in approximately 180 countries.

A.A. materials (books, pamphlets, videos, etc.) have been translated into over 91 languages, and many meetings are held in the languages represented by the communities they serve. For a listing of materials available in English, Spanish and French from the General Service Office of A.A. (G.S.O.), see the back inside cover of this pamphlet or visit aa.org. For information on meetings held in different languages in your area, contact the local A.A. central or intergroup office. A list of these offices, as well as A.A. resources online or in other countries can be found on aa.org in the “A.A. Near You” section.

What Are the “Twelve Traditions” of A.A.?

The Twelve Traditions are to the life of A.A. as a whole what the Twelve Steps are to each member’s personal recovery.

The Traditions (see page **xx**) are suggested principles that ensure the survival and growth of the thousands of groups comprising A.A. Based on the experience of the groups themselves during A.A.’s

crucial early years, they relate to the conduct of a group's internal affairs, cooperation among groups, and their relations with the community at large. Most of the Traditions reflect the spiritual orientation of the Fellowship.

The Traditions are not formally binding on A.A. groups. But the overwhelming majority of groups throughout the world choose to conduct their affairs according to the principles they embody.

Why is Anonymity Important?

In stressing the equality of all A.A. members — and unity is the common bond of their recovery from alcoholism — anonymity serves as the spiritual foundation of the Fellowship.

At the personal level, anonymity provides protection for all members from identification as alcoholics outside A.A. meeting rooms, a safeguard often of special importance to newcomers. However, in their personal relationships with nonalcoholics — and those they think might have a problem with alcohol — A.A.s may feel free to say they are recovering alcoholics. Here, openness may help to carry the A.A. message.

At the level of press, radio, TV, films, the Internet and social media, anonymity stresses the equality in the Fellowship of all members. It does this by putting the “reminder” brake on those who might otherwise exploit their A.A. affiliation to achieve recognition, power or personal

gain. Public attention and publicity for individual members of A.A. would invite self-serving competition and conflict over differing personal views.

In the words of Tradition Twelve, “Anonymity is the spiritual foundation of all our Traditions, ever reminding us to place principles before personalities.”

Is Religious Belief Part of the A.A. Program?

A.A. does not inquire into alcoholics’ religious beliefs — or lack thereof — when they turn to the Fellowship for help.

However, the A.A. program of recovery is based on certain spiritual values and individual members are free to interpret these values as they think best, or not to think about them at all.

“Without question the Twelve Steps lay out a spiritual program, but it is a spirituality based on experience, not doctrine...,” says Ward Ewing. “Central in the spirituality of A.A. is mystery... mystery at the miracle of lives changed by following these simple principles.”

Most members, before turning to A.A., had already admitted that they could not handle their drinking — alcohol had taken control of their lives. A.A. experience suggests that to get sober and stay sober, alcoholics need to accept and depend upon a spiritual entity, or force, that they perceive as greater than themselves. Some choose the A.A. group as their “Higher Power”; some look to God — as they

understand God; and others rely upon entirely different concepts.

One A.A. member relates, “I realized that the Fellowship, though comprised of human beings, represented a power greater than anything human. Even more surprisingly, by taking the Steps in my own clumsy way, supported by the unconditional love of my fellow alcoholics, I had discovered a quiet, inner voice — a God within.”

Is Prayer Observed in the A.A. Program?

There are two references to prayer in the Twelve Steps, as written by the founders of A.A. The Seventh Step reads: “[We] humbly asked Him to remove our shortcomings.” And the Eleventh Step states: “[We] sought through prayer and meditation to improve our conscious contact with God, as we understood Him, praying only for knowledge of His will for us and the power to carry that out.”

