

II.

**COOPERATION
WITH THE
PROFESSIONAL
COMMUNITY**

AGENDA

Conference Committee on Cooperation with the Professional Community

Monday, April 24, 2023, 9 a.m. – Noon

Room: TBD

Chairperson: Shannon C.

Secretary: Michael R.

Conference Committee Members

Panel 72

Shannon C.

Claude G.

Alison H.

Panel 73

Thomas G.

Paul H.

Kate L.

Rick M.

Julie S.

- ◆ Discussion and acceptance of trustees' Committee report.
- A. Review progress report on A.A.W.S. LinkedIn page.
- B. Review suggested revisions for the final draft pamphlet "A.A. in Your Community."
- C. Review progress report on the development of outward facing pamphlets for the mental health professionals.
- D. Consider retiring the pamphlet "A Member's-Eye View of Alcoholics Anonymous."
- E. Review content and format of C.P.C. Kit and Workbook

NOTE: 1989 Conference Advisory Action

Each Conference Committee carefully consider their agenda items and strive to make their recommendations for Advisory Actions to the Conference at the policy level. To be more financially responsible, when a Conference Committee recommendation involves a substantial expenditure of money, an estimate of cost and its impact on the budget be part of that recommendation.

2023 Conference Committee on Cooperation with the Professional Community

ITEM A: Review progress report on A.A.W.S. LinkedIn page

Background Notes:

From the October 30, 2022, trustee's meeting:

The committee reviewed a progress report on the LinkedIn page. The committee noted the usefulness of the LinkedIn page to share information about A.A. and resources with professionals. The committee was advised by the senior digital communications analyst on the metrics in the report. The committee asked for clarification on the perceived discrepancy between page views and followers. The senior digital communications analyst explained that followers were receiving content through their news feeds. The committee encouraged the continued focus on developing postings for the professional audience and looks forward to a progress report at the January 2023 meeting.

From the July 31, 2022, trustees' meeting:

The committee reviewed a progress report on the LinkedIn page. The committee noted the usefulness of the LinkedIn page to share information about A.A. and resources with professionals. The committee noted the progress made to ramp up towards normal engagement and that the engagement analysis will be included in the report. The committee offered suggestions on engagement reporting and ways that posts can clarify misunderstandings and misconceptions about Alcoholics Anonymous. The committee encouraged the continued focus on the professional audience and looks forward to a progress report at the October 2022 meeting.

From the January 30, 2022, trustees' meeting:

The committee discussed potential options for the multiple features of the LinkedIn platform. The committee **agreed to forward** a progress report on the A.A.W.S. LinkedIn page to the 2022 Conference Committee on Cooperation with the Professional Community.

2022 Conference Committee on C.P.C. Consideration:

The committee reviewed a progress report on the LinkedIn page implementation and an update from the senior digital communications analyst. The committee requested that a progress report be brought back to the 2023 Conference Committee on C.P.C. and suggested that it include the following content:

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- An additional cadence strategy that increases the number of posts per month developed over the year.
- A strategy of posting often, to increase the search result ranking.
- Posts targeted to professionals on topics such as A.A. anonymity, Self-Support, cooperation without affiliation, and our public relations policy.

Background:

1. History and Actions
2. LinkedIn Q4 progress report

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History and Action of the A.A.W.S. LinkedIn page

2017

The committee discussed development of a LinkedIn page for Cooperation with the Professional Community (C.P.C.) committees and requested that the Trustees' Committee on Cooperation with the Professional Community/Treatment and Accessibilities continue to explore establishing a presence on LinkedIn as a tool for C.P.C. efforts. The committee requested that the trustees develop a full report that includes a complete exploration of all aspects of this social media tool as outlined in the minutes of the September 16, 2016 conference call of the trustees' Cooperation with the Professional Community/Treatment and Accessibilities subcommittee, and, if feasible within our Traditions, provide an implementation plan to the 2018 Conference Committee on Cooperation with the Professional Community that addresses the overall implications of such a presence, including sample content and estimates for implementation cost and maintenance.

The committee further requested that the trustees' report address the following items:

- Clarify what type of presence, for example, a “company” page for A.A. and/or some type of page for C.P.C. committees, would be the most effective C.P.C. tool(s).
- Determine if LinkedIn is the optimal platform for area and district committee nonpublic group page(s) to interact with each other.
- Clarify how “messaging” works for the type(s) of presence suggested.
- Explore premium options and the associated costs.
- Determine how to reach non-followers, and how to get “followers.”
- Fully explore the Traditions issues presented by LinkedIn actions including “endorsements,” “followers,” “comments” and “pushing sponsored links” and determine if these actions can be accomplished within the Twelve Traditions.
- Determine whether or not comments can be disabled or blocked and if not, the feasibility of effectively moderating comments.
- Explore if and how the Fellowship and/or C.P.C. committees might be asked to interact with the LinkedIn page.

