



Cocaine Anonymous World Service

Public Information Handbook:

Suggestions & Guidelines for Doing PI

REVISED 2019



CAWSO, INC.

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FOREWORD

The purpose of the Public Information Committee is to carry the message of Cocaine Anonymous to the still-suffering addict. We achieve this by making our presence known to the individuals, community groups and interested parties affected by drug addiction. We also have the task of keeping our own Fellowship members informed and up-to-date on changes with respect to Cocaine Anonymous.

Over The Years . . .

The growth and scope of Public Information has and always will be a work in progress.

The Internet, email, cell phones, texting, and social networking sites have presented new challenges and opportunities alike.

The translation of C.A. materials into other languages is crucial to the continued growth of C.A. and our ability to help the addict who still suffers.

As our diversity expands, so must our understanding. We are not a one-size-fits-all Fellowship.

To those of you who are turning to this resource for assistance, we hope you find what you need. If you don't, we need you to tell us, so we can address your concerns and share solutions.

The World Service Conference Public Information Committee is at your service!

With gratitude,

Your World Service Conference PI Committee

PREFACE

This is a handbook . . .

This is a handbook containing some guidelines and suggestions on how to carry the message of Cocaine Anonymous. The information gathered here came from many different Areas of the world of Cocaine Anonymous. All the information inside this handbook has been proven to be successful.

In this handbook are various C.A. resources and experiences which will get you on your way to becoming a fully functional PI Committee. An important tool is the C.A. Fact File, which is available on www.ca.org.

Some items are also products of our very own World Service Conference Public Information Committee's experience over the years.

All the templates, including pre-approved form letters, can be used as written. Each PI Committee has the right to customize each letter or Public Service Announcement (PSA) with its own local C.A. information. Please feel free to add "and all other mind-altering substances" as needed in any of the suggested letters or PSAs listed in this handbook.

We have found it helpful to update and present the information we have gathered over the years in a new format, along with new information, to assist our now-global Fellowship in carrying the message of Cocaine Anonymous.

We hope you find this information helpful. If you have any questions, please contact the WSC PI Committee.

SECTION 1: WHAT IS PUBLIC INFORMATION?

How PI Work Is Done

Word of Mouth

There are many ways of “carrying the message.” The simplest, of course, is by “word of mouth,” spreading the word that Cocaine Anonymous does exist to a friend or relative. We also shared no opinions on outside issues and kept our message to what we were like, what happened and what we’re like now because of C.A.

Letter Writing

A proven method of success in spreading the message of C.A. locally is a cover letter with a business card containing C.A. information numbers. This is sent to hospital emergency rooms, probation officers, treatment centers, etc. This method works well because it provides a written reference that can be filed for easy access. Also, we suggest enclosing the pamphlet *What is C.A.?*, the reading *Who is a C.A. Member?* and the *C.A. Fact File*.

Billboards & Posters

In some Areas, billboards and posters have worked well by placing them on all forms of public transportation such as buses and subways. Standard size paper flyers¹ posted on public bulletin boards in schools, churches, libraries and grocery stores are also effective.

Forming Your Local PI Committee

When forming a local PI Committee, being organized helps keep us from duplicating our efforts and helps us to achieve goals that one person cannot accomplish. You can follow the guidance of your local District or Area to form your committee. You may also wish to investigate what other Areas have done and follow their ideas. In many Areas, the Public Information Committee may be broken down differently.

Directory Committee

Keeping a current meeting directory available to your local Fellowship and to the public is one of the most basic PI tools. Keeping your webmaster and the WSO informed of any changes is critical also.

¹ Remember to ask for permission, as some cities have fines for littering, and we want outside persons to get a good impression of C.A.

Helpline Committee

Whether you call it a Hotline, Helpline or Info Line, each C.A. phone line is a lifeline to the addict who still suffers and is a basic PI necessity. This is the touchstone of PI work.

Newsletter Committee

A newsletter for a District or Area can be very helpful in unifying groups, Districts and Areas by keeping the Fellowship informed about current local events and news about C.A.

Internet Committee

Responsible for creating and maintaining Area and District websites according to the guidelines of the World Service Conference Information Technology Committee and keeping information current for easy access by members of the Fellowship.

Public Service Announcement/Media Committee

Maintains a list of media and PSA contacts with phone numbers and email information for local newspapers, radio and television stations.

They stay in communication with their contacts, keeping up to date on any drug-related specials that might be airing.

They research and submit PSA materials according to the media outlet's preference, in the format and length requested, making sure to follow up and thank the contact.

Cooperation with the Professional Community Committee

"Professional Community" refers to any corporation, small business, professional person or company interested in information about C.A. This doesn't cover someone looking for a meeting for themselves or a family member, but PI will want to become involved if someone wants a meeting for their employees at their place of business. They might also handle setting up a PI presence at health fairs and clinics, etc.

Panel Presentation Committee

A committee for doing presentations or C.A. panels to speak at non-C.A. meetings, such as schools and churches, or for professional and educational organizations.

Outreach Committee

Some local Fellowships have concentrated on doing mailings on a quarterly basis, when meeting schedules are updated or when a C.A. convention or event is being held. Information can be sent to the professional community (doctors, therapists,

courts, probation departments, etc.), or just to sober living homes and the recovery community in general at the Area or District's discretion.

Group PI Liaison

Suggested sobriety time: 6 months continuous sobriety

Term: 6 months

The purpose of the Group PI Liaison is to attend their local PI Committee meeting, collect C.A. literature/posters and distribute these locally.

The Group PI Liaison is the one who will carry the information between their group and their local PI Committee.

DUTIES AND RESPONSIBILITIES

- Familiarize yourself with PI guidelines and C.A.'s 12 Traditions.
- Act as a liaison between your group and your local PI Committee.
- Actively support your group by placing literature/posters in your meeting venue/local Area on a regular basis.
- Keep group members informed of upcoming PI activities and opportunities for service.

C.A. Facts & Statistics

Many of us in PI found it very hard to give facts about C.A. when we had none. Knowledge of our Fellowship is important. Every year the World Service Conference PI Committee conducts a survey which gives us information for the *C.A. Fact File*, which provides information that assists the World Service Office in determining the needs of the Fellowship. You may view the complete *C.A. Fact File* at www.ca.org or request copies from the World Service Office. The *C.A. Fact File* is now also available in a brochure format.

Founding date: November 1982

Founding location: Los Angeles Area, Hollywood, California

Estimated number of weekly meetings worldwide: 3,000

Definition of Cocaine Anonymous

Cocaine Anonymous is a Fellowship of men and women who share their experience, strength and hope with each other that they may solve their common problem and help others recover from their addiction. The only requirement for membership is a desire to stop using cocaine and all other mind-altering substances. There are no dues or fees for membership; we are fully self-supporting through our own contributions. We are not allied with any sect, denomination, politics, organization, or institution. We do

not wish to engage in any controversy and we neither endorse nor oppose any causes. Our primary purpose is to stay free from cocaine and all other mind-altering substances, and to help others achieve the same freedom.²

C.A.'s Cooperation but Not Affiliation

The Fellowship has adopted a policy of "cooperation but not affiliation" with outside organizations concerned with the problem of addiction. C.A. never endorses, supports, becomes affiliated with, or expresses an opinion on outside issues, including the legality of drugs or any other public policy.