Many groups often close their meetings with a prayer or a statement determined by the autonomy and agreement of the group. Some A.A. meetings close with a collective recitation of the Lord’s Prayer or A.A.’s Responsibility Declaration (“When anyone, anywhere reaches out for help, I want the hand of A.A. always to be there: and for that, I am responsible”). Others use the Serenity Prayer:

*God grant me the serenity
to accept the things I cannot change,
The courage to change the things I can,*

Commented [SA6]: Per Ward Ewing: add context regarding groups' autonomy to develop their own ways of closing.

And the wisdom to know the difference.

In the Fellowship's early days, there was no common A.A. literature, and the fledgling groups leaned heavily on Bible reading for inspiration and guidance. Meetings usually closed with the Lord's Prayer because, as A.A. co-founder Bill W. later explained, "it did not put speakers to the task, embarrassing to many, of composing prayers of their own."

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Today, A.A. is composed of members of all faiths, along with many who are atheist or agnostic. According to Rabbi Abraham J. Twerski, "Alcoholics Anonymous is not a religion and cannot take the place of religion," and members are free to use whatever prayers they are comfortable with — or none at all.

How Can Faith Leaders and A.A. Cooperate Effectively?

Deleted: the Clergy

For members of the clergy who counsel alcoholics, it can be helpful to know an active A.A. member in the community to whom they can refer anyone looking for help with a drinking problem. Once contacted, the A.A. member will take special interest in the newcomer, provided they want help; take them to a meeting; and share the experience of their own recovery in A.A.

There are several things that faith leaders can do to familiarize themselves with the A.A. program:

- Attend some open A.A. meetings.

- Become acquainted with A.A. literature — such as the books *Alcoholics Anonymous*, *Twelve Steps and Twelve Traditions*, and *A.A. Comes of Age*; the booklets *Living Sober* and *Came to Believe*; and some of the pamphlets listed on the inside back cover.
- Recognize the spiritual (though non-denominational) aspects of the A.A. program.
- Call upon A.A. for help when the situation warrants it.
- Open their doors to A.A. meetings.

What If You Are a Chaplain in the Military?

Like other faith leaders, military chaplains are often the “safest” people a problem drinker can approach. Chaplains can help direct alcoholics to available A.A. meetings, either on or near the base. Additionally, if no meetings are available, chaplains may be able to connect interested alcoholics with other A.A. materials, such as books and pamphlets or A.A.’s magazines, Grapevine and La Viña. Online meetings are also available for those members of the military who may be deployed, and chaplains can help get them connected electronically through correspondence groups. (A.A.’s General Service Office can provide information on such resources.)

How Can Faith Leaders Counsel Alcoholics About A.A.?

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Faith leaders who have worked closely with A.A. emphasize the following points in counseling alcoholics:

- A.A. membership embraces a cross-section of society. But no matter how different members' backgrounds may be, all share a kinship in recovery from alcoholism through A.A.'s program of recovery.
- Keeping an open mind is important. If the A.A. program initially does not seem to make sense, first impressions may change with continued attendance.
- According to the best medical evidence, alcoholism is a progressive illness that can be arrested only when the alcoholic stops drinking. In A.A., alcoholics will find thousands of individuals who, through their shared experience in recovery, can help them make the transition to a sober, fulfilling life.

Do Any Faith Leaders Belong to A.A.?

Yes. Alcoholism knows no boundaries and can equally affect people from all walks of life. A number of alcoholic faith leaders, representing various backgrounds and religious affiliations, have achieved sobriety in the Fellowship.

How is A.A. Organized?
Who Runs it?

A.A. has no central authority. There is minimal structural organization and a handful of Traditions instead of bylaws. A.A.'s essential work is done by alcoholics who are

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- Explain that A.A. can help only if the alcoholic has a desire to stop drinking.
 - Urge alcoholics to keep an open mind if the A.A. program initially does not seem to make sense. Suggest that their first impressions will likely change if they keep going to meetings.
 - Stress that A.A. has a single purpose: to help alcoholics achieve sobriety.
 - Remind the alcoholic that A.A. membership embraces a cross-section of society. Newcomers meet members from all walks of life. No matter how different their backgrounds, all share a kinship in recovery from alcoholism through A.A.'s program of recovery.
 - Assure alcoholics that their personal anonymity will be respected.
 - Explain that, according to the best medical evidence, alcoholism is a progressive illness that can be arrested only when the alcoholic stops drinking. In A.A., alcoholics will find thousands of individuals who, through their shared experience in recovery, can help them make the transition to a sober, fulfilling life.

