

Public Outreach: A Case Study

Mark S., Sacramento, California

Here are the actions one of our members took to make the community aware of his new meeting.

- Sent contact information and flyers to:
 - -The American Lung Association
 - -The American Heart Association
 - -The American Cancer Society
 - -The local office of the National Council on Alcohol and Drug Dependency
 - -The Smoker's Help Line
- Sent representatives to introduce Nicotine Anonymous and distribute flyers at the County Tobacco Control Coalition.
- Made a commitment to send 100 pamphlets every month to the Kaiser-Permanente health education office for distribution at smoking cessation classes and lectures being presented at Kaiser facilities throughout the area.
- Sent representatives to introduce Nicotine Anonymous to participants of the smoking cessation classes presented by the American Lung Association.
- Established a cooperative relationship with the Health Education office at the local State University, and provided pamphlets to that office on an as-needed basis.
- Posted flyers at local libraries and bookstores.
- Worked closely with our Intergroup to ensure that other meetings in the area are aware of our presence and have an opportunity to support us either by visiting or by making our presence known to other nicotine addicts they are acquainted with in the area.
- Submitted articles to Seven Minutes, so that we may receive similar support from other Nicotine Anonymous groups worldwide.

We are currently expanding the information program to include newspaper, radio, and television announcements.

Getting the Word Out

Mary D., Anaheim, California

Our Public Outreach Coordinator has so very many good ideas for reaching out to the Nicotine Addict who still suffers and who has not yet heard of Nicotine Anonymous!

One thing he has done is to put little plastic card holders in doctor's offices, and hospital departments.

I think if we would all get on board and do a little outreach each month we would see a great influx of newcomers. I have decided to do this, and now go to the same places on my "card route" once a month. I am happy to say that it is being very well received. I went to the Diagnostic department of the local hospital and the young man in charge was very happy to display them. He says he wishes all of the people coming in there would take one and stop smoking. They really are going like hotcakes in that department. I went to the Respiratory department and they too are enthusiastic.

In addition, I go once a month to Pulmonary Specialists and Cardiology with cards and refill the holders. It takes about an hour and fifteen minutes for me to go to the hospital and two other medical buildings, two miles apart.

I believe that God sends people to Nicotine Anonymous, and we hold open the doors. And now by putting our cards out there, I see some coming through the doors who might not have heard of us.

I can't think of a better way to do outreach than this. I hope some of you who read this and are wondering how you can help "carry the message" will try this and see if it pays off with newcomers walking through the door at your meeting.

Grateful for my freedom!