C.A.'s relations with professional groups, agencies, facilities, and individuals involved with the problems of drug addiction are handled by the Public Information Committee. Mutual understanding and cooperation between C.A. members and others who work with addicts are the concerns of this standing committee of the World Service Conference. Cocaine Anonymous does not engage in the fields of drug addiction research, or medical or psychiatric treatment, in any form, although members may participate in such activities as individuals.

Types of Cocaine Anonymous Meetings

Open Meetings

As the term suggests, meetings of this type are open to anyone: addicts, their families, friends, or anyone else interested in solving a personal drug problem, helping someone else to solve such a problem, or just wanting to understand the disease of addiction.

Closed Meetings

These meetings are open to addicts only. They provide an opportunity for members to share with one another on problems related to using patterns and attempts to achieve stable sobriety.

Speaker Meetings

This type of meeting involves one or two individuals voluntarily sharing their thoughts and feelings.

Participation Meetings

This type of meeting involves any or all individuals voluntarily sharing their experience, strength and hope.

² Adapted with permission of the A.A. Grapevine, Inc.

Online Meetings



The Online Service Area of Cocaine Anonymous conducts meetings on the internet 24 hours a day, 7 days a week. To participate, go to www.ca-online.org.

Variations and combinations of these meetings exist according to a meeting's group conscience.



SECTION 2: AS YOU BEGIN, YOU NEED TO KNOW . . .

The Twelve Traditions of Cocaine Anonymous

1. Our common welfare should come first; personal recovery depends upon C.A. unity.
2. For our group purpose there is but one ultimate authority—a loving God as He may express Himself in our group conscience. Our leaders are but trusted servants; they do not govern.
3. The only requirement for C.A. membership is a desire to stop using cocaine and all other mind-altering substances.
4. Each group should be autonomous except in matters affecting other groups or C.A. as a whole.
5. Each group has but one primary purpose—to carry its message to the addict who still suffers.
6. A C.A. group ought never endorse, finance, or lend the C.A. name to any related facility or outside enterprise, lest problems of money, property and prestige divert us from our primary purpose.
7. Every C.A. group ought to be fully self-supporting, declining outside contributions.
8. Cocaine Anonymous should remain forever nonprofessional, but our service centers may employ special workers.
9. C.A., as such, ought never be organized; but we may create service boards or committees directly responsible to those they serve.
10. Cocaine Anonymous has no opinion on outside issues; hence the C.A. name ought never be drawn into public controversy.
11. Our public relations policy is based on attraction rather than promotion; we need always maintain personal anonymity at the level of press, radio, television and films.
12. Anonymity is the spiritual foundation of all our Traditions, ever reminding us to place principles before personalities.

The Twelve Traditions are reprinted with permission of Alcoholics Anonymous World Services, Inc. Permission to reprint and adapt the Twelve Traditions does not mean that A.A. is affiliated with this program. A.A. is a program of recovery from alcoholism. Use of the Traditions in connection with programs and activities which are patterned after A.A. but which address other problems does not imply otherwise. THE TWELVE TRADITIONS OF ALCOHOLICS ANONYMOUS: 1. Our common welfare should come first; personal recovery depends upon A.A. unity. 2. For our group purpose there is but one ultimate authority—a loving God as He may express Himself in our group conscience. Our leaders are but trusted servants; they do not govern. 3. The only requirement for A.A. membership is a desire to stop drinking. 4. Each group should be autonomous except in matters affecting other groups or A.A. as a whole. 5. Each group has but one primary purpose—to carry its message to the alcoholic who still suffers. 6. An A.A. group ought never endorse, finance, or lend the A.A. name to any related facility or outside enterprise, lest problems of money, property and prestige divert us from our primary purpose. 7. Every A.A. group ought to be fully self-supporting, declining outside contributions. 8. Alcoholics Anonymous should remain forever nonprofessional, but our service centers may employ special workers. 9. A.A., as such, ought never be organized; but we may create service boards or committees directly responsible to those they serve. 10. Alcoholics Anonymous has no opinion on outside issues; hence the A.A. name ought never be drawn into public controversy. 11. Our public relations policy is based on attraction rather than promotion; we need always maintain personal anonymity at the level of press, radio and films. 12. Anonymity is the spiritual foundation of all our Traditions, ever reminding us to place principles before personalities.

Following the Traditions

When doing Public Information, we follow the principle of cooperation but not affiliation with outside organizations and programs (Traditions 6 & 7). We freely share the Cocaine Anonymous program of recovery of hope, faith, and courage

Also, we keep in mind that we have no opinions on outside issues or anything else outside of the Cocaine Anonymous program of recovery (Tradition 10).

As members of our Fellowship, we have the responsibility to maintain our principles by learning the Traditions, adhering to them, and living them in our daily lives.

The 11th Tradition states: "Our public relations policy is based on attraction rather than promotion; we need always maintain personal anonymity at the level of press, radio, television and films." Following the principle of the 11th Tradition, we seek to educate and share a message of recovery to the general public and the addict who still suffers.

Anonymity

Many of us have broken our own personal anonymity to individuals of our own choosing. Going outside the Fellowship to the press, radio, television or films is stepping over the boundaries of grandeur to grandiosity.

Personal recognition can only be harmful when you bring your sobriety into the public's eye as a member of C.A.

Media Interview Policies

While doing an on-camera interview as a member of C.A., you can be shadowed, have your face scrambled electronically, or have your back to the camera. As a recovering addict, you can do a full camera shot and mention your full name as long as you do not mention C.A. in your interview. That includes mentioning going to a C.A. meeting.

If you are going to allow the media into your meeting (via a group conscience), or if you, as a member of C.A., consent to an interview, please have each member of the media sign a Statement of Anonymity (see Protection of Anonymity Agreement on the following page). While this doesn't absolutely safeguard the Fellowship, it certainly makes members of the media more aware.

Protection of Anonymity Agreement

This document is used for on- or off-camera interviews. It is also suggested for newspaper or magazine stories.



Protection of Anonymity Agreement

Company Name:

Interview Date: _____

Interviewer Name:

Interviewee Name:

I agree not to disclose the last name, place of employment, or city of residence of any person being interviewed as a member of Cocaine Anonymous. I further agree not to use full-face photography or any type of photography that will expose that person's identity.

Interviewer Signature:

Witness Signature:

Date Signed:

C.A.'s PI Statement of Anonymity to the Media

To be distributed to the media regarding their attendance at any public presentation or event sponsored by Cocaine Anonymous.



