



II. Cooperation with the Professional Community: Monday-Tuesday

General Service Conference - Conférence des Services généraux -
Conferencia de Servicios Generales

Apr 15, 2024 9:00 AM - Apr 16, 2024 12:00 PM EDT

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2024 Conference Committee on Cooperation with the Professional Community

ITEM A: Review progress report on AAWS LinkedIn page

Secretary's Note: The 2018 Conference Committee on CPC recommended that A.A. World Services, Inc. develop a company page on LinkedIn with goals in mind that included offering a platform where our professional friends can find accurate information about A.A., raise awareness of exhibits staffed by local CPC committees at national and local professional conferences, expand the network of our professional friends, may recommend us and perhaps deepen the pool of Class A Trustee candidates.

Through continued efforts of the CPC desk and the AAWS Communication Services Department, the A.A. LinkedIn page has met the closely monitored cadence and goals of the trustee's CPC/T-A and the Conference committee considerations while carefully exploring ways to maximize the reach on the platform within the guidelines of A.A. Tradition.

Background:

1. LinkedIn Q4 report (Oct. 2022 – Sept. 2023)



LinkedIn Yearly Summary

Quarter 4 2022 – Quarter 3 2023

TOTALS FOR THE YEAR:

- Total page views: 8,660
- Unique visitors: 3,443
- Total followers: 3,261

TOP 3 POSTS (by engagement rate*):

[Are you interested in working at Alcoholics Anonymous \(Posted 1/31/2023\)](#)

Hashtags included: #alcoholicsanonymous #nonprofits #hiringnow #hiring

Impressions: 1,605

Click through rate: 10.4%

Reactions: 57

Reposts: 7

Clicks: 167

Engagement rate: 14.39%

[The Digital A.A. Press Kit \(Posted 10/13/2023\)](#)

Hashtags included: #press #media #nonprofit #AddictionRecovery #addiction

Impressions: 1,030

Click through rate: 5.92%

Reactions: 57

Reposts: 6

Clicks: 61

Engagement rate: 10.87%

[Mental health issues don't have to be a barrier to sobriety \(Posted 5/4/2023\)](#)

Hashtags included: #healthcareindustry #Mentalhealth #mentalhealthmatters #nonprofit

Impressions: 1,221

Click through rate: 5.16%

Reactions: 57

Reposts: 11

Clicks: 63

Engagement rate: 10.73%

*Engagement rate, as calculated by LinkedIn = (Likes+Comments+Shares+Clicks+Follows)/Impressions

Q4 2022 (October – December)

PROGRESS:

- In the fourth quarter of 2023, we posted new information 8 times.
- Employee sweep done by HR in January. There were reported to be 8 profiles removed.

NEXT STEPS:

- CPC staff coordinator and Communication Services Department will continue to develop content calendar, populate backlog of posts and post at least twice a month.
- Continue expanding hashtag research. Work on a timeline with translators to include comparable Spanish and French terms.
 - Direct translation of the English hashtags does not guarantee a large audience.
 - Best practice for hashtags is to include 3-5 per post. If we branch into French and Spanish, recommend no more than 3 per language per post.

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- Draft designs to update header banner are in the early, idea stage. CSD Project Coordinator plans to have updated visuals prepared by next quarter.
- Work with CPC and Regional Forums staff coordinators to revise and continue development of language to highlight Regional Forums and their usefulness to professionals. (On hold)

ANALYTICS:

- As of January 3, 2022, we have 2,491 followers. (+222 from last quarter - 2,269)
- Channel stats this quarter:
 - Total page views: 1,692 (-339 from last quarter)
 - Unique visitors 696 7 (-67 from last quarter)

Q 1 2023 (January – March)

PROGRESS:

- In the first quarter of 2023, we posted new information 9 times.
- Employee sweep was done by HR in March. LinkedIn is having issues removing some accounts that are private because they do have account links and are not active on their accounts. These are most likely fake accounts, but they have not verified that yet.
- Discussed highlighting Regional Forums materials with CPC, Regional Forums, and staff coordinators. This effort has been suspended for now due to Regional Forums being geared mostly toward members and potential members with little information focused specifically for professionals.
 - The team believes it is still best for professionals to be invited and brought by a member in service or an informed colleague to avoid confusion at the breadth of topics covered. It is not a full weekend professional event, but if there was a specific session to call out it would help us to provide clear, effective messaging to interested professionals.
- Worked with graphic designer for update to channel banner section.