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2018

The committee recommended that A.A. World Services, Inc. develop a company page on LinkedIn with the following goals in mind:

- To offer another digital resource, in addition to www.aa.org, where professionals can find accurate information about A.A.
- To broaden the reach of the *About A.A.* newsletter for professionals
- To offer a platform where our professional friends may recommend us
- To raise awareness of exhibits staffed by local C.P.C. committees at national and local professional conferences
- To expand the network of our professional friends and perhaps deepen the pool of Class A Trustee candidates
- By our presence on LinkedIn, to reinforce the continuing relevance and efficacy of A.A. to professionals.

Additional Committee Considerations:

- The committee strongly suggested that those creating the LinkedIn company page consider adding some kind of disclaimer or explanation clarifying that A.A. is not affiliated with any of the organizations who appear in promoted content on the LinkedIn company page.

2019

Committee considerations:

- The committee discussed the progress on implementing a static LinkedIn page and felt that the overall goal of the 2018 Advisory Action on creating a LinkedIn page had not yet been achieved. The committee agreed that the wording suggested for the LinkedIn page did not adequately describe Alcoholics Anonymous. The presence of a LinkedIn page describing Alcoholics Anonymous would be a valuable tool to aid local C.P.C. committee work in the U.S. and Canada to inform professionals about A.A. The committee requested that the trustees' Committee on Cooperation with the Professional Community/Treatment and Accessibilities revisit the plan for implementing a LinkedIn page taking into consideration the following suggestions:
 - Add a disclaimer explaining that the "promoted" content on the LinkedIn page is not affiliated with Alcoholics Anonymous.
 - Include information from current A.A. literature about what A.A. does and does not do that can be useful to professionals who work with alcoholics.

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- Add a concise description of Alcoholics Anonymous that is based on the Conference-approved literature intended for professionals that was reviewed at the October 2018 trustee's meeting
- Add a link to aa.org, and a link to the information for professionals' page.
- Add a link to the About A.A. newsletter.
- Add a concise description of Alcoholics Anonymous that is based on the Conference-approved literature intended for professionals that was reviewed at the October 2018 trustee's meeting
- Include a schedule of C.P.C. exhibits at national level events that are coordinated through the General Service Office
- Annually provide a report tracking the A.A. LinkedIn page, including visits to aa.org from the LinkedIn page for review by the Conference Committee on C.P.C.

2021

The committee recommended that:

The goals expressed in the 2018 Advisory Action establishing a dynamic A.A.W.S. LinkedIn page be implemented by G.S.O., to provide current and relevant content about A.A. to professionals in accordance with A.A. principles and Traditions; and that a progress report on the usefulness and effectiveness of implementing these updates on the A.A.W.S. LinkedIn page be brought back to the 2022 Conference Committee on Cooperation with the Professional Community.

2022

The committee reviewed a progress report on the LinkedIn page implementation and an update from the senior digital communications analyst. The committee requested that a progress report be brought back to the 2023 Conference Committee on C.P.C. and suggested that it include the following content:

- An additional cadence strategy that increases the number of posts per month developed over the year.
- A strategy of posting often, to increase the search result ranking.
- Posts targeted to professionals on topics such as A.A. anonymity, Self-Support, cooperation without affiliation, and our public relations policy.

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LinkedIn: Report April – September 2022

April - September

PROGRESS:

- April – September 2022, we posted new information 13 times.
- As of September 2022, we have 2269 followers. (+nearly 669 from Q4 2021)
- Channel stats Q2 2022:
 - Total page views: 2269 (-429 from last quarter)
 - Unique visitors 752 (-123 from last quarter)
- Channel stats Q3 2022:
 - Total page views: 2031 (-8 from last quarter)
 - Unique visitors 763 (+11 from last quarter)
- Communications Services Department (CSD) has continued work with the interim C.P.C. coordinator and Managing Editor to keep a regular cadence of draft, review and translation.
- Continued population and refinement of the content calendar.
- Research on hashtags* has expanded to include categories related to the types of material we have for easier assignment to posts. Current categories with 2 examples of each include:
 - Organization (#nonproffileadership, #boardsfordirectors)
 - Sobriety/Recovery (#AddictionRecovery, Recovery)
 - Products/Services/Tech (#newsletters, #digital)
 - Concepts (#diversity, #gratitude)
 - Corrections/Legal (#attorney, #legal)
 - HR (#hiring, #humanresources)
 - Military (#veterans, #airforce)
 - Medical (#healthcare, #mentalhealth)