Public Information Statement of Anonymity

DATE: _____

TO: EDITORS, JOURNALISTS AND MEDIA PROFESSIONALS

FROM: COCAINE ANONYMOUS PUBLIC INFORMATION COMMITTEE

SUBJECT: ANONYMITY

The coverage of any event where anonymity is required can prove to be a difficult task, especially since the visual aspect always makes a feature more interesting. Here are a few tips on how we can work together.

The most important tradition of our organization is anonymity. Traditionally, C.A. members have always taken care to preserve their anonymity at the public level of press, radio, TV and film. We ask for your invaluable assistance to preserve the anonymity of our recovering addicts by not identifying them as members of Cocaine Anonymous by using their names or full-face photographs in any facet of the media.

We know from experience that many people with drug problems might hesitate to turn to C.A. for help if they thought their problem might be discussed publicly, even inadvertently, by others. Newcomers should be able to seek help with complete assurance that their identities will not be disclosed to anyone outside the Fellowship.

A C.A. member may, for various reasons, "break anonymity" deliberately at the public level. Since that is a matter of individual choice and conscience, the Fellowship as a whole has no control over such deviations from tradition. It is clear, however, that they do not have the approval of the overwhelming majority of our membership.

We earnestly request those gathered here to honor the tradition of anonymity. We request that no record be made of this presentation, either by photography, moving or still, or by videotape. If you should happen to recognize someone who identifies themselves as an addict, please keep that knowledge strictly to yourself.

Anonymity Statement for Addressing the Public

The following excerpt from the *Anonymity* pamphlet may be useful at outside meetings and other opportunities to address the public:

Traditionally, C.A. members have always taken care to preserve their anonymity at the public level: press, radio, television and films. We know from experience that many people with drug problems might hesitate to turn to C.A. for help if they thought their problems might be discussed publicly, even inadvertently, by others. Newcomers should be able to seek help with complete assurance that their identities will not be disclosed to anyone outside the Fellowship.

We believe that the concept of personal anonymity has a spiritual significance for us: it discourages the drives for personal recognition, power, prestige or profit that have caused difficulties in some societies. Much of our relative effectiveness in working with other addicts might be impaired if we sought or accepted public recognition.

While each member of C.A. is free to make his or her own interpretation of C.A. Traditions, no individual is ever recognized as a spokesperson for the Fellowship locally, nationally or internationally. Each member speaks only for themselves.

Cocaine Anonymous is grateful to all media for their assistance in strengthening and observing our Tradition of anonymity. Periodically, the C.A. World Service Office sends to all major media a letter describing the Tradition and asking their support in observing it.

A C.A. member may, for various reasons, “break anonymity” deliberately at the public level. Since that is a matter of individual choice and conscience, the Fellowship as a whole has no control over such deviations from Tradition. It is clear, however, that they do not have the approval of the group conscience of C.A. members.

C.A. Translation Policy

Please refer all inquiries regarding translations to the World Service Office.

Using the C.A. Logo (and Other Trademarks)

The service body granting the use of the C.A. logo shall be responsible for ensuring that the proper C.A. logo, with applicable trademarks as shown below, is used on printed materials and memorabilia.

Either of the Cocaine Anonymous logos must be used in their entirety as shown below. The first official logo includes the inner circle of the logo that contains the artistic “CA,” the outer circle which contains the text “HOPE FAITH COURAGE” or any C.A. WSC-approved translation thereof and the registered trademark symbol outside the outer circle. The other official logo includes the inner circle of the logo that contains the artistic text “CA,” the outer circle which contains the text “HOPE FAITH COURAGE” or any C.A. WSC-approved translation thereof and the registered trademark symbol. No other text or design element may touch, overlap or show through behind the logo other

than a solid color. The block letters “CA” may only be used alone when they bear no resemblance to the inner circle type style of the official logo.



“We’re Here and We’re Free” is a registered trademark of Cocaine Anonymous World Services, Inc. and should be presented in all print materials in one of the following manners:

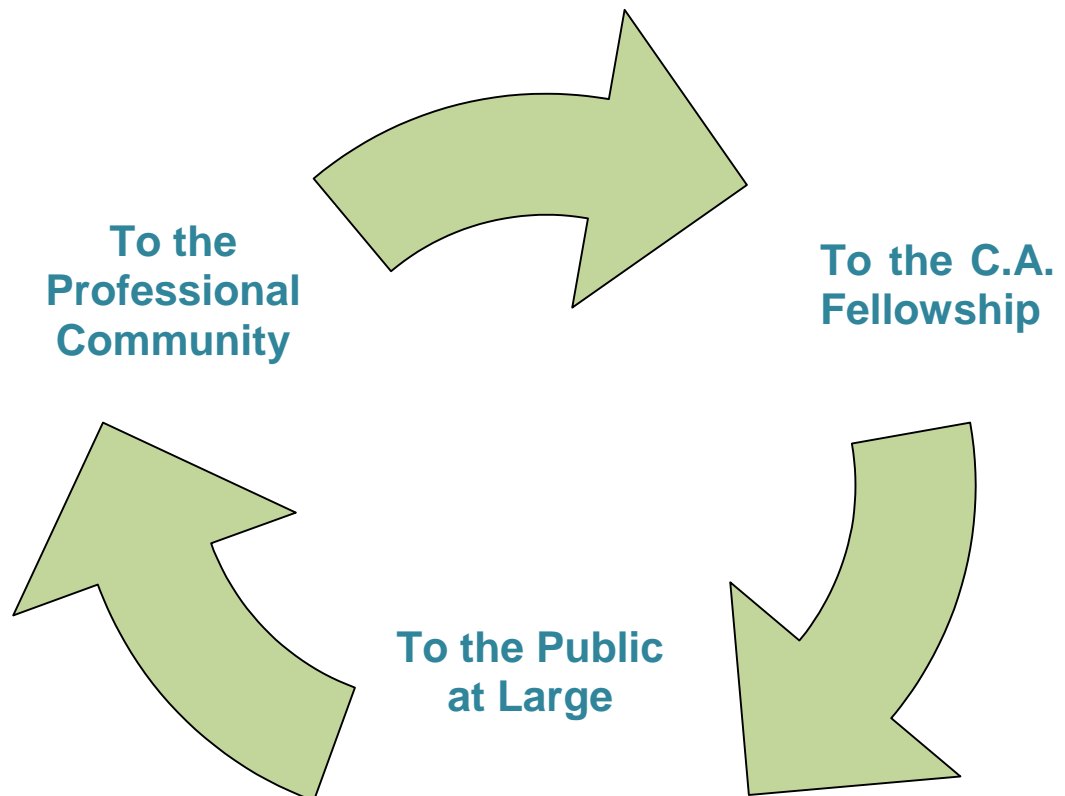
“We’re Here and We’re Free”™

“We’re Here and We’re Free”®

For further information, please refer to the Statement of Policy in the current C.A. World Service Manual.

SECTION 3: CARRYING THE MESSAGE

Carrying the Message



Although there is some overlapping of tools and strategies, we believe that defining the focus of PI activities into these three categories will help PI Committees prioritize and maximize their efforts.