NEXT STEPS:

- CPC staff coordinator and Communication Services Department will continue to develop the content calendar, populate backlog of posts, and post at least twice a month.
- Work on a timeline with translators for hashtag research to include comparable Spanish and French terms.
 - Direct translation of the English hashtags does not guarantee a large audience.
 - Best practice for hashtags is to include 3-5 per post. If we branch into French and Spanish, recommend no more than 2-3 per language per post.
- CSD Project Coordinator plans to implement an updated profile channel banner in the third quarter of 2023.
- Prepare and send out an email blast to Fellowship highlighting active LinkedIn page.

ANALYTICS:

- As of January 1, 2023, we have 2,931 followers (+325/43.8% increase from last quarter).
- Channel stats this quarter:
 - Total page views: 2,266 (+574/32.3% increase from last quarter)
 - Unique visitors: 899 (+203/28.6% increase from last quarter)

Quarter 2 2023 (April – June)

PROGRESS:

- In the second quarter of 2023, we posted new information 12 times.

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- Employee sweep was done by HR in July. For Q2, HR reported 11 profiles that are being removed. There are about 15 other private profiles that LinkedIn will try to track down. They said they are noticing more and more private profiles connecting to company pages with the increase accessibility of AI.
- Met with Language Services to discuss hashtag research to include comparable Spanish and French terms.
 - Our preliminary research efforts are in English until we can continue discussion of a support plan for French and Spanish hashtags with Language Services.
- Received final graphics for profile banner section.

NEXT STEPS:

- CPC staff coordinator and Communication Services Department will continue to develop the content calendar, populate backlog of posts, and post at least twice a month.
- Hashtag research project is in the Language Services' department's queue and is expected to be worked on alongside the Communications department during the remainder of the year.
- CSD Project Coordinator plans to implement an updated profile channel banner in the third quarter of 2023.
- Prepare and send out an email blast to Fellowship highlighting active LinkedIn page.

ANALYTICS:

- As of June 30, 2023, we have 3,059 followers (+278 increase from last quarter).
- Channel stats this quarter:
 - Total page views: 2,187 (6.3% decrease from last quarter)
 - Unique visitors: 893 (3.1% decrease from last quarter)

Quarter 3 2023 (July – September)

PROGRESS:

- In the third quarter of 2023, we posted new information 8 times.
- Employee sweep was done by HR in October. There are about 30 profiles that have been difficult to trace back because they are "private" (most likely fake). LinkedIn is looking into them to verify they are indeed fake and then will delete them. This is a longer process than just removing a real profile from the company page.
- Updated new image for profile banner.

NEXT STEPS:

- CPC staff coordinator and Communication Services Department will continue to develop the content calendar, populate backlog of posts, and post at least twice a month.
- Hashtag research project is in the Language Services department's queue and is expected to be worked on alongside the Communications department during the remainder of the year.
- Prepare and send out an email blast to Fellowship highlighting active LinkedIn page.

ANALYTICS:

- As of September 30, 2023, we have 3,261 followers (+322 increase from last quarter).
- Channel stats this quarter:
 - Total page views: 2,344 (2.7% increase from last quarter)
 - Unique visitors: 872 (5.6% decrease from last quarter)

2024 Conference Committee on Cooperation with the Professional Community

ITEM B: Review progress report on the development of outward facing pamphlet for mental health professionals.

Secretary's Note: In October 2023, the trustees' Cooperation with the Professional Community/Treatment and Accessibilities (TCPC/T-A) committee, with the assistance of the staff secretary, completed the final interviews with mental health professionals. These interviews were designed to gather preliminary source material for the development of the outward facing pamphlet for mental health professionals.