*Includes terms we will not be using, to avoid duplicating the research efforts.
- Broke up C.P.C. events calendar in a more modern and usable way; move towards quarterly or monthly for more manageable and useful posts. Created an updatable image to present upcoming C.P.C. events in an attractive, sustainable way.
- In April 2022, CSD was given access to the Publishing Adobe Stock account. This means we can choose to improve the images on our posts when the auto select feature from LinkedIn is not appealing or we have an image in mind.

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- Following the June 2022 TCS meeting, invited a selection of Board and Office employees (who could be found on the platform) to follow the profile as suggested to “complete” our profile. We hope the benefits will show in the Third Quarter report. Inviting one person was enough to complete the suggestion.
- Decision was made not to post the July Press Release (LGBTQ+ individuals find help and hope in Alcoholics Anonymous) since we had just posted about the same pamphlet. The content calendar will help us avoid duplication like this in the future.
- Employee sweep was done by HR in July. A LinkedIn member claimed to be our “Chief Executive Officer” which was reported for misinformation.
- Removed GV/LV Instagram posts with broken images (8/11) and reposted with screen shots from both profiles. Using images or our own screen shots moving forward will help us avoid linked image issues.
- New C.P.C. staff coordinator and Communications Service 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.
- Draft designs to update header banner are in the early, idea stage.
- Work with C.P.C. and Regional Forums staff coordinators to revise and continue development of language to highlight Regional Forums on LinkedIn. Goal is to inform professionals of the opportunity to learn about A.A., the benefits the program could bring to those they work with or attract future Class A candidates.

ANALYTICS:

1. About A.A. Spring 2022: (4/7/2022)

<https://www.linkedin.com/feed/update/urn:li:activity:6917885875632635904>

Hashtags included: #newsletters #globalhealth #mentalhealth #nonprofitleadership

Impressions: 1,689

Shares: 2

Reactions: 75

Engagements: 163

Clicks: 86

Engagement rate*: 9.7%

Click through rate 5.1%

2. HR Resources “Is there a Problem Drinker in the Workplace?”: (4/18/2022)

<https://www.linkedin.com/feed/update/urn:li:activity:6921800338186326016>

Hashtags included: #employeeengagement #humanresources #publichealth

Impressions: 1,164

Shares: 7

Reactions: 41

Engagements: 106

Clicks: 58

Engagement rate*: 9.1%

Click through rate 5.0%

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Find A.A. Near You: (5/18/2022)

<https://www.linkedin.com/feed/update/urn:li:activity:6932786971748556800>

Hashtags included:

#Recovery #Help #HelpingOthers #Alcoholicsanonymous #Addiction #publichealth

Impressions: 755

Shares: 5

Reactions: 32

Engagements: 73

Clicks: 36

Engagement rate*: 9.7%

Click through rate 4.8%

3. New PSAs: (5/27/2022)

<https://www.linkedin.com/feed/update/urn:li:activity:6935966312376524801>

Hashtags included: #publichealth #recovery #communication

Impressions: 1,001

Shares: 10

Reactions: 50

Engagements: 125

Clicks: 65

Engagement rate*: 12.5%

Click through rate 6.5%

4. Grapevine Instagram – English: (6/9/2022)

<https://www.linkedin.com/feed/update/urn:li:activity:6940646969673474048>

Hashtags included: #instagram #inspiringpeople #recovery

Impressions: 798

Shares: 3

Reactions: 20

Engagements: 77

Clicks: 54

Engagement rate*: 9.6%

Click through rate 6.8%

5. Grapevine Instagram – Spanish: (6/10/2022)

<https://www.linkedin.com/feed/update/urn:li:activity:6941005932621434880>

Hashtags included: #instagram #inspiringpeople #recovery

Impressions: 670

Shares: 0

Reactions: 11

Engagements: 30

Clicks: 19

Engagement rate*: 4.5%

Click through rate 2.8%

6. LGBTQ pamphlet: (6/23/2022)

<https://www.linkedin.com/feed/update/urn:li:activity:6945712835792420864>

Hashtags included: #diversityandinclusion #LGBTQ #AddictionRecovery

Impressions: 782

Shares: 3

Reactions: 45

Engagements: 79

Clicks: 31

Engagement rate*: 10.1%

Click through rate 4.0%

7. National Professional Exhibits list (July-Aug): (7/08/2022)

Hashtags included: #events #networking #conference #recovery

Impressions: 958

Clicks: 52

Reactions: 26

Click through rate 5.4%

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Shares: 2
Engagements: 80

Engagement rate*: 8.4%

8. [Contact CPC – Medical - presentations: \(7/18/2022\)](#)