A. To the Fellowship

So, You Want To Start A Helpline



There are different options you may use depending on the financial status and size of your Area.

1. Call your local phone company and get a basic phone line with call forwarding. Take turns forwarding the phone line to different members of the Fellowship. It is best to pass around a calendar and have people write down the times they are available to do this.
2. Have an answering service that can field the calls. Give out general information, such as meeting times and places, upcoming events, etc. If the caller needs to talk to a recovered addict, the answering service will call the addict who is on call and give them the number of the caller.
3. Instead of having an active phone line, you could set up a stand-alone voice mailbox system with your local phone company. Some have systems where you can press one number for meeting times and locations for each day of the week.
4. You can forward the phone line to a pager or cell phone, so callers can always reach someone.
5. There are some Areas that have computer software that can play meeting information over the phone line.
6. Utilize a web-based virtual receptionist. This can provide you with a toll-free number, answer calls, give meeting times and locations, take messages and even give callers the option to be transferred to volunteers in the Fellowship.

It would be a good idea to call the Cocaine Anonymous World Service Office or the nearest Area for their experience, strength and hope on setting up a Helpline.

Once your Helpline is established, get listed in as many phone books as possible. It is suggested that you ask what listings can be made available at no cost. It may be possible for your Helpline number to be listed in multiple places in the phone book. These may all be available at no charge. Suggested locations for publication are in the business white pages, in the yellow pages (under Cocaine, Self-Help, Addiction, etc.), in the white pages, and under the emergency phone list.

It's a good idea to ask how callers heard about us and keep a log. This will help your Public Information Committee keep track of what ads or PSAs are working, what agencies are recommending us, etc.

Suggested Guidelines for Helplines/Hotlines

We're glad you're here because it means you've chosen to be of service working the C.A. Helpline. It is one of the most important commitments a C.A. member can make.

As Helpline volunteers, we represent Cocaine Anonymous. We are a direct link to the public and are quite often the first impression that a practicing addict will have of our Fellowship. Therefore, the sound of our voice, our attitude, our helpfulness and our courtesy—or lack thereof—could have a profound or devastating effect on the caller.

We cannot overemphasize that fact. Understanding and a sincere desire to help are our principles and guidelines, and we should at all times be guided by the Twelve Traditions.

The C.A. Helpline can literally save the life of the person on the other end of the line.

As a phone volunteer, you are an indispensable part of the C.A. program. At the same time, please bear in mind that NO ONE CAN SPEAK FOR C.A. We share only from our own experience and recovery. WE ARE NOT COUNSELORS, AND WE ARE NOT QUALIFIED TO ADVISE CALLERS TO TAKE ANY ACTION EXCEPT TO SUGGEST:

1. Stop using.
2. Attend C.A. meetings

REMEMBER, THE PHONE VOLUNTEER'S PRIMARY PURPOSE IS TO HELP THE ADDICT WHO IS STILL-SUFFERING. OUR MAJOR OBJECTIVE IS TO SIMPLY GET THE NEWCOMER TO A C.A. MEETING. FOR THIS REASON, THE MEETING LIST IS OUR GREATEST TOOL.

Types of Phone Systems

Many Areas of C.A. have adopted their own guidelines for establishing Helplines. They have used answering services, answering machines, voice mailbox systems, cell phones and/or individual members of the Fellowship.

If Your Area Uses an Answering Service

1. Provide the answering service with a list of volunteers who agree to take calls or messages.
2. Use call forwarding from the service to phone volunteers.
3. The initial greeting may be, "Hello, may I help you?" It is not necessary to answer, "Cocaine Anonymous."
4. Usually a 24-hour answering service will cross connect the calls to volunteers' homes. Some Areas might have an office where volunteers have different shifts, and other Areas might have an automated phone service. The Helpline, regardless of the Area, is a 24-hour service. Anyone, at any time, should be able to contact a member of Cocaine Anonymous.

If Your Area Uses an Answering Machine

1. Regularly check messages by using a roster to call in for messages.
2. If you have a recorded message with meeting times and locations, offer the caller a way to request to speak to a recovering addict.

Phone Volunteer Qualifications

Sobriety requirement: One year continuous sobriety, and six-month commitment.

Phone volunteers need to go through an orientation on how to answer C.A. phone lines. Orientation entails training to work the phone. It is the only method we have to provide a standard of quality for the service we provide on the Helpline.

PLEASE DO NOT ALLOW ANYONE TO ANSWER THE HELPLINE IF THEY HAVE NOT GONE THROUGH AN ORIENTATION.

Do:

- Remember to be polite—you may be the only contact the caller may have with C.A.
- Find out the needs of the caller.
- Share your experience, strength and hope.
- Encourage callers to attend meetings.
- Try to prevent keeping a caller on “hold” for too long.
- Refer calls for Public Information (i.e., requests for speakers, radio, TV, or literature) to the local PI Chairperson.
- Keep your calls short.
- Encourage the caller to call 911 if there is an emergency.
- Keep a log of all calls you receive and find out how they heard of C.A., if at all possible.

Don't:

- Pick someone up at their home, but you might agree to meet at a meeting or public facility. Phone volunteers are advised not to go to the home of an addict, even if it is just to take them to a meeting.

Our Sixth Tradition states: “A C.A. group ought never endorse, finance, or lend the C.A. name to any related facility or outside enterprise, lest problems of money, property, and prestige divert us from our primary purpose.”

- This is why C.A. phone volunteers **MUST NOT** recommend any outside treatment (i.e., hospitals, doctors, treatment centers, etc.). This especially includes referring a caller to any specific hospital, institution, doctor(s), treatment center, etc., with which the phone volunteer may have personal knowledge or experience.
- We **NEVER** give other members' last names or phone numbers out over the phone—remember anonymity! Based on members' previous experience, it is suggested that Helpline volunteers do not give out their own last name or phone number. If you receive a request to speak to a particular person, tell the caller that you can only take a message, and then write it on a message pad, or call the volunteer.
- Don't try to persuade the caller to stop using drugs if they don't want to. Do not label them as an addict or state that they have a problem. Stick to what you hear, how it was for you, and what you did about it. People can learn a lot by listening to your story. Their defenses could come up if you try to tell them their story.

- Do not engage in prolonged drug stories or comparison studies of drug use. Share in a general way what it was like, what happened, and what it is like now.
- Do not use profanity.
- Don't feel you need to stay on the line with a caller who is in any way abusive or perverse, or who is quite simply too loaded to hear your part of the conversation.

We don't like to turn away from those in pain, but sometimes calls can be shocking and traumatic. Recovery teaches us that to preserve our own sobriety, we must take care of ourselves first, and the Helpline context is no exception. Reach out to another volunteer or Fellowship member if you are suffering from caller distress and give yourself permission to hang up promptly when a call is inappropriate. And if someone is too high to talk to right then, you can always say you want to talk with them, but they need to call you back later.

