



PI Service News

*“Easy does it.....
but do it!”*

Shared Service Experience



April 2019

Please pass on this newsletter to your friends in the Fellowship, either by forwarding via email or by printing copies to take to your local meetings. Anyone who wants their personal copy of the newsletter should send us their email address to the address below. You can also drop a line to GSO with any items for inclusion.

Please note the contact address: aainformation@gsogb.org.uk

FORTHCOMING EVENTS

AA London Region (North) Maximum Service Workshop is taking place on Saturday 18th May 2019.

The topic is **Maximising Service ‘Within the AA Structure’ & ‘Through Public Information’**.

The event is free and open to any member of Alcoholics Anonymous.

Doors open at 9:30 and the workshop ends at 2pm. Come for one or both sessions!

Workshop is located at Mary Ward House, 5-7 Tavistock Pl, Kings Cross, London WC1H 9SN (Walking distance is 4 minutes from Russell Square Station or 10 minutes from Euston Station.)

Agenda:

10:00 a.m.: Session 1: ‘Maximum Service within the AA Structure’

- History of the AA Structure
- Being an effective Group / Intergroup / Region Secretary
- Chairing Business and Group Conscience meetings
- Access to AA for those with Additional Needs
- A word from LRN Share rep

11:40 a.m.: Session 2: ‘Maximum Service through Public Information’

- History of Public Information work
- LRN Public Information Officer talk
- LRN Employment Officer talk
- LRN Prisons Officer talk
- A word from LRN Armed Service Liaison Office

There is a complimentary lunch at 1pm, and the event ends at 2 p.m. (The venue allows registered guide dogs only.)

Both sessions will be open to Q&A. We welcome you to submit a question in advance (prize for the best question). To submit a question, for further information or to be involved in future workshops, please contact Nico: workshops.ln@aamail.org

Forth Valley I/G’s Annual Service Awareness Weekend – details from HLO Jim D @ jimfaelanark@gmail.com

Stirling – 3 to 6pm on 15/6/19 at the **Salvation Army, Raploch**

Falkirk – 5 to 8pm On 16/6/19 at **Trinity Church**

Scottish Health Action on Alcohol Problems – Edinburgh and Midlothian I/G's PILO Dougie K reports:-

PATHWAYS TO RECOVERY EVENT, HELD 15TH January 2019 AT ROYAL COLLEGE OF PHYSICIANS OF EDINBURGH

Purpose: to share experiences, celebrate recovery and hear from networks supporting recovery in Scotland.

Dr Eric Carlin, SHAAP Director, and Non-Alcoholic Trustee, opened the meeting at 10.40am and introduced the following speakers:

- Monica Lennon MSP, Labour's spokesperson for Health and Sport, and representatives from:
- Alcoholics Anonymous (AA)- including the statement "It's 11am and already 2 of the 11 AA Meetings available in Edinburgh today have started"!
- Al-Anon
- Scottish Families Adversely affected by Alcohol and Drugs (SFAD)
- Scottish Recovery Consortium (SRC)

All addressing the question: *The meanings of recovery and how we can achieve it*. Each was followed by a brief Q&A session.

After lunch, round table discussions addressed the following questions:

- What has surprised you today?
- How do we share our learning?
- How do we move the recovery agenda forward?

Delegates included Social Workers, NHS, Community Groups and other Recovery Services.

KEY POINTS/RECOMMENDATIONS FROM WORKSHOPS

Table 1:

1. Continue having conversations and building alliances, maintain constant dialogue
2. Greater awareness of 'anonymous, not invisible'; maturity of fellowships gives greater confidence and participation
3. Talk less about addiction, more about recovery; give back, in the form of good news stories
4. Overcome our concerns about experiences with healthcare professionals/recovery organisations to shape the agenda
5. We can learn from other campaigns, e.g. the anti-smoking campaign

Table 2:

1. Challenge stigma; AA and Al Anon do this with public events, but also Scottish Parliament 2. Testimonies can be very powerful, e.g. Monica Lennon MSP as influencer
2. Recognise importance of families because they are part of the bigger picture and altogether we can raise awareness
3. Community is key, creating safe places where people can come together, e.g. local hubs
4. Awareness-raising is very important; online as well as leaflets in physical places
5. Need to increase understanding of what alcoholism is and how it affects people – including education for health professionals
6. We're seeing more 'adult children' coming forward to family networks with bad memories and long-term problems who need support
7. More residential rehab options that are affordable... recognising it might not work for everyone