The materials gathered in these interviews were forwarded to the AAWS Publishing Department following the October 2023 trustees' meeting. This material along with current A.A. literature will be considered in the creation of a draft pamphlet to be delivered to the trustees' committee for further consideration.

Background notes:

Excerpts from the January 28th, 2024 meeting report of the trustees' Committee on Cooperation with the Professional Community/Treatment and Accessibilities:

The committee reviewed the update on the development of the pamphlet for mental health professionals, noting a working title, and the effort across the multiple departments to move this closer to publication. The committee looks forward to a progress report or draft pamphlet at the July 2024 meeting.

Background:

1. Progress report

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Progress report on the development of outward facing pamphlet for mental health professionals submitted to the
2024 Conference Committee on Cooperation with the Professional Community
April 2024

- The 2021 Committee on Cooperation with the Professional Community recommended the trustees' Committee on Cooperation with the Professional Community/Treatment and Accessibilities develop a pamphlet directed to mental health professionals.
- The initial phase of development consisted of members of the trustees' Cooperation with the Professional Community/Treatment-Accessibilities (TCPC/T-A) Committee along with the staff secretary, interviewing selected mental health professionals who are members of Twelve Step Fellowships. The second round of interviews consisted of professionals who are not members of Twelve Steps Fellowships. The purpose of the interviews was to identify topics that would provide content in developing the pamphlet and additional materials to inform mental health professionals about the Twelve Steps of recovery in Alcoholics Anonymous. The interviews were completed in October 2023.
- At their October 2023 meeting, the trustees' committee on CPC/T-A agreed to forward to the AAWS Publishing Department the results of the interviews conducted by the committee, and the staff secretary, to form an initial draft of the pamphlet.
- In January 2024, the AAWS Publishing Department presented the trustees' CPC/T-A with an update report which included a working title, and a path toward the July 2024 TCPC/T-A meeting where they will present the committee with a progress report or draft pamphlet.

Secretary's note: Following the January 2024 meeting, the staff secretary and AAWS publishing department met to discuss the path to draft the initial language of the pamphlet. Summarizing questions from the interview sessions and responses from mental health professionals with experience incorporating A.A. into their practice with clients and patients who are seeking help with a drinking problem. The topics to be highlighted are based on the 18 interview transcripts with mental health professionals, with the goal to offer suggestions and experiences on:

- *Challenges that mental health professionals face when introducing their clients and patients to the Alcoholics Anonymous program.*
- *Addressing concerns and clarifying misunderstandings that mental health professionals could have about how A.A. can help Alcoholics who have mental health issues.*
- *Referencing Conference-Approved literature and A.A. resources to communicate about specific topics that some A.A. members have dealt with such as trauma, singleness of purpose, and sponsorship.*
- *Approaches to support the different types of areas that mental health professionals work in.*
- *What are A.A.'s limitations when cooperating with the mental health professional community.*

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2024 Conference Committee on Cooperation with the Professional Community

ITEM C: Review content and format of CPC Kit and Workbook.

Secretary's Note: Kits and Workbooks for CPC, Corrections, Public Information, Treatment and Accessibilities are reviewed by the appropriate Conference Committees during each General Service Conference. Workbooks and Kits are service pieces. Any suggested changes to their content from the Conference committee are put forth as Committee Considerations rather than recommendations.

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, or the trustees' committee may choose to forward an idea to the Conference Committee for review.

The 2023 updates to the CPC Kit are live on the aa.org website. The updates suggested by the 2023 Conference Committee and trustees' Committee to CPC Workbook were forwarded to AAWS Publishing and are currently being translated by the Language Services Department.

Background:

1. CPC Kit available to view on www.aa.org:

ENG: [Cooperation with the Professional Community \(CPC\)](#)

SP: [Cooperación con la Comunidad Profesional \(CCP\)](#)

FR: [Collaboration avec les Milieux professionnels \(CMP\)](#)

2. CPC Workbook (revisions and translations pending) available to view on www.aa.org:

ENG: [Cooperation with the Professional Community \(CPC\)](#)

SP: [Cooperación con la Comunidad Profesional \(CCP\)](#)

FR: [Collaboration avec les Milieux professionnels \(CMP\)](#)

2024 Conference Committee on Cooperation with the Professional Community

ITEM D: Review CPC videos for effectiveness and relevance.

