

## Public Information School Initiative Suggestions

At the February, 2012, Area Committee meeting, the Area 28 Public Information Committee committed to the **goal of having materials—books, pamphlets and posters—in every middle and high school in the state and to provide information and materials to school counselors.** To help accomplish this goal, we have developed these suggestions for intergroup, district and group outreach to schools.

These are **suggestions**:

1. **Identify the high schools and middle schools in your vicinity.**
2. **Seek a person, group, or meeting to be responsible for each of the schools.** As suggested below, this will involve developing and maintaining contact with a staff person at the school to both a) distribute AA literature and information for students and b) educate staff about AA through personal conversations, literature, workshops and whatever means seem appropriate.
3. **Initiate and develop contact with a responsible staff person at the school** who is involved with counseling or otherwise guiding students and might come in contact with or be aware of students with alcohol issues or family alcoholism issues. A head counselor or substance abuse counselor might be ideal but another counselor, a medical staff person, health educator, or vice principal might be appropriate.
  - a. We recommend that initial contact be personal through either a telephone call or a personal visit, or both.
4. **Develop a plan** with the contact person.
  - a. Encourage the contact person to form an Action Group at the school with interested staff and students to guide further activities.
5. **Provide staff educational materials** to the contact person and plan, with the contact person or action group any additional staff educational programs or materials.
  - a. Possibly meet with other staff individually or collectively and/or present a workshop for staff and teachers. Your Area 28 PI Committee or CPC Committee can serve as a resource to arrange staff presentations or workshops, thereby avoiding local issues around anonymity.
6. **Decide on what materials (pamphlets, meeting lists and posters) will be placed in the school and where** in consultation with the contact person or action group. Locations include library, locker rooms, counselor's offices, and nurse's office. Also, **check what AA books are in the library.** Suggest they have *Alcoholic Anonymous* and possibly *As Bill Sees It* and the *12 Steps and 12 Tradition*.
  - a. Place the materials.
7. **Explore idea of workshops or presentations to students** with contact person or group. Your Area 28 Public Information Committee can serve as a resource to arrange student presentations or workshops, thereby avoiding local issues around anonymity.
8. **Follow up at least once a year** and add the school to the distribution locations for meeting lists.

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## Maine Area 28 Public Information (PI) Initiative Tracking Template for Districts

School name:

School Name	Contact Name & Title	Contact email	Contact Phone	Contact Address	AA Books in Library	Pamphlets Provided	Date of Last Contact	To Do List	Notes
<i>Example High School</i>	<i>Ms. Smith, Substance abuse counselor</i>	<i><a href="mailto:msmith@abchs.org">msmith@abchs.org</a></i>	<i>207 000-0000</i>	<i>123 School Dr., ABC, ME 00000</i>	<i>Big Book, As Bill Sees It</i>	<i>AA at a Glance, Message to Teenagers, Young People and AA</i>	<i>2/20/2012</i>	<i>Follow up with 5 posters; Provide copy of 12 &amp; 12</i>	<i>Recent press coverage of underage drinking parties in the area, allowed literature to be placed in locker rooms, nurses office, and library</i>