Hashtags included: #healthcare, #medicine, #Doctors, #nurses

Impressions: 903
Reactions: 28
Clicks: 39
Click through rate 4.3%

Shares: 4
Engagements: 71
Engagement rate*: 7.9%

9. [Grapevine Instagram repost: \(8/11/2022\)](#)

Hashtags included: #instagram #inspiringpeople #recovery

Impressions: 1,014
Reactions: 39
Clicks: 68
Click through rate 6.7%

Shares: 3
Engagements: 110
Engagement rate*: 10.8%

10. [La Vina Instagram repost: \(8/11/2022\)](#)

Hashtags included: #instagram #inspiringpeople #recovery

Impressions: 753
Reactions: 19
Clicks: 26
Click through rate 3.5%

Shares: 0
Engagements: 45
Engagement rate*: 6.0%

11. [Young People in A.A.: \(9/2/2022\)](#)

Hashtags included: #youth, #AddictionRecovery, #socialimpact, #healthcare

Impressions: 1,276
Reactions: 54
Clicks: 60
Click through rate 4.7%

Shares: 6
Engagements: 120
Engagement rate*: 9.4%

13. [What is anonymity.: \(9/9/2022\)](#)

Hashtags included: #alcoholicsanonymous , #communication , #recovery

Impressions: 918
Reactions: 34
Clicks: 54
Click through rate 5.9%

Shares: 7
Engagements: 95
Engagement rate*: 10.3%

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

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2023 Conference Committee on Cooperation with the Professional Community

ITEM B: Review suggested revisions for the final draft pamphlet “A.A. in Your Community.”

Background Notes:

From the August 1, 2020, trustees’ meeting

The committee discussed the 2020 Conference Committee on CPC’s committee consideration to update the style and language of the pamphlet “A.A. in Your Community.” The committee noted the value of including links to other digital A.A. resources and a space for CPC committees to write in their local contact information. The committee discussed formats that modern professionals use when they look at content and agreed that print, digital and audio formats are needed. The committee also noted that most professionals prefer to access digital materials that have clickthrough links that lead to additional information that a professional may choose to access. The committee noted the value of printed A.A. materials and noted that many modern professional settings cannot accommodate walk-in, face-to-face meetings with local CPC committees.

The committee asked the secretary to work with the Publishing department on updating the “A.A. in Your Community” pamphlet, with a focus on currency and inclusion of modern professionals. The committee also asked the staff secretary to work with the Communication Services department to create samples that communicate the content of the pamphlet “A.A. in Your Community” in visual formats.

From the November 1, 2020, trustees’ meeting:

The committee reviewed the draft language of the pamphlet, "A.A. in Your Community" and offered suggestions. The committee asked the staff secretary to bring back a draft to the committee at the January 2021 meeting. The committee also reviewed the audio samples and noted their usefulness in communicating with modern professionals. The committee discussed the concept of audio service material and agreed to forward the samples and background to A.A.W.S. for further development.

From the January 31, 2021, trustees’ meeting:

The committee reviewed a progress report submitted by G.S.O’s Executive Editor and provided clarification about the target audience for the pamphlet. The committee looks forward to a draft or progress report at the July 2021 meeting.

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From the August 1, 2021, trustees' meeting:

The committee reviewed a progress report on "A.A. in Your Community" submitted by G.S.O.'s executive editor that provided clarification about the target audience for the pamphlet. The committee looks forward to a draft pamphlet or progress report at the October 2021 meeting.

From the October 31, 2021, trustees' meeting:

The committee reviewed the draft pamphlet and asked staff to send a memo to G.S.O. Publishing with edits from the committee. The committee looks forward to a revised draft or an update report at their January 2022 meeting.

From the January 31, 2022, trustees' meeting:

The committee requested that edits provided by the committee be sent to Publishing. The committee **agreed to forward** the suggested revisions to the 2022 Conference Committee on Cooperation with the Professional Community.

From the July 31, 2022, trustees' meeting:

The committee reviewed a final draft of the Conference-approved pamphlet "A.A. in Your Community." The committee expressed appreciation of the outward-facing content for the professional community. The committee felt that the information in the draft was balanced, modern and substantive. The committee requested a few minor style edits to remove A.A. jargon and the addition of a table of contents, and asked that the staff secretary work with the Publishing department to bring a final draft pamphlet or progress report to the October 2022 meeting.