The Fifth Tradition states that: "Each group has but one primary purpose—to carry its message to the addict who still suffers." However, the way to best help a caller varies with each situation. Try to communicate that there is help and that they are not alone. Feel free to let them know about your background so they are more comfortable speaking freely with you. Remember, you are not responsible for the results of the call—you're only responsible for passing on the message of recovery and hope. The purpose of the Helpline is to let people know C.A. exists and to help them get to a meeting.

WE ARE HERE TO LISTEN AND PROVIDE HOPE...



The Cocaine Anonymous Chit System

Although we are an anonymous fellowship, we realize some members may benefit from being able to provide evidence of attendance at meetings. We also appreciate the positive impact this can have with our Cooperation with Professional Communities work (CPC).

THE CHITS DO NOT CONFIRM ATTENDEES ARE CLEAN, SPONSORED OR WORKING A PROGRAM. They simply confirm that they attended the meeting from start to finish.

What do Chits look like?



The question of anonymity:

- Rather than a member signing a Chit, most groups favor the use of a stamp with the meeting name.
- Then the Chit can include a written date.

How the Chit System works at the group level:

- A group member is chosen to be the designated Chit Coordinator.
- The Chit Coordinator role can be voted in as with any other group post and can be tied into another post.
- Any attendees of the group can request evidence of attendance and are directed to the group Chit Coordinator.
- At the end of the meeting, the Chit Coordinator gives attendees a stamped and dated Chit card.
- The Chit Coordinator reiterates to members that the Chit card is not a proof of being clean, being sponsored, or working a program, but simply evidence of attending a meeting on the date signed.

Other considerations for groups:

- The following announcement may be read at the start of the meeting: "This meeting offers Chits for those members needing to provide evidence of

attendance. Our Chits are not evidence of being clean, being sponsored or working a program. They simply prove attendance from beginning to the end of this meeting. Can the Chit Coordinator please raise their hand?"

How the Chit System works for professional communities:

- A client or service user who may benefit from attending Cocaine Anonymous is identified.
- The professional person downloads the local meeting list.
- The client or service user is asked to attend meetings. They should inform the meeting secretary they require to collect a Chit.
- At the end of the meeting, the client or service user will collect the Chit, stamped and dated, from the group Chit Coordinator.
- The client or service user can then use the Chit card as proof of attendance.

Examples of people who may require Chits:

- People with upcoming court dates.
- Parents working with social services to arrange access/contact with children.
- People in treatment who need to prove where they have been whilst out of the facility.
- People trying to secure funding for treatment programs.

This is not an exhaustive list; members are free to use them as they see fit.

Why are we using standard C.A. business cards?

- We chose to stick with business cards, rather than a Chit sheet as may be used in other mutual aid groups, mainly for ease of access. Most groups and/or Districts will already be using business cards for PI service, so it's not some newfangled complicated thing that we need to store somewhere online, to be downloaded and printed, etc.
- "BUT!!! You're using standard C.A. BUSINESS CARDS . . . What if someone just steals cards, say from a doctor's surgery where we leave them for Public Information?"
- Okay, so this is where having a bit of faith in our Fellowship comes in.
- In order for a new member to discover what our Chit system looks like, they need to come to at least one meeting, right?
- We have every faith that at that first meeting they will hear a message of depth and weight that will interest and hold them; they will meet some recovered addicts who are able to offer hope and fellowship; and they will want to return, rather than go and find a doctors surgery where PI have dropped off business cards and steal them all.
- The meeting stamp will also be difficult (but not impossible) to replicate—back to having faith in our Fellowship.

The question of affiliation . . .

- But doesn't this affiliate us with outside organizations?
- A large part of PI service work is about developing cooperative relationships with professional communities.
- The Chit System has been developed with the question of affiliation firmly in mind, which is how we settled on using our own business cards, rather than signing an organization's 'official' document, which could imply affiliation. By using our own business cards, we feel we are avoiding this issue whilst remaining cooperative to the requirements from professional communities.
- Members in receipt of Chits are free to use them however they need to; we are not endorsing or aligning ourselves with any outside organization.

The origins of the Chit System idea:

Why are we even doing this?

- Over the past few years, several attendees at meetings have asked if we can provide evidence of attendance at meetings for court dates, social services and/or probation services, not as a requirement of any DTO or similar, just because as an individual, they want to prove that they have been attending meetings.
- In addition, professional communities, in particular the criminal justice services, are starting to encourage 12-step fellowship attendance to their clients.
- As other fellowships are already in a position to offer different types of Chit systems, we wanted to make sure that people in this position were freely able to choose C.A. as an option.
- Interesting notes:
 - The CAUK PI Committee has discussed this over a number of years a LOT!!
 - We considered many different approaches, affiliation issues, anonymity issues, etc.
 - Then we discussed it some more . . . and some more!!
 - One day our PI Chair was doing her H&I service in a prison when a prisoner said, "Hey Miss, can I have one of those cards to show the judge I've been coming?"
 - God just gave us our solution to our Chit System dilemma!!

To summarize:

- CAUK adopted this system around a year ago.
- Approximately 60% of meetings in the participating Districts have adopted this system.
- Several attendees are collecting Chits for varying reasons.
- If you need any more information or guidance, please don't hesitate to contact the CAUK PI Chair at Pi@cauk.org.uk.

PI Members Area Website

<https://pi.ca.org>

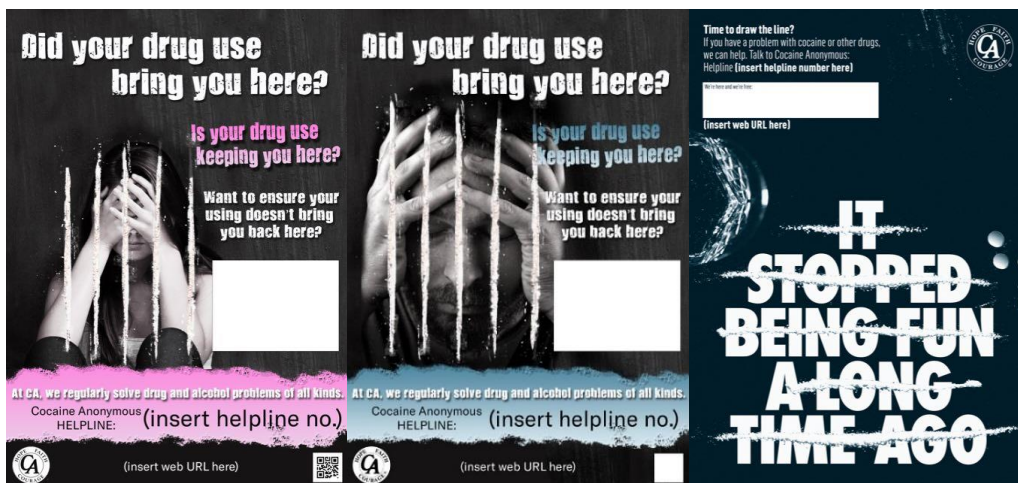
The purpose of the PI Members Area website is to provide information and Conference-approved materials to our PI Committees, enabling them to carry the message of C.A. to the Professional Community and still-suffering addict, regardless of language or location.