Background notes:

Excerpts from the October 29, 2023 meeting report of the trustees' Committee on Cooperation with the Professional Community/Treatment and Accessibilities:

The committee discussed ways to update the videos focused for professionals and what approaches should be considered concerning the content, cost, and other factors that would influence the development of new CPC videos.

The committee noted the current language of the videos and asked for consideration to be made to assist in focusing the content for pre-professionals as well as professionals. The committee requested staff explore these suggestions and work with Communication Services and Publishing to bring additional background and an updated report to the January 2024 meeting.

Excerpts from the January 28th, 2024 meeting report of the trustees' Committee on Cooperation with the Professional Community/Treatment and Accessibilities:

The committee reviewed the update on a proposal to revise the three CPC videos on aa.org. The committee requested that the term "pre-professionals" be replaced with "para-professionals" to ensure that we are including those who work alongside the professionals in supporting roles, members of the professional staff, offices, etc. along with students, and other future professionals as part of the target audience. The committee noted the estimated production costs appear reasonable.

The committee agreed to forward to the 2024 Conference Committee on CPC the proposal to revise all three CPC videos.

Current videos:

[A.A. Video for Healthcare Professionals](#)

[A.A. Video for Legal and Corrections Professionals](#)

[A.A. Video for Employment/Human Resources Professionals](#)

Background:

1. Update report.

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**Trustees' Cooperation with the Professional Community/Treatment-Accessibilities
Committee**

Discuss effectiveness and relevance of CPC videos currently on aa.org
Update report submitted to the 2024 Conference Committee on Cooperation with the
Professional Community
April 2024

Update report:

The Publishing Department produced a summary outlining suggested steps and estimated costs to initiate the update to the three videos.

Creative Concept

- To revise all 3 CPC videos using both stock music/footage.
- The recommended duration for these videos is one to two minutes each, with additional versions of fifteen and thirty seconds of each of the three videos.
- Publishing will make copy changes as part of the revision to reflect current usage across all platforms.
- When possible, applicable assets will be repurposed from the current videos.
- French and Spanish versions will feature dubbed audio.

Budget (all costs estimated)

- | | |
|---|----------------|
| • Video Editing - 6 rounds of Revisions | \$3,000 |
| • Stock Music - Adobe Stock Footage | \$2,000 |
| • Translation - French and Spanish | \$1,100 |

Total production cost: \$6,100 (estimate)

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2024 Conference Committee on Cooperation with the Professional Community

ITEM E: Consider a request to develop a pamphlet on the unhoused alcoholic in A.A.*

* 2024 EDW distribution

Background Notes:

Excerpt from the October 28, 2023, trustees' Literature Committee meeting report:

The committee considered a *request to develop a pamphlet on A.A. and the Unhoused Person that specifically addresses alcoholism, what A.A. is and is not; and includes personal stories from A.A. members who have experienced homelessness* and **agreed to forward** to the 74th General Service Conference.

Background:

1. Request to develop pamphlet for the unhoused alcoholic in AA

(1) Submit a clear and concisely worded motion. PAI #43

Consider developing a pamphlet on AA and the Unhoused Person that specifically addresses alcoholism, what AA is and is not; and includes personal stories from AA members who have experienced homelessness.

(2) What problem does this proposed item address?

1. Addresses a growing population with relatively high rates of alcoholism
2. Fills a gap in existing literature
3. Creates an opportunity for AA to begin gathering data and tailor outreach to a community that has perhaps until now been overlooked
4. Reaches out the hand of AA to an underserved remote community
5. Creates a resource for professionals working with this population
6. Allows an unhoused person to see themselves as a member of AA and to know that they're welcome
7. Creates a tool for sponsorship for those working with unhoused individuals
8. Addresses challenges that an individual may encounter with spiritual precepts of the AA program, such as the Seventh Tradition
9. Elucidates accessibility barriers unique to this community that may make regular meeting attendance difficult to sustain
10. Provides guidance to newly-sober unhoused individuals on maintaining their sobriety
11. Creates a space for formerly unhoused AA members to share their experience, strength, and hope

(3) What level of group conscience, if any, discussed the proposed agenda item? Make it clear who is submitting the item (an individual, group, district, area, etc.).

