**June 2018 - Region One OA Conference Call – FOCUS ON PUBLIC INFORMATION / PROFESSIONAL OUTREACH**

**Members were asked to share their experience, strength and hope on the following questions:**

1. What is one action you have taken to carry the message that has worked for you, and that you felt good about doing?
2. What opportunities do you see in your area for carrying the message?
3. Can you share your "thirty-second elevator pitch" about OA?

Here is a summary of the information shared:

1. Pat introduced Public Information and Professional Outreach resources. They are many on OA.org. She suggested using a search engine to find them more easily. She will post the list of PI resources on Region 1 Yahoo groups. There is a Professional Outreach Manual available from the OA bookstore.
2. One area has a local spirituality newspaper. They run community groups ads monthly for free. OA is included.
3. One member looks for opportunities everywhere she goes and she is ready with the "OA WORKS" business card to which she has  added local info and OA.org.
4. One person's  elevator speech (timed to coincide with how long it takes the elevator to reach the floor of the person who just asked you "what is OA?") : *"I had a lifelong problem with food but I have found a solution and recovery in OA."*
5. Another member in Canada connected with the local Eating Disorders Resource Group. OA was offered as an option for therapists to offer to their patients who struggle with food related issues.
6. Step Studies for members, but especially newcomers to focus on the steps more directly so they can understand what people are talking about at meetings more readily. This has helped newcomers stick around.
7. Another member has sent letters directly to the five dietitians practicing in their town, introducing OA and offering OA as a resource.
8. Another member noticed that the AA magazine The Grapevine was carried by the local library. They have put in a request to include OA’s Lifeline in the periodicals collection.
9. In another location, PI/PO meets with six mental health counselors to offer OA as a resource. Additionally, they presented to the local college's Social Work students about how OA works.
10. The follow-up approach using The First 12 Days in OA flyer is helping retain newcomers. It makes  sense to do the work to get people to walk in the door if we help them stay around for their recovery.
11. Another member (and brand new PI/PO chair) is a new mom. She has joined a number of Facebook groups for new moms who share support and info to navigate this brand new role. When a mom shares such comments as "I can't stop eating", this member *private messages* her to offer the help of OA.
12. In another area, the mental health community has been very receptive to outreach from OA members.
13. Good old fashioned but helpful bulletin boards in grocery stores and new ideas like placemat ads are being checked out in another IG.
14. Greater Seattle  was recently involved in IG Renewal. They decided to take the IG on the road and visit their more remote  meetings, bringing  Professional Outreach and PI resources to help these meeting thrive. They have been well received.
15. There are two loops that have been set up by the PI / PO conference committee. They are meant to share info among all OA service bodies on what's working in this vital area.

**For Public Information (PI):** To join, just go to https://groups.google.com and search for 'OA PI' to find the group. Then follow the instructions on screen. If you have any difficulties, you can click on the link to contact the group owner for help. Please note, you do not need to have a Google account in order to join the group.

**For Professional Outreach (PO):** It is a two-step process. Kindly email: infoandinvites@gmail.com to ask to join. Then, once you are added to the group, you can then post your news and info. The PO Loop address is: oa-prof-outreach@googlegroups.com

More ideas on PIPO??? Please email regiononetrustee@gmail.com. I would love to hear from you, and I want to collect shares on this topic to use as a resource in Region One.

Please consider taking these questions back to your meeting or intergroup to hold a discussion and find PIPO projects to carry the message in your area.