Customized Material: Posters & Public Service Announcements

Conference-approved posters can be customized to your Area or District and translated if required. The customized posters will provide the details of the specific Area/District, Helpline number and website address.

Public Service Announcements for television and radio have been produced by the WSC PI Committee. The PSAs can be localized for specific Areas and Districts, detailing website, Helpline and email contacts.

Customized posters and PSAs can be requested via the Contact PI page on the PI Members Area website.



Logos & Artwork

Copyrighted Cocaine Anonymous logos for use in the design of literature and media can be downloaded in high resolution format from the PI Members Area website. The “Hope, Faith & Courage” logo is available in multiple colors and backgrounds. The logos can be translated, upon request, into numerous languages.



When using any media containing a WSC-approved C.A. logo (printed, electronic or otherwise), refer to the Statement of Policy in the World Service Manual for terms of use.

Website Template

Areas and Districts have access to a Conference-approved website template which can be localized and populated with their relevant details and information. Instructions are provided, with support also available through the WSC PI Committee.

Contact PI

Inquiries to CAWS PI can be made via the online contact form. This service facilitates requests for the customization of:

- Video PSAs for an Area or District;
- Audio PSAs for an Area or District;
- Websites for an Area or District;
- Posters for an Area or District.

General Information

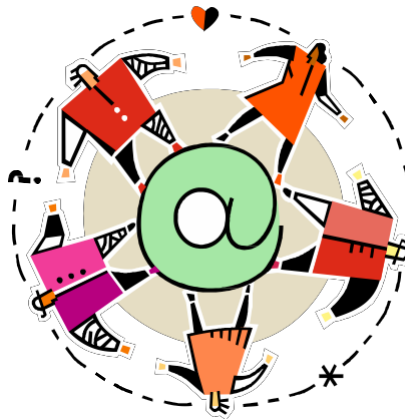
The PI Members Area website acts a central repository for all PI-related information, news, updates and access to the WSC PI Handbook.

C.A. members can participate in the PI Survey via the website and find the previous year's findings in the PI Fact File (which is available for download). PI and Area committees have the option of embedding the survey on their respective websites in order to broaden the reach of the survey.

Any news and updates relating to matters concerning PI, such as upcoming PI Regional Summits, are published and updated on the PI Members Area website.

How to Set Up an Internet Website

Building a Cocaine Anonymous website is a really effective way to carry the message of your District/Area to your local community, from individuals to community groups and other interested parties. CAWS Public Information currently holds copies of Conference-approved website templates for general use. These templates are pre-populated with all the necessary requirements for a Cocaine Anonymous website and are a useful starting point from which to build. Conference-approved website templates are available to download from the WSC PI Members Area, <https://pi.ca.org>. For full details on how to set up an internet website, please refer to the most up to date IT Committee Workbook and Guidelines which can be found on <https://ca.org/service/service-document-downloads/>.



Guidelines for Area/District Newsletters



In an effort to make sure that the respective Area newsletters are reviewed by the Regional Trustees to ensure compliance with the Traditions and other requirements, the following guidelines have been developed.

1. All newsletters should be reviewed promptly, in a timeframe agreed upon between the Regional Trustee and the newsletter editor, so that distribution can be made to the Fellowship as quickly as possible after completion of the issue.

Items to Watch for:

- Obvious affiliations with any business, outside enterprise, treatment facility or other Fellowships.
- Articles or submissions from sources outside the Fellowship itself.
- Articles or submissions which are copied from some other source which may be included without permission of the copyright holder.
- References in the articles to issues which C.A. may have no opinion about.
- Editorials³ of any sort should not be included.
- No last names.
- Any pictures should be carefully considered if of any person.
- References to any website which is not C.A. linked.
- References to events which are not C.A.-sanctioned events.⁴
- If there is any reference to the A.A. *Big Book*, A.A.'s *12 Steps and 12 Traditions*, and the books *Hope Faith & Courage* and *Hope, Faith & Courage Volume II*, and *A Quiet Peace*, it must be properly referenced along with a citation as to where it came from. Also please add the following: "The A.A. *Big Book*, A.A.'s *12 Steps and 12 Traditions*, and the books *Hope Faith & Courage* and *Hope, Faith & Courage Volume II*, and *A Quiet Peace* are used with permission."
- If there is any reference to any other book or any material otherwise copyrighted by someone else, it cannot be used, quoted or referenced unless that writer or the Area has specific permission to use it for publication. This

³ Editorial (noun): an article which expresses the opinions or views of the publisher.

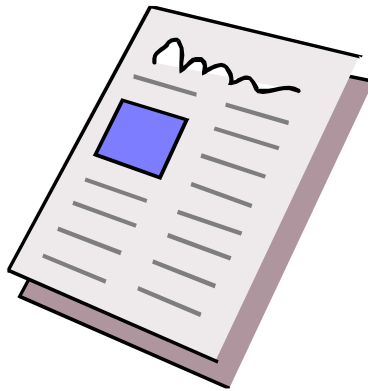
⁴ A C.A.-sanctioned event displays the C.A. logo and is approved by the service body of a District, Area, the WSO, WSOB or WS Conference in order to do so. If you would like to know more about Cocaine Anonymous, the Twelve Steps and the Twelve Traditions, please write and ask for C.A. World Service Conference-approved literature at: CAWSO, 21720 S. Wilmington Ave., Ste. 304, Long Beach, CA 90810-1641, U.S.A., email cawso@ca.org or contact C.A. by phone at (310) 559-5833. The C.A. World Service Office web page is www.ca.org.

permission must be in writing and the author must have that in the Area files before the newsletter is finalized.

2. The newsletter should have some sort of copyright language, such as:

© by Cocaine Anonymous of (insert full legal name of Area entity if incorporated). Any unauthorized duplication or publication is prohibited. (Insert name of newsletter) is a monthly/bimonthly/quarterly publication (select one) intended solely to provide information to the Fellowship of Cocaine Anonymous. We hope to communicate the experience, strength, and hope of individual C.A. members reflecting recovery, unity, and service, within the bounds of friendliness and good taste. The opinions expressed herein are not to be attributed nor taken as an endorsement by Cocaine Anonymous, Cocaine Anonymous World Services, Cocaine Anonymous World Service Office, Inc., Cocaine Anonymous of (insert Area name again) or (insert the name of newsletter here). The editors reserve the right to edit any submissions in adherence to the Twelve Traditions of Cocaine Anonymous.

3. Preferably, the newsletter will be circulated for review and appear on an Area's website in a pdf format, so it cannot be altered, except by the editor and newsletter committee.
4. After approval of the newsletter by the Regional Trustee, the Trustee would also recommend forwarding a copy of each story, with a signed NewsGram release form, to the current WSOB NewsGram Editor as a possible resource for future articles in the NewsGram.