Note: While all items are received equally, experience has shown that ideas greatly benefit from the value of a broader group conscience. Consider if and with whom you would like to have a group conscience discussion on the proposed agenda item prior to submitting.

This agenda item is being proposed by the AA fellowship of Area 40, Montana. It was first proposed by a group who recognized a need in their community within District 41. The group was specifically asked to provide literature for the unhoused to a local shelter and found there was nothing specifically addressing this demographic of people. The group put the idea through to their District and then brought it to a workshop on writing agenda items. The District and the Workshop attendees submitted it for consideration to the Area 40 Fall Assembly. The Area 40 Literature Committee passed the motion within committee and brought it to the floor of Assembly where it passed with substantial unanimity. The motion passed with 64 in favor, 5 opposed, and 6 abstentions.

(4) Provide background information that describes and supports the reasoning for the proposal. List background material(s) included with the proposal:

A member of Alcoholic Anonymous (AA) was approached by the executive director of St. Vincent DePaul in Great Falls, Montana requesting a meeting for the unhoused in Great Falls to be hosted by AA at St. Vincent's Angel Room, a location where the unhoused can get food, clothing, hair cuts, showers, and laundry service. The executive director noted that many of the unhoused feel stigmatized by their lack of housing to attend established AA meetings, and many of these meetings are logistically difficult for this population to attend. While deliberating the feasibility of this request, this member of AA researched which AA material would be most appropriate to have at the Angel Room. Much to her amazement, she discovered there is no pamphlet, brochure, or any other type of AA literature specific to the unhoused population. This proposal is to rectify this grievous omission.

Before submitting this item, we reviewed current AA literature and were unable to find any references to the unhoused or homeless, including in any of the following pamphlets:

- From Safety and AA: Our Common Welfare
- Access To A.A. - Members Share On Overcoming Barriers
- Alcoholics Anonymous in Your Community
- Problems Other Than Alcohol
- Do You Think You're Different?

The following articles provide some general background information on the prevalence of homelessness and ways in which alcoholism affects this population. They are included as background material for the committee's consideration.

- Mike Loverde, InterventionHelpline.com, Homeless Alcoholics – A Double Stigma That Can Interfere With Recovery (May 24, 2019), available at <https://interventionhelpline.com/blog/homeless-alcoholics-a-double-stigma-that-caninterfere-with-recovery/>.
- Peter Grinspoon, MD, Harvard Health Publishing, Poverty, Homelessness, And Social Stigma Make Addiction More Deadly (Sept. 28, 2021), available at <https://www.health.harvard.edu/blog/poverty-homelessness-and-social-stigma-makeaddiction-more-deadly-202109282602>.
- AddictionHelp.com, Addiction and Homelessness (April 28, 2023), available at <https://www.addictionhelp.com/addiction/homelessness/>.

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(5) What are the intended/expected outcomes if this proposed item is approved?

The hope is that when this item is approved, a pamphlet will be developed for Alcoholics Anonymous and the Unhoused. This pamphlet can be used in both inward and outward facing capacities. Members from the AA fellowship will have the opportunity to share their experience, strength, and hope with being homeless or unhoused as content for the pamphlet. The pamphlet will allow people from the unhoused population to see themselves in and on the front of some of our literature and know that they have a place in AA. Professionals also be able to use this pamphlet as a resource specifically for the unhoused and homeless.

There is an understanding that, in the future, this demographic of people may be addressed within the "Do you think you are different?" pamphlet, and we believe this is needed as a separate and distinct pamphlet not to be buried in the pages of another pamphlet and grouped with other "issues".

(6) Provide a primary contact for the submission.

Kacie N. - Panel 73 Area 40 Montana Delegate

(7) Final comments:

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