From the October 30, 2022, trustees' meeting:

The committee reviewed a final draft of the pamphlet, "A.A. in Your Community," and provided minor editorial changes. The committee **agreed to forward** the final draft pamphlet, "A.A. in Your Community" to the 2023 Conference Committee on C.P.C.

Background:

1. Excerpts from Advisory Actions related to AA in Your Community.
2. Copy of draft "A.A. in Your Community" (12 pages) (Committee Eyes Only)

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History and Action of revising pamphlet “A.A. in Your Community”

1980 Advisory Action

It was recommended that: “A.A. in Your Community” be discontinued since this pamphlet is so much like “A Brief Guide” and “A.A. at a Glance”; it was found to be unnecessary to have two pamphlets so much alike.

1981 Advisory Action

It was recommended that: The leaflet “Alcoholics Anonymous in Your Community” be reinstated as General Service Conference-approved literature and put back into distribution as soon as possible.

1983 Advisory Action

It was recommended that: The statement that “A.A. does not provide letters of reference to parole boards, lawyers, court officials, social agencies, employers, etc.” be included in the pamphlets “A.A. in Your Community,” “If You Are a Professional,” “How A.A. Members Cooperate,” the flyer “A.A. at a Glance” and the A.A. Guidelines on Cooperating With Court, A.S.A.P., and Similar Programs.

1993 Advisory Action

It was recommended that: At the next printing of the pamphlet “Alcoholics Anonymous in Your Community” the following revisions be made:

- a. Change the heading “A.A.’s Position in the Field of Alcoholism” to “A.A. and Alcoholism.”
- b. Delete the subheading “How A.A. Views Alcoholism” and change “Alcoholism is, in our opinion. . .” to “From the beginning, many A.A. members have come to believe alcoholism is a progressive illness—spiritual and emotional (or mental), as well as physical.”

Because the phrase “A.A.’s position in the field of alcoholism” could imply a point of view or an opinion, consistency in our literature be maintained by changing that phrase wherever it appears in A.A. literature to “A.A. and Alcoholism” or similar wording that would remove the sense of a point-of-view or opinion when such material is due for reprint.

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From the August 2020 trustees' meeting:

The committee discussed the 2020 Conference Committee on CPC's committee consideration to update the style and language of the pamphlet "A.A. in Your Community." The committee noted the value of including links to other digital A.A.

resources and a space for CPC committees to write in their local contact information. The committee discussed formats that modern professionals use when they look at content and agreed that print, digital and audio formats are needed. The committee also noted that most professionals prefer to access digital materials that have clickthrough links that lead to additional information that a professional may choose to access. The committee noted the value of printed A.A. materials and noted that many modern professional settings cannot accommodate walk-in, face-to-face meetings with local CPC committees.

The committee asked the secretary to work with the Publishing department on updating the "A.A. in Your Community" pamphlet, with a focus on currency and inclusion of modern professionals. The committee also asked the staff secretary to work with the Communication Services department to create samples that communicate the content of the pamphlet "A.A. in Your Community" in visual formats.

From the November 1, 2020, trustees' meeting:

The committee reviewed the draft language of the pamphlet, "A.A. in Your Community" and offered suggestions. The committee asked the staff secretary to bring back a draft to the committee at the January 2021 meeting. The committee also reviewed the audio samples and noted their usefulness in communicating with modern professionals. The committee discussed the concept of audio service material and agreed to forward the samples and background to A.A.W.S. for further development.

From the January 31, 2021, trustees' meeting:

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From the August 1, 2021, trustees' meeting:

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From the October 31, 2021, trustees' meeting:

The committee reviewed the draft pamphlet and asked staff to send a memo to G.S.O. Publishing with edits from the committee. The committee looks forward to a revised draft or an update report at their January 2022 meeting.

From the January 31, 2022, trustees' meeting:

The committee requested that edits provided by the committee be sent to Publishing. The committee **agreed to forward** the suggested revisions to the 2022 Conference Committee on Cooperation with the Professional Community.

From the 2022 Conference Committee on CPC meeting:

The committee reviewed the suggested revisions to the draft pamphlet "A.A. in Your Community" and received an update from the executive editor. The committee offered additional suggestions and asked the staff secretary to forward a memo to the trustees' C.P.C./T.A. committee with additional sharing and suggestions on the content. The committee requested that a progress report or final draft pamphlet be brought back to the 2023 Conference Committee on Cooperation with the Professional Community.