Elements of a Successful Flyer



[Name of C.A. Area/District] Presents

Event Title

Day of Week, Month, Date, Time

Where (name of church, park, restaurant, etc.*)

Address

Other Pertinent Details, Extras & Graphics

- Price (if applicable)
- How to get tickets
- Contact Info
- What to bring
- "We're here and we're free"™
- Clip art or original art
- Conference-approved images

*** In the spirit of Tradition Six, C.A. is not allied with any sect, denomination, politics, organization or institution.**

C.A. is not affiliated with (name of church, park, restaurant, etc.) and is not responsible for theft, injury, damage to or loss of property.

Laying out the flyer and presenting the information in a clear and concise way will make people want to read your flyer. Using colored paper or ink can also make your flyer stand out on a literature table.

You can test the completeness of your flyer by having someone not involved with the event take a look at it. If they have questions, chances are that others may have the same questions, so you might be wise to rework the flyer to answer them prior to printing and distributing.

The C.A. logo can be anywhere on the flyer and should be included on all printed materials made available to the Fellowship. Please refer to the WSM Statement of Policy regarding the use of the C.A. logo.

We have many creative people within our Fellowship, so ask for their assistance!

B: To the Public at Large

The Media

Print, electronic and broadcast media are all powerful resources that are available to a PI Committee. When dealing with the media, it is crucial that our Traditions be upheld. Also, while we are not a professional organization, it is important that we treat representatives of the media with consideration and courtesy.

Remember that having a good relationship with local media outlets can do a great deal to assist us in carrying the message to the addict who still suffers. Here we will explore the different ways to use and cooperate with the media.

Anonymity at the Media Level of Press, Radio, Television and Films

This letter is suggested to protect anonymity at the media level.

*[Your C.A. Area letterhead;
include local C.A. logo or C.A. trademarked logo,
mailing address, hotline number, email & website, as applicable]*

[Date]

To All Media Personnel:

The most important tradition of our organization is anonymity. We ask for your invaluable assistance to preserve the anonymity of our recovering addicts by not identifying them as members of Cocaine Anonymous, and by not using their names or full-face photographs in any facet of your media coverage.

We always welcome any news item in the media concerning our Fellowship but must ask that it avoid mention of specific identities. We appreciate the media's cooperation over the years, and the essential role it has played in making Cocaine Anonymous visible to the large number of still-suffering addicts.

Thank you for your understanding and ongoing assistance to us in this matter.

Sincerely,

[PI Chairperson's first name and last initial]

Public Information Chairperson

[Name of Area/District] Cocaine Anonymous Public Information Committee

Power of the Media

The power of the media is self-explanatory. The “press” that C.A. has received has always been favorable and beneficial to the Fellowship.

Our honest, personal belief in the program of Cocaine Anonymous not only keeps us sober, it helps us with our primary purpose of “carrying the message.” The amount of people (addicts as well as non-addicts) that can be reached through the media spreading the awareness of C.A. is a strong part of Public Information. Letting the editors and reporters know that they can conscientiously serve the public by providing their viewers or readers with information about our Fellowship is an important part of your job as a member of a Public Information Committee.

Writing a Press Release

Editors want it straight, concise and to the point.

Remember the five W’s and the H: Does your press release answer the questions Who, What, When, Where, Why and How?

Give them no-nonsense releases. Skip the quotes, remember the benefits, keep packages small and dress up your release with headlines, bullets and subheads. Also search for typos and other errors. Of course, don’t forget to include a name and phone number to contact for more information.

To sum it up:

- Remember the five W’s and the H;
- Make it sharp;
- Write to inform, not entertain;
- Keep it honest and simple;
- Include a contact name and number;
- Be clear and visual;
- Be focused and concise.

After the information in your release or article is printed or aired, be sure to send a thank-you note or letter. Also, get and keep an original copy for your PI files.

Introducing C.A. to Your Local Media

Introducing C.A. to your local media outlets is a good way to create awareness. The following are introductory letters to the media that you might use to begin building a relationship with local media contacts and personalities.

Convention Announcement

This is a letter to provide information to members of the media and/or the professional community who may be attending our annual World Service Convention.

*[Your C.A. Area letterhead;
include local C.A. logo or C.A. trademarked logo,
mailing address, hotline number, email & website, as applicable]*

[Date]

To All Members of the Media and Professional Community:

Greetings, and welcome to the **(X) Annual Cocaine Anonymous World Service Convention**. The members of the Public Information Committee, Cooperation with the Professional Community Committee and the entire Fellowship of Cocaine Anonymous extend our thanks for your interest and presence here.

We believe that many people outside of Cocaine Anonymous are very concerned about the serious problem of drug addiction. We hope that you will find this an excellent opportunity to find out how a large (and growing) number of people have learned to help each other to recover from addiction, and to live a more spiritual, happy and fulfilling life "one day at a time."

The WORLD SERVICE CONVENTION is an annual gathering of the worldwide membership of C.A. to celebrate our hard-won sobriety, and to share our experience, strength and hope with each other so that, as a whole, we may be better able to fulfill our primary purpose: to remain free from cocaine and all other mind-altering substances, and to carry the message of recovery to the addict who still suffers.

Anonymity is essential to the continued existence of our Fellowship. We require and appreciate your observation of the following guides:

No full-face photography of anyone at the convention. Do not use the last name or identify town of residence of anyone here. No interviews of any member of the Fellowship, as a member of C.A., without prior notification and the consent of the Public Information Committee. If you should happen to recognize someone here who identifies themselves as an addict, please keep that knowledge strictly to yourself.

For your information, please find enclosed copies of *What is C.A.?*, *Who is a C.A. Member?*, and our *Statement of Anonymity*.

Thank you very much,

[PI Chairperson's first name and last initial]

Public Information Chairperson

[Name of Area/District] Cocaine Anonymous Public Information Committee

PI Letter to a Columnist

This is a form letter to be sent to local newspapers or periodicals suggesting a possible article regarding C.A.

*[Your C.A. Area letterhead;
include local C.A. logo or C.A. trademarked logo,
mailing address, hotline number, email & website, as applicable]*

[Date]

[Name]

Health or Public Interest Correspondent

[Name and address of publication]

Dear Health or Public Interest Correspondent:

As the Public Information Committee of Cocaine Anonymous of [Area/District name] and as former users, we understand the devastating effects of cocaine and other drug addictions on our families, our friends, the community and ourselves. We would like to introduce you to us so that you may better understand addicts and help direct those who may need our help to our program of recovery.

Cocaine Anonymous was first organized in November of 1982 and currently has over 60,000 members. Cocaine Anonymous is a Fellowship of men and women who share their experience, strength and hope with each other that they may solve their common problem and help others to recover from their addiction. The only requirement for membership is a desire to stop using cocaine and all other mind-altering substances.