Table 3:

1. There is no 'one road to recovery'
2. Problems come in many different forms; ensure people get access to the right service for them
3. Connectivity of addictions: it can be hard to discuss as other substances might be involved but we need to address that
4. Lived experience and Mutual Aid creates more comfort and trust
5. A family is also in recovery

Table 4:

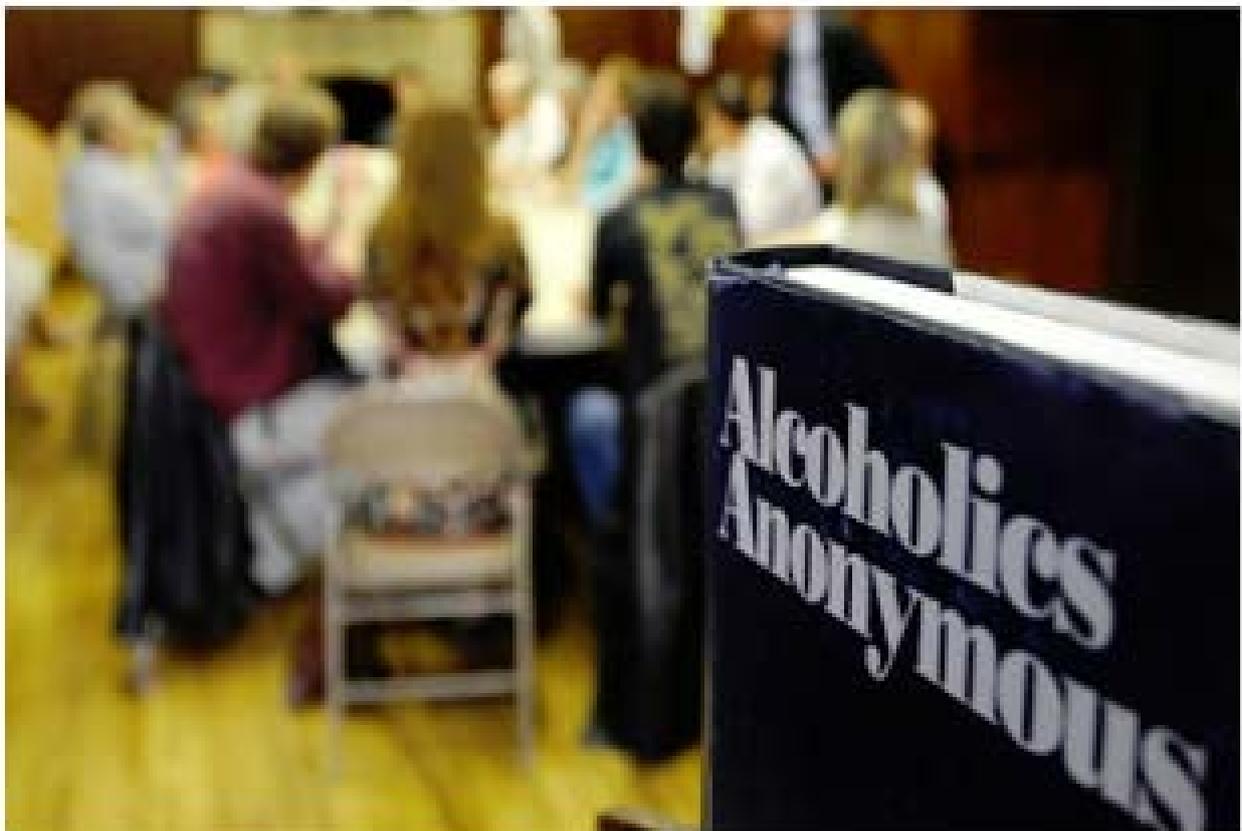
1. Need to get the recovery agenda outside this room, e.g. parliamentary Cross Party Groups need to include people with lived experience... although this can be intimidating. But often the same people frequent these groups, how do we get others involved in this conversation?
2. People need to be honest about their drinking habits across Scotland, not just those 'in recovery' – do they recognise the 'danger signs'?
3. Attitudes in Scotland need to change: 'normalise' sobriety; 'drink less' is a better message than 'drink responsibly'!