From the July 31, 2022, trustees' meeting:

The committee reviewed a final draft of the Conference-approved pamphlet "A.A. in Your Community." The committee expressed appreciation of the outward-facing content for the professional community. The committee felt that the information in the draft was balanced, modern and substantive. The committee requested a few minor style edits to remove A.A. jargon and the addition of a table of contents, and asked that the staff secretary work with the Publishing department to bring a final draft pamphlet or progress report to the October 2022 meeting.

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2023 Conference Committee on Cooperation with the Professional Community

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

Background Notes:

From the 2021 Conference Committee on CPC:

The committee recommended that the trustees' Committee on Cooperation with the Professional Community/Treatment and Accessibilities develop a pamphlet directed to mental health professionals. The committee requested that a progress report or draft pamphlet be brought to the 2022 Conference Committee Cooperation with the Professional Community.

From the August 2021, trustees' meeting:

The committee discussed the 2021 C.P.C. advisory action, "That the trustees' Cooperation with the Professional Community/Treatment and Accessibilities Committee develop a pamphlet directed to mental health professionals..." The committee discussed the request to create a pamphlet for mental health professionals and suggested that the first action is to explore assembling a focus group of past/present Class A's trustees' and other mental health professionals that are member of the fellowship for the purpose of asking what their needs are when addressing the suffering alcoholic.

From the December 2021, trustees' meeting:

The committee noted that the focus group is scheduled to meet on December 10, 2021, with a possible follow up meeting for those who are unable to attend the December 10 meeting. The committee looks forward to a progress report at their January 2022 meeting.

From the January 2022 trustees' meeting:

The committee discussed the 2021 Advisory Action to develop a new outward facing pamphlet geared towards the mental health professional. The committee reviewed a focus group report and requested that the staff secretary work with Publishing on the development of a language and potential formats. The committee **agreed to forward** a progress report on the development of the pamphlet to the 2022 Conference Committee on Cooperation with the Professional Community.

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From the 2022 Conference Committee on CPC:

The committee reviewed a progress report on the development of an outward facing pamphlet for mental health professionals and expressed their appreciation. The committee noted that utilizing a focus group was a useful approach to explore and identify the needs of mental health professionals when they are addressing the suffering alcoholic. The committee asked that the staff secretary forward a memo with additional suggestions to the trustees' C.P.C./T.A. committee. The committee requested that a progress report or draft pamphlet be brought back to the 2023 Conference Committee on Cooperation with the Professional Community.

From the July 2022 trustees' meeting:

The committee reviewed and discussed a memo from the 2022 CPC Committee with a list of suggestions regarding the development of a pamphlet for mental health professionals. The committee noted the questions raised by the Executive Editor regarding the need to develop language for the mental health professional audience.

The committee agreed to form a working group consisting of Coree H., projectlead, and John W. to identify effective ways to organize and structure the message to the spectrum of mental health professionals, with an appropriate tone. The committee looks forward to a progress report at the October 2022 meeting.

From the October 2022 trustee's meeting:

The committee received a verbal report from the working group lead on the development of a pamphlet for mental health professionals. The working group noted that ten mental health professionals have agreed to be interviewed to provide the basis of the pamphlet. The working group has completed two of the ten interviews that included suggestions for language and style for the effectiveness of the pamphlet. In addition, the working group provided suggestions for alternative formats to provide A.A. information to mental health professionals, such as -

- short-form videos,
- audio content,
- social media, and
- Infographics.

The committee looks forward to a progress report at the January 2023 meeting.

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From the January 2023 trustee's meeting:

The working group provided a verbal report on the methodology and status of five professional interviews that have been completed to date and forwarded to transcribe. The committee discussed the challenges of scheduling and interviewing the interviewees. The committee requested that the staff secretary assist in completing the final five interviews using the existing methodology. The working group confirmed that the research goal is not limited to the development of a pamphlet but includes options for the GSO to consider alternative formats to provide A.A. information to mental health professionals, such as –

- short-form videos,
- audio content,
- social media, and
- Infographics.

The committee **agreed to forward** to the 2023 Conference Committee on Cooperation with the Professional Community a progress report on the development of the pamphlet.

The committee also looks forward to a progress report at the July 2023 meeting.

Background:

1. Progress report from working group.

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**2022 Trustees' C.P.C./Treatment and Accessibilities Committee
Working group on the development of a pamphlet for mental health professionals
2022 Progress report**

Progress report from the Working Group on the development of a pamphlet for mental health professionals.

The committee determined that the approach for discovery was to submit ten interviewees composed of mental health professionals (current, past, and in-training) that are members of A.A. or any other Twelve Step organization.

