



GAM-ANON® INTERNATIONAL SERVICE OFFICE, INC.

PO BOX 307

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Dear Gam-Anon Members,

Your ISO and Board of Delegates are always seeking ways to help your meetings, Areas, and Intergroups/Unities. To that end, your Board of Delegates created the Public Outreach Committee to help ISO and members with Public Service Announcements, Public Speaking and other forms of attraction, a task most members find frightening. The responsibility of representing Gam-Anon in any public speaking situation can be overwhelming.

Fear no more!! We are happy to share with you the result of the Public Outreach Committee's recent effort:
THE GAM-ANON PUBLIC RELATIONS PACKET

This will easily help you provide information about Gam-Anon to your local community groups and agencies, mental health providers, schools, and local media. **EVERYTHING you need has been included for you.** The packet can be used as a whole, or as individual pages as appropriate in each situation. Pages can be copied as often as needed and are available on the website and directly from the ISO.

As a member of a meeting, or as a representative/member of your Intergroup/Unity, or as Delegate of your Area we are asking that you read all the enclosed and share it with other members by e-mail, regular mail, or make copies and distribute it personally. It is that important!

1) Please contact the ISO with any questions or suggestions about this packet and Public Relations at any time by e-mail or phone.

2) ISO can set up a conference call with any group of members or a formally created committee that wishes to learn more or share ideas. This can be done at any time during office hours and arrangements can be made to do this during your Intergroup/Unity Meeting or regular meeting. That is how important Public Relations is! (See Unity Steps 5 and 11, and Recovery Step 12)

I look forward to hearing from you and hope to soon see the results of ALL of our efforts.

Yours in Gam-Anon.,

Regina K.

Regina K., Executive Secretary



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HOW TO USE THE GAM-ANON PUBLIC RELATIONS PACKET FOR PUBLIC OUTREACH AND PUBLICITY

This resource, approved by the Gam-Anon Board of Delegates, provides information about Gam-Anon for community groups and agencies, and for use by members at public speaking engagements.

This kit will help you easily respond to a request for information in your area from any local Parent/Teacher Organizations, Educational Groups, Clergy/Religious Institutions, Health Centers, Hospitals/Medical Institutions, other service agencies, and the local media.

WAYS TO USE THE GAM-ANON PUBLIC RELATIONS KIT FOR PUBLIC OUTREACH:

1) Speaking Engagements:

- a) Use as a multi-page handout during the speaking engagement;*
- b) Project onto screen for speaking engagements;*
- c) Ask if hosts want our materials and if yes, mail or e-mail this kit prior to the speaking engagement.*

2) Run on a computer at a health fair or print out as free individual pages.

3) Upon request, share website access information or print and distribute the Public Relations Kit to local Parent/Teacher Organizations, Educational Groups, Clergy/Religious Institutions, Health Centers, Hospitals/Medical Institutions, the local media, and other service agencies in your Area.

4) For a radio show, mail or e-mail this kit to the hosts to provide background information to enable an informative discussion of the Gam-Anon program.

YOUR FEEDBACK AND EVALUATION ARE VALUABLE

- 1) Please share any concerns, questions, or suggestions about public relations by contacting ISO. Your ideas will be shared with other members so we can learn from each other.
- 2) Delegates - please reach out to meetings in your Area to ask if they are using the Gam-Anon Public Relations Kit, what has or has not been useful, if anything can be improved or added to the kit.
- 3) ISO can set up a conference call with any members who want to learn more about public relations or share ideas. This service is free and can be scheduled when the office is closed and at a convenient time for participants.