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themselves recovering in the Fellowship. Typically, two or more alcoholics meeting together for purposes of sobriety may consider themselves an A.A. group, provided that, as a group, they are self-supporting and have no outside affiliations. Local groups generally select committees to oversee vital group activities and services.

Overall responsibility for A.A.'s worldwide service agencies has been entrusted by the groups to the General Service Conference, composed of area delegates from the United States and Canada who meet annually. Serving in a custodial role is the board of trustees — 14 A.A. members and seven nonalcoholic friends of the Fellowship who serve on a rotating basis.

How Are A.A. Services Financed?

There are no dues or fees for membership and, as stated in the A.A. Preamble — an introductory statement often read before A.A. meetings (see the front inside cover of this pamphlet) — “We are self-supporting through our own contributions.”

A.A. is entirely supported on the voluntary contributions of members, and funds are never accepted from outside sources.

The expenses of an individual group (for rent, refreshments, literature, etc.) are defrayed by the contributions of group members, usually offered during group meetings.

What Does A.A. Not Do?

A.A. is an entirely unpaid, nonprofessional organization, unaffiliated with any other agency or approach to alcoholism. Hence, A.A. does not provide legal, medical, religious, psychiatric, educational or social services. A.A. meetings are conducted on a voluntary basis and there are no membership requirements beyond a desire to stop drinking.

What About Problems Other Than Alcohol?

Some professionals refer to alcoholism and drug addiction under the umbrella of “substance abuse” or “chemical dependency.” With this broad definition, nonalcoholics or people with problems other than alcoholism are sometimes introduced to A.A. and encouraged to attend A.A. meetings. A.A. has only one single purpose: to help alcoholics achieve sobriety. As noted previously, nonalcoholics may attend open A.A. meetings as observers, but only those with a drinking problem may attend closed meetings.

There are a number of other Twelve Step Fellowships patterned after A.A. that may be helpful for those nonalcoholics who are seeking help. A.A. has no opinion on any of these other approaches and neither endorses nor opposes them.

How Can Faith Leaders Contact A.A.?

Faith leaders are most welcome to attend open A.A. “speaker” or discussion meetings, and many local A.A. service committees will, upon request, provide informational presentations for churches or other interested organizations. 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 about how the Fellowship operates.

Alcoholics Anonymous can be found on the Internet at www.aa.org and in most telephone directories by looking for “Alcoholics Anonymous.” Additionally, Online meetings are also available, which members of the military and others often use when they are in places where there are no meetings nearby.

Literature about the A.A. program, as well as specific directions for getting in touch with a local A.A. group, may be obtained by visiting A.A.’s website, aa.org; writing to the General Service Office of A.A., Box 459, Grand Central Station, New York, NY 10163; or calling 212-870-3400. Faith leaders can also contact A.A.’s Cooperation with the Professional Community service directly at 212-870-3400 or by email at cpc@aa.org.

Are There Any Other Helpful Resources?

For additional information, these resources are available from A.A.’s General Service Office (visit aa.org) or your local

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Additionally, A.A. has a free of charge meeting finder app called Meeting Guide for iOS and Android that provides meeting information from A.A. service entities in an easy-to-access format.

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A.A. central or intergroup office:

"Many Pathways to Spirituality"

(A pamphlet sharing experience, strength and hope from A.A. members with various perspectives on spirituality)

"The 'God' Word"

(A pamphlet sharing experience, strength and hope from atheists and agnostics in A.A.)