Table 5:

1. Recovery community has a voice within the Scottish Government's new treatment strategy
2. Accountability is important; if things don't work, it should be possible to change them
3. People with lived experience have a right, as well as responsibility, to be involved
4. The evaluation process will be important
5. Recovery and treatment are separate things – but need to complement each other to be successful
6. Regional 'Lived experience representative Councils' can meet and develop common goals, feeding into ADPs and other services to monitor the strategy and take issues forward
7. Influence of lived experience can benefit wider staff and how we look after ourselves
8. Police Scotland need to see alcohol within a wider health agenda and GPs need to be confident about asking (about drinking). They could be helped in this by people in recovery.

Eric Carlin thanked all speakers and delegates for their contributions and noted that they would be sent a copy of the meeting notes. He closed the meeting at 3:15pm

Glasgow North West I/G's HLO Pamela reports hospital meetings at **Stobhill, Erskay House** and **Gartnavel Hospital** with good attendances.



ON THE BUSES

South Midland Region's *PILO Louise F* reports:-

Bus rear poster campaign – initial post campaign review. Campaign dates: 18 Feb – 3rd March 2019.

The Campaign:

Cost: Total: £15,000

- For two weeks, 120 bus rear posters from main town bus depot(s), paid by South Midlands Region, plus a further 16 buses in Oxford paid for by SMIG.
- Any additional 'run on' period, free of charge will be advised w/c 18 March & fortnightly

South Midlands Region: Target towns

Bristol 535k Avon N & S IG's

Reading 218k Thames Valley IG

Swindon 182k Wiltshire IG

Oxford 152k South Midlands IG

Gloucester 145k Severn IG

Slough 140k Chiltern & Thames IG

Bus companies:

Stagecoach Gloucestershire, First Bristol, Stagecoach Swindon,

Stagecoach Oxford, First Berkshire & Thames Valley

Highlights of Analysis & Feedback so far:

- The AA poster would have been seen well over 3 million times and reached 78% of the adult population.
- Stats show an increase in AA Web site hits from Bristol (Avon North & South), although there is a trend of increased hits in Bristol over the last year)
- Stats show smaller or no increases in other towns
- 1580 new AA web site users in the target towns in the period.
- Great press article with AA poster photo of ad on bus in Swindon Advertiser Feb 14th 2019 (WIG)
- Anecdotal feedback of increased calls to the Telephone helpline in Severn IG

Press Coverage – a press & online article in Swindon (Wiltshire IG) Feb 14th 2019 See below:-



SWINDON ADVERTISER reports "A new Back-of-Buses ad campaign aims to reach struggling alcoholics and offer them support when it launches in Swindon next week."

Alcoholics anonymous "We Can Help" poster campaign can be seen around town from Monday. One of the people overseeing the launch, has personally experienced how the group can bring those suffering in silence back from the brink.

He said: "I stole my family's peace of mind for several years and covered up my alcohol use with a lot of deceit and lies. I drove under the influence while my kids were in the car, I split with my first wife because of my drinking problem."

"Rock bottom for me was a lot of 'yet's I've not lost my job yet. I'm not in a coffin yet."

“Many people progress from happy social drinking into harmful dependent drinkers and then, if no affirmative action is taken, become hazardous drinkers which sadly means they won’t be around in a few months’ time.”

Of the 380,000 people in Wiltshire aged 16 or over, 18,000 show signs of dependant drinking but only 1,200 of them seek help. Alcoholics Anonymous has more than 40 free meetings a week at 30 different locations in 25 towns and villages around the county, with just under 400 members.

Around 7,000 people die directly or indirectly from alcohol related reasons in England each year – 20 deaths every single day.

He added “For the first 30 years of my relationship with alcohol I could take it or leave it. I was just a casual drinker, then the next 10 years featured happy drinking with consequences, and the years after that were all consequences. I became a functioning alcoholic.”