Coree H. and John W. each submitted five interviewee candidates and reached out to each other's submitted interviewees. Of the ten candidates, four interviews have been completed as of Dec 13, 2022, with one in the scheduling process.

The primary focus of the interviews was to ask the interviewees a unilateral question, "How would you approach creating this literature?" The committee also inquired about adjacent topics, such as effective formats for distribution, language, and scope.

Interviews were conducted via an online digital platform, with recordings submitted for audio transcription.

The next phase is to conduct interviews of mental health professionals that are not members of A.A. or any other Twelve Step organization, asking the same unilateral question. Then, all interviews will be compiled into guided documentation for drafting the literature.

The working group will provide an update at the January 2023 meeting.

The staff secretary compiled transcriptions of the first round of interviews and reviewed them to identify fundamental points each interviewee offered to aid in the development of the pamphlet and other potential service materials. The mental health professionals shared how they might see this pamphlet and additional formats and offered suggestions. Highlights of the interviews include:

- "I think, A.A. can come off as punitive, to a lot of mental health (professionals/patients)"
- There's something about the 'child within' also and 'parts work'...and reparenting oneself, and... trauma, which to me kind of sounds like it, like revelatory in the

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Twelve Step community...I don't know too much AA literature that talks about trauma.”

- “Short videos...online courses...e-learning”
- “Updating the language to make sense to where the mental health field is today. And the mental health field these days is moving more towards evidence-based practice, which is difficult to understand [from] where A.A. is coming from because they, we don't, AA doesn't [use] your standard, quantitative and qualitative data, data systems like you do in the traditional mental health field”
- “So using the doctor's opinion from 1935 as your evidence...isn't as useful these days”
- “A lot of what makes AA successful is that it's based on peer support”
- I think one of the hindrances for AA is the fact that the main literature that is still used today, was written in 1935. And again, it was ahead of its time, but the field has caught up in a lot of ways. So being able to recognize..., hey! There are new ways mental health professionals reach out and refer people to substance use support groups.”
- “Interactive visual presentations...make it more engaging.”
- “More clear language about how AA does not recommend that people get off their meds.”

At the January 2023 meeting, the committee requested that the staff secretary continue the additional interviews and deliver a progress report to the July 2023 meeting.

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2023 Conference Committee on Cooperation with the Professional Community

ITEM D: Consider retiring the pamphlet “A Member’s-Eye View of Alcoholics Anonymous”

Background notes:

The committee discussed the pamphlet “A Member’s-Eye View of Alcoholics Anonymous” and noted some concerns on the relevancy and usefulness of this pamphlet as a C.P.C. tool to communicate to professionals about A.A. The committee noted that some of the text could be offensive to those of varying abilities and may lead to an appearance of A.A. aligning with a specific religious doctrine. The committee **agreed to forward** a suggestion to the 2023 Conference committee on C.P.C. to discuss retiring this pamphlet.

Background:

1. Advisory Actions on retired pamphlets
2. Excerpts from the “Member’s Eye View” pamphlet

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2023 Conference Committee on Cooperation with the Professional Community

Advisory Actions on retired or discontinued pamphlets

Background:

1963 Advisory Action

It was recommended that: The pamphlet "Correctional Officials Evaluate A.A." be discontinued and a new pamphlet be created outlining specific information about the formation and function of groups in institutions, including material pertaining to county jails, orientation programs, training programs for the young, open door groups, women's groups, etc. One page of Warden's comments was considered to be sufficient. The draft of the pamphlet to be reviewed by interested penologists as well as the Conference Literature Committee. The Committee further requested that information for the pamphlet be sought from Delegates and Institutions Committees.

1980 Advisory Action

It was recommended that: "A.A. in Your Community" be discontinued since this pamphlet is so much like "A Brief Guide" and "A.A at a Glance"; it was found to be unnecessary to have two pamphlets so much alike.

1981 Advisory Action

It was recommended that: The leaflet "Alcoholics Anonymous in Your Community" be reinstated as General Service Conference-approved literature and put back into distribution as soon as possible.

2006 Advisory Action

It was recommended that: The pamphlet "Letter to A Woman Alcoholic" be discontinued.

2017 Advisory Action

It was recommended that: The pamphlet "Three Talks to Medical Societies by Bill W." be retired.