Came to Believe

(A collection of stories by A.A. members who write about what the phrase "spiritual awakening" means to them)

Alcoholics Anonymous, Appendix II

(a section of A.A.'s basic text relative to spiritual experience)

These items are available from AA Grapevine (visit aagrapevine.org) or your local A.A. central or intergroup office:

Spiritual Awakenings, Vol. I and II

(Sharing from A.A. members)

One Big Tent: Atheist and agnostic A.A. members share their experience, strength and hope

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Item D

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MEMORANDUM

TO: Peter L. Chair
Trustees' Cooperation with the Professional Community/Treatment-
Accessibilities Committee

FROM: Beau B., Chair, A.A.W.S. Chair

Cc: Stephanie L., G.S.O. Interim General Manager; David R., Publishing
Director; Ames S., Executive Editor; Sandra W., Director of Staff Services;
and Irene D. and Amy B., co-secretaries' trustees' Cooperation with the
Professional Community/Treatment-Accessibilities Committee

DATE: January 29, 2021

SUBJECT: Pamphlet Updates per A.A.W.S. policy related to print literature

The A.A.W.S. Board met on January 29, 2021. Below are excerpts from the Publishing Committee as well as recommendations approved by the A.A.W.S. Board for consideration of the trustees' Cooperation with the Professional Community/Treatment-Accessibilities Committee:

The committee discussed the procedure to process G.S.O. Publishing updates per the A.A.W.S.' print policy. The committee noted that additional logistical details to the process warrant consideration for additional definition and agreed to continue discussions in March 2021.

Also,

The committee discussed updates to pamphlets from G.S.O. Publishing per the "A.A. World Services, Inc., Policy on Publication: Keeping Literature Current." These included: "Members of the Clergy Ask about A.A."

- The A.A.W.S. Board agreed to forward the draft updated pamphlet, "Members of the Clergy Ask about A.A." to the trustees' Cooperation with the Professional Community/Treatment-Accessibilities Committee.

Attachments:

- A. draft updated pamphlet, "Members of the Clergy Ask about A.A."
- B. A.A.W.S. Policy on Publications: Keeping A.A. Literature Current

1/6/2020

**A.A. WORLD SERVICES, INC., POLICY ON
PUBLICATION: KEEPING A.A.
LITERATURE CURRENT**

This policy sets forth the standards for determining whether or not a new piece of literature, or changes to an existing piece of literature, needs consideration by the General Service Conference prior to publication by A.A.W.S.

Definitions

"Literature" means books and pamphlets published by A.A. World Services, Inc. and intended for public distribution. The term does not include Service Pieces.

"Service Pieces" are printed material produced by A.A. World Services, Inc. for the information of the Fellowship. They describe shared experience and current practice on matters of interest to the Fellowship, and are a convenient method of providing answers to frequently asked questions concerning matters of practical concern or historical interest to members of the Fellowship. Examples include workbooks, guidelines, newsletters, bulletins and flyers.

"Editorial Changes" to an existing piece of Conference-approved Literature means (1) correction of typographical errors and errors of grammar or syntax, (2) correction of erroneous statements of fact, (3) updating of historical and statistical information, and (4) correction of cross references to other material necessitated by changes in such other material.

The "Format" of a piece of literature means the manner in which the content of the literature is arranged and presented to the reader. Examples include hard cover, soft cover, large print, standard size, pocket size, audio, Braille, video for ASL, digital and electronic (suitable for reading on electronic devices such as smart phones, tablets, and computers).

Submission of Literature to the General Service Conference

A new piece of Literature or any change to an existing piece of Conference-approved Literature other than Editorial Changes and new or changed Formats, will not be published by A.A. World Services, Inc. prior to approval of such literature by the General Service Conference.

The content of a piece of literature presented for final approval to the Conference will be in fully edited condition, with no expectation of further change being made prior to publication other than as may be specified by the Conference in granting its approval.