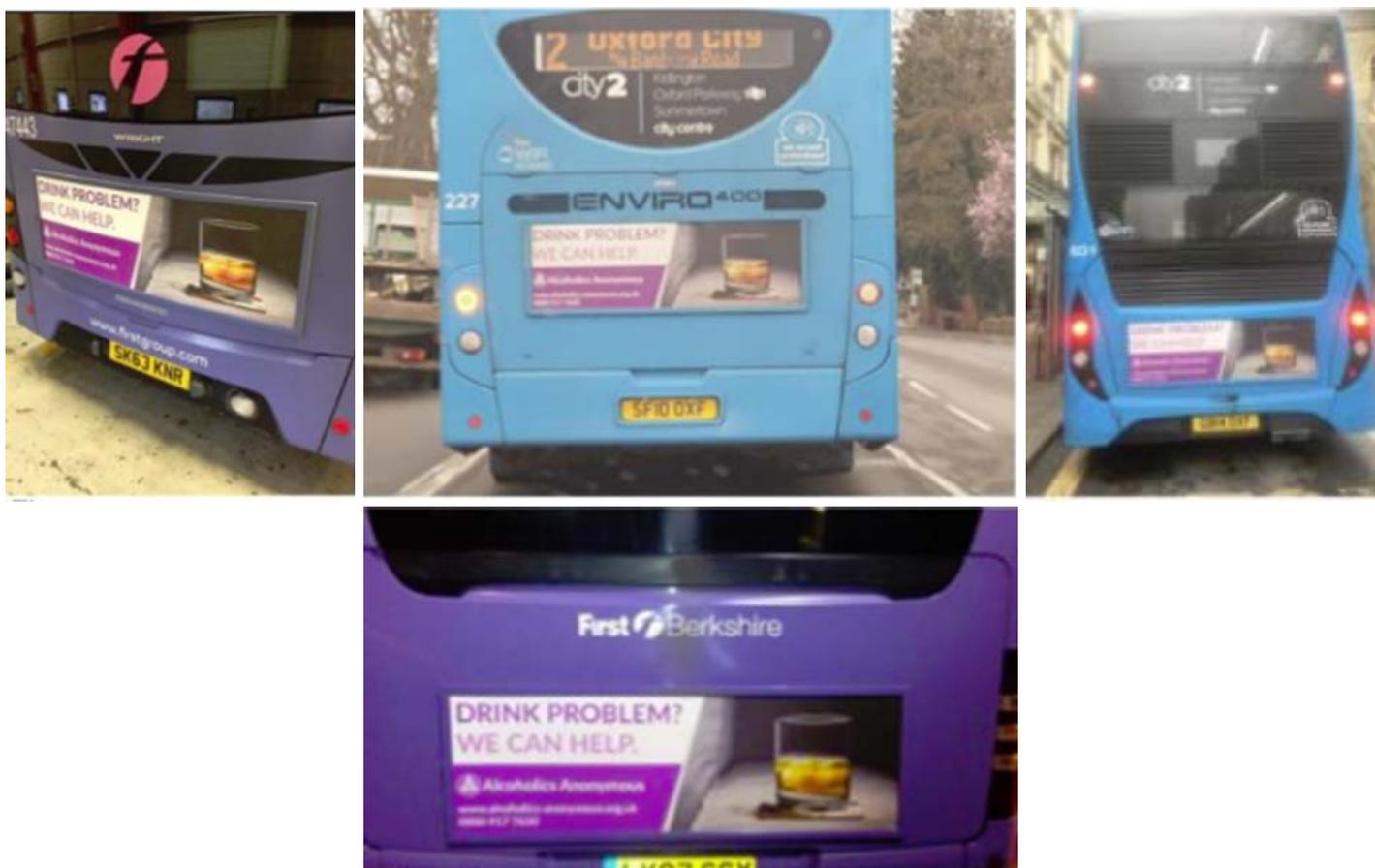
“After years of denial, I finally admitted that I had a problem with alcohol and joined AA. The group acted as mutual aid to help people like me stop drinking and stay sober – and it worked.”

AA is self-supporting from the contributions from its own members and receives no outside funding. It says that many people who outwardly appear to have normal and happy lives are often secretly struggling with alcohol dependency.

Local AA members help people in their community who are suffering from an alcohol problem and they are keen to raise awareness of local AA support groups through campaigns like this new bus advertising campaign.

The group works with healthcare professionals, social services, probation and prison services and 999 crews to provide support to its members through a network of peer support and partner agencies.

The local AA helpline is available round-the-clock every day of the year on 01360 729064. Visit alcoholics-anonymous.org.uk.



Intergroup and Regional Activities.

London West End I/G's *ELO Cait S.* reports:-

Metro and Evening Standard Campaign

Metro and Evening Standard campaign was live between 16th and 26th November with 5 half-page adverts.

Alcohol Awareness Week

AA blog was included on alcoholchange.org website for Alcohol Awareness Week website. Blog attached and is still online (link below).

<https://alcoholchange.org.uk/blog/2018/change-across-the-world-alcoholics-anonymous>

Radio Campaign

The radio team met on 30th December to plan a campaign of radio adverts and posters in mainline train station toilets. The budget (£18,000) has been agreed and the next step is to produce the radio campaign. The target launch is **Mental Health Awareness Week 13-19 May 2019.**

West End Walk About

Sean and *Cait* carried out a *PI/ELO* walk about in the West End on Sunday 30th December and visited hotels, pubs, bookmakers and a casino to talk about AA and deliver cards, leaflets and posters. They got a very positive reception overall (one small hotel seemed a little taken aback but all other venues were friendly and helpful).