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Excerpts from the “Member’s Eye View” pamphlet:
<https://www.aa.org/members-eye-view-alcoholics-anonymous>

It occurred to me not long ago that whenever I am sitting in an A.A. meeting, I am never aware that I am sitting next to another white man, another Catholic, another American, or a Frenchman, Mexican, Jew, Moslem, or Hindu, black man or brown.(p. 25)

This coming Sunday, in the churches of many of us, there will be read that portion of the Gospel of Matthew which recounts the time when John the Baptist was languishing in the prison of Herod, and, hearing of the works of his cousin Jesus, he sent two of his disciples to say to Him, “Art thou He who is to come, or shall we look for another?” And Christ did as He so often did. He did not answer them directly, but wanted John to decide for himself. And so He said to the disciples: “Go and report to John what you have heard and what you have seen: the blind see, the lame walk, the lepers are cleansed, the deaf hear, the dead rise, the poor have the gospel preached to them.” Back in my childhood catechism days, I was taught that the “poor” in this instance did not mean only the poor in a material sense, but also meant the “poor in spirit,” those who burned with an inner hunger and an inner thirst; and that the word “gospel” meant quite literally “the good news.”(p.26)

The house that A.A. helps a man build for himself is different for each occupant, because each occupant is his own architect.(p.20)

“If the blind lead the blind, shall they not both fall into the pit?” And in 1935 was the answer, strangely enough, “No”? But perhaps what occurred that evening was not a contradiction of Christ’s maxim. Perhaps one who was a little less blind, one who was at last able to discern vague shapes and forms, described what he saw to one who still lived in total darkness.(p. 10)

Much more important than what was said that evening was who was saying it. Long before the average alcoholic walks through the doors of his first A.A. meeting, he has sought help from others or help has been offered to him, in some instances even forced upon him.(p.10)

I am personally convinced that the basic search of every human being, from the cradle to the grave, is to find at least one other human being before whom he can stand completely naked, stripped of all pretense or defense, and trust that person

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not to hurt him, because that other person has stripped himself naked, too. This lifelong search can begin to end with the first A.A. encounter. (p.11)

There is a widely held belief in A.A. that if a newcomer will simply continue to attend meetings, "Something will finally rub off on you." And the implication, of course, is that the something which rubs off will be this so-called miracle of A.A. Now, there is no doubt in my mind that many people in A.A. accept this statement quite literally. I have observed them over the years. They faithfully attend meetings, faithfully waiting for "something to rub off." The funny part about it is that "something" is rubbing off on them. Death. They sit there — week after month after year — while mental, spiritual, and physical rigor mortis slowly sets in. (p.14)

First, does it come as a surprise to you, as it did to me, that there is nothing physical in this program — no leafy, green vegetables, no vitamins, no daily calisthenics? I think this is because, from the very beginning, the alcoholic in A.A. has believed that the physical aspects of our disease would have little import if they were not accompanied by an equally progressive spiritual deterioration. If the major thing we had to worry about was the physical allergy to alcohol, then I believe A.A. would never have happened, because it would never have been needed. At various times I have been strongly allergic to various foods: to strawberries, but I have never had to join Strawberries Anonymous; to pork, but I didn't have to change my religion to abstain from it. (pp.15-16)

I have often wondered what the course of mankind might have been if the Ten Commandments had been presented in this same manner, rather than as blunt commandments negatively expressed: "We honored our father and our mother." "We remembered to keep holy the Sabbath." "We honored the name of the Lord our God and took it not in vain." "We bore no false witness against our neighbor." (p.16)

A.A. will probably always number among its ranks those who, in their fear and their anger, would make of A.A. a kind of spiritual ghetto, a sort of co-ed monastery; where alcoholics hide and lick their wounds, coining childish and defensive words like "normsie" and "alky," and pointing accusing fingers at the tigers "out there." (pp.24-25)

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2023 Conference Committee on Cooperation with the Professional Community

ITEM E: Review content and format of C.P.C. Kit and Workbook.

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Background notes:

In January 2022, the trustees' committee reviewed the shared experience from local C.P.C. committees and other trusted servants for updated content to be included in the C.P.C. Kit and Workbook. The committee **agreed to forward** draft language and format to the 2022 Conference Committee on Cooperation with the Professional Community, for their annual review of the C.P.C. Kit and Workbook.

In the October 2022 trustee's committee meeting the new secretary reported he will continue to review the Kit and Workbook and update the committee at the January 2023 meeting. Minor editorial changes were forwarded to publishing in November 2022.

Background:

1. C.P.C. Kit and Workbook (revisions pending) available to view on www.aa.org:
item to follow

ENG: Cooperation with the Professional Community (C.P.C.)

SP: Cooperación con la Comunidad Profesional (CCP)

FR: Collaboration avec les Milieux professionnels (CMP)

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