Unless otherwise specified in the Advisory Action of the Conference approving a new or amended piece of Literature, A.A. World Services, Inc. will have full authority, without need of further Conference action, to (a) select the Format or Formats in which the approved Literature will be produced, (b) make, from time to time, needed Editorial Changes; provided, however,

that no Editorial Change will be made to the Big Book's Preface, the Forewords, "The Doctor's Opinion," the first 164 pages (Chapters 1-11), "Dr. Bob's Nightmare," or the Appendices without prior Conference approval of such change, and (c) translate the approved Literature

into any language, and in connection therewith to modify or replace illustrations, photos, and other visual art in a manner reasonably designed to conform them to the culture of the expected readership.

Scope and Process for Editorial Updates of Conference-Approved Literature

When considering items for revision, the following criteria will guide the editorial process:

- Does the material use outdated language, jargon, or references?
- Does the material utilize the most current science about alcoholism?
- Does the material focus on inclusivity and represent A.A.'s broad diversity?
- Does the material draw on A.A. history in a way that is relevant and necessary?
- Does the material effectively address the audience to whom it is directed? (Target audience input will be sought in the review process)

In order to proactively update the broad inventory of Conference-approved pamphlets and other A.A. Literature in a timely fashion, A.A.W.S. will:

1. Regularly present to the Conference, through the Trustees' Literature Committee or other appropriate trustees' or Conference committee, a selection of pamphlets or other Conference-approved Literature items that have been edited or summarized for revision by the Publications Department. (This would either be part of or supplementary to the annual Recovery Literature Matrix provided to the Conference Literature Committee by the Trustees' Literature Committee - see note below.)

2. The appropriate trustees' or Conference committee, at its discretion, will consider the proposed revision and forward it on to either the appropriate Conference committee for their consideration or to the Conference as a whole for final approval.

3. If approved by the Conference, the Publishing Department will update each item without further change being made other than as may be specified by the Conference in granting its approval.

4. Once the item has been given Conference-approval, the items will be translated and existing inventory of the prior version will be discontinued and replaced with the new material.

NOTE: Any and all new literature will be proposed by the Conference as per current practice, and nothing herein will preclude guidance from the Conference regarding any additional titles or categories of literature to be reviewed and/or updated. [A procedure for literature review was requested by the 2016 General Service Conference, recommending that "the trustees' Literature Committee develop a plan that includes a systematic schedule for the annual review of recovery literature items, taking into consideration the following: content, relevance, and usefulness; and prioritized by time span since last review. The committee requested that the plan also include an annual report, to be forwarded to the Conference Literature Committee, reflecting the results of their review and any other items for proposed updates or revisions." The plan was accepted by the 2017 GSC.]

December 2019

Acknowledged/Accepted by 2020 General Service Conference

A.A. World Services, Inc., Policy on Publication: Keeping A.A. Literature Current

1	The A.A.W.S. Publishing Department reviews selected pamphlet, book, or other item for presentation to A.A.W.S. for revision according to the following criteria: • Does the material use outdated language, jargon, or references? • Does the material utilize the most current science about alcoholism? • Does the material focus on inclusivity and represent A.A.'s broad diversity? • Does the material draw on A.A. history in a way that is relevant and necessary? • Does the material effectively address the audience to whom it is directed?	A.A.W.S. Editorial Staff, A.A.W.S. Board
2	Proposed revisions are forwarded from A.A.W.S. to the relevant trustees' or Conference committee for review.	Relevant Trustees' or Conference Committee
3	The relevant Conference committee evaluates the proposed revision for presentation to the full Conference for final approval.	Conference Committee
4	The full Conference considers the proposed revisions. If approved, the revised item will be Conference-approved literature.	General Service Conference
5	Once approved, the Publishing Department will proceed with translation into French and Spanish and discontinue prior inventory.	A.A.W.S. Publishing Dept.

December 2019

[Back to Agenda](#)