Manchester I/G

A team of volunteers attended the **Chartered Institute of Personnel Development Event**. Some useful contacts were made with *Employment Liaison Officers* from other areas. The event provided good presence and exposure and it would be good to have more collaboration. Feedback suggested visiting companies found it useful to talk about how we can help approach employees who may have a problem. 4,000 delegates attended in total, 9 companies asked us to contact them.

Tuesday 20th November 2018 - Invited by a Partner for **Regulatory, Compliance and Investigations** (she has direct experience of active alcoholism in family as her father is now recovery) This was for **DWF LLP**, 1 Scott Place, 2 Hardman Street, Manchester to do lunch time presentation, Q & A's for one hour. Attended by 30 employees, good mixture of male and female of all ages. Good level of interest shown, and various AA literature was taken by members of staff.

Friday 23rd November 2018 (full morning & lunch time event) - invited by **Substance Use Co-ordinator, Prevention and Protection Directorate, Greater Manchester Fire and Rescue Service**. To hold an information stall at **Alcohol Awareness Week** event for **Greater Manchester Combined Authority** and **Greater Manchester Fire and Rescue Service Staff** to increase alcohol awareness and improve joint working around alcohol work-streams both internally and externally. Held at **GMFRS's Training Centre in Ancoats, Manchester**. There were several Drug and Alcohol service providers from **within the different boroughs with Greater Manchester who had stalls. The event was mainly attended by Fire and Rescue Employees**. General interest from various employee's took various AA literature. Took headphones along which proved to be really popular.

Swansea and District I/G

Events – Health Hospital with trainee **GP's**; **Entry to Drug and Alcohol Services** coffee morning; **Nursing in Practice** event at the **All Nations Centre Cardiff**.

Plymouth I/G's *HLO Jacqui H* reports quarterly visits to **Derriford Hospital**, and visits to **Hamoaze House** and **Greenfields Unit** with requests to continue giving service.

Coventry and Warwickshire I/G report continued visits to **Warwick and Coventry Hospitals**.

A good relationship is established with the **Change Grow Live** alcohol recovery worker, with attendance at the **Rugby CGL Open Day**.

Glasgow Region's HLO John S. reports:-

Glasgow Health Liaison Team has completed the requested letter to the **Head of NHS Scotland** outlining who we are, what we do and how we can continue to work in co-operation with the NHS. This has taken a lot of time and deliberation, with direction and advice being taken at all levels including our *Trustee for Health* and *GSO* in York where the letter was finally ratified and signed off by the *General Secretary Roger B.* We look forward to hearing from the **Director General Health and Social Care Chief Executive NHS Scotland** and beginning a wider dialogue as to how and where we can further co-operate with the **NHS**.

NHS Greater Glasgow and Clyde Alcohol Withdrawal Risk Stratification Group has met twice in the last six weeks, both of which meetings we attended with the **Chairman for HLO Glasgow**. The group is aimed at piloting a scheme which will see patients discharged earlier and detox then carried out at home rather than in hospital. These meetings have been extremely positive and they have welcomed representation from AA being there. There is a huge amount of work and co-ordination for the NHS Staff around this project, however as far as we in AA are concerned the only change will be that we are asked to visit the patient at home, in a more traditional 12 step type call rather than visiting them in hospital.

Fife I/G's PI Committee report a Banner placed (?) in **Queen Margaret Hospital**; Posters provided for **Levenmouth Academy**; Professional Pack with Helpline numbers given to **Buchaven Doctors Surgery**; verbal communication with **Social Work and Housing from Fife Council, DAPL Councillors and Police**; Posters put up at the **Police Station, Brunton House (Fife Council), Maxwell Community Centre, Marie Curie and Cancer Research Charity Shops, The Brig Café**; Packs delivered to all **Kirkcaldy Surgeries**.

PLEASE pass on your experiences to the address below. PI Service news is fortunate to receive a great deal of information from throughout Great Britain and Continental European Region. If anything you have sent hasn't appeared, please try again.

INTERGROUP SECRETARIES – please pass on Public Information Service News to Group Service Representatives, by e-mail or hard copy.

Please note the contact address: aainformation@gsogb.org.uk