Cocaine Anonymous is concerned solely with the personal recovery and continued sobriety of individual addicts who turn to the Fellowship for help. Our Fellowship has adopted a tradition of "cooperation but not affiliation" with outside organizations concerned with the problems of addiction. Cocaine Anonymous never endorses, supports, becomes affiliated with or expresses an opinion on outside issues. As recovering addicts, we would like you to know that "We're Here and We're Free."™

Cocaine Anonymous is comprised of men and women from teens to seniors who come from not just major cities, but both urban and rural Areas, and who come from all socioeconomic backgrounds. Currently, more than 3,000 meetings of Cocaine Anonymous are held throughout the world. These meetings are available to the addict to help them become happy, joyous and free from all mind-altering substances.

We have included a few of our pamphlets for your information. If you would like more information, you may call our Cocaine Anonymous World Service Office at 310-559-5833 or visit us at www.ca.org. Cocaine Anonymous is a Fellowship of, by and for addicts with a solution of recovery for those addicted to cocaine and all other mind-altering substances and who are seeking recovery.

Thank you for letting us be of service. We thank you for your support.

[PI Chairperson's first name and last initial]

Public Information Chairperson

[Name of Area/District] Cocaine Anonymous Public Information Committee

Enclosures: C.A. Literature

Friends and family of cocaine addicts should contact Co-Anon Family Groups

Letter Regarding C.A. Awareness

This letter is to the editor of a newspaper mentioning the existence of C.A. and could easily be adapted to acknowledge a radio or television report.

*[Your C.A. Area letterhead;
include local C.A. logo or C.A. trademarked logo,
mailing address, hotline number, email & website, as applicable]*

[Date]

Letter to the Editor
Name of Newspaper
Address of Newspaper
City, State, Zip

Dear Editor:

I was pleased with [insert author's name]'s positive portrait of Cocaine Anonymous in [insert example, title of article, date, page number]. However, the following information is necessary to augment his portrait.

Cocaine Anonymous (C.A.) is a program of recovery that is open to everyone, free of charge, and which protects the individual with anonymity. It is a Fellowship of men and women who share their experience, strength, and hope with each other that they may solve their common problem and help others to recover from their addiction. C.A. can be reached by calling (XXX) XXX-XXXX. If someone wants to stop using cocaine, or any other mind-altering substance, contact us; we are here to help.

With gratitude,

[PI Chairperson's name]*

Public Information Chairperson

[Name of Area/District] Cocaine Anonymous Public Information Committee

PLEASE print only my last initial "X," rather than my last name, "XXXXXXX." This is in keeping with the Twelve Traditions of our program: ". . . we need always maintain personal anonymity at the level of press, radio, television and films" (Tradition 11), "Anonymity is the spiritual foundation of all our Traditions, ever reminding us to place principles before personalities" (Tradition 12), and the attached Statement of Anonymity.

*Note: Most newspapers will not print a "Letter to the Editor" unless it is received with a last name, although they will print it using just a last initial.

Letter Mentioning C.A. to Newspapers

This letter is to the editor regarding an article that was related to but **didn't** mention C.A.!

*[Your C.A. Area letterhead;
include local C.A. logo or C.A. trademarked logo,
mailing address, hotline number, email & website, as applicable]*

[Date]

Letter to the Editor
Name of Newspaper
Address of Newspaper
City, State, Zip

Dear Editor:

This letter is in response to your article entitled _____ on page ____
of the [date] issue/edition.

Cocaine Anonymous (C.A.) is a program of recovery that is open to everyone, free of charge, and which protects the individual with anonymity. It is a Fellowship of men and women who share their experience, strength, and hope with each other that they may solve their common problem and help others to recover from their addiction.

C.A. can be reached by calling (XXX) XXX-XXXX. If someone wants to stop using cocaine or any other mind-altering substance, contact us; we are here to help.

With gratitude,

(PI Chairperson's name*)

Public Information Chairperson

[Name of Area/District] Cocaine Anonymous Public Information Committee

PLEASE print only my last initial "X," rather than my last name, "XXXXXXX." This is in keeping with the Twelve Traditions of our program: ". . . we need always maintain personal anonymity at the level of press, radio, television and films" (Tradition 11), "Anonymity is the spiritual foundation of all our Traditions, ever reminding us to place principles before personalities" (Tradition 12), and the attached Statement of Anonymity.

* Note: Most newspapers will not print a "Letter to the Editor" unless it is received with a last name, although they will print it using just a last initial.

Public Service Announcements

Placing PSAs on Radio or Television

The World Service Conference (WSC) of Cocaine Anonymous has approved Public Service Announcements (PSAs) for television. These have been produced by the WSC Public Information Committee and are available for a small charge. Your Area may obtain these television PSAs by contacting the World Service Office in Los Angeles, CA.

Most stations devote time to airing public service announcements. In seeking to have a PSA aired, you should contact the Station Manager or Public Affairs Director and ask how to deliver the required format of the PSA spot for consideration. You can point out that the PSA spots are complete and self-contained. The station's website may have the information you seek. You will be competing with many other organizations for limited airtime.

Here are some suggestions that you can use:

Know What You Are Sending

- View video PSAs;
- Review written PSAs (for radio);
- Note the length of time of each PSA.

How to Approach a Station

Begin with a station that is receptive to community service. Contact the person who handles PSAs. If requested, mail the material and follow up with a phone call verifying that the person received the material. If not, then ship or send the material again. The station may also accept emailed copy or MP3 files.

Contact More Than One Station

A C.A. PSA will work best if distributed among more than one station and more than one medium (radio, TV, press). In some markets, TV and radio stations or multiple radio stations may be affiliated or have the same PSA Director.

Proof of Non-Profit Status

If an Area does not have a proof of non-profit status, and a radio or television station requires that proof, refer to the Request for Non-Profit Status Number form in Section 4 of this Workbook.

Things to Remember

PSA lengths and accepted formats are subject to change!

Remember to follow with thank you notes. They are valued additions to the station's public service files.

If you have any questions or suggestions, please feel free to contact the World Service Conference Public Information Committee at:

Cocaine Anonymous World Service Office
21720 S. Wilmington Ave. Ste. 304
Long Beach, CA 90810-1641 (U.S.A.)
Telephone: (310) 559-5833
Fax: (310) 559-2554

You may email the WSC PI Committee directly at pi@ca.org.

Cover Letter for PSAs

This is a letter for accompanying public service announcements to be aired.

*[Your C.A. Area letterhead;
include local C.A. logo or C.A. trademarked logo,
mailing address, hotline number, email & website, as applicable]*

[Date]

(TV or radio station name and address)

Dear (Name of Contact),

Cocaine Anonymous of (Area/District name) would like to thank you for allowing us the opportunity to share with you the workings of our program, and for considering the placement of our public service announcements on (station call letters).

The substance abuse problem continues to grow in our community. We believe that only through widespread recognition and our combined cooperation, will those desperate from drug addiction be able to find the free help and support our organization offers.

We hope we can be of service to you. We will provide speakers for interviews and/or information about Cocaine Anonymous for public awareness campaigns that your station may have.

Thank you for giving us the chance to be helpful.

[PI Chairperson's first name and last initial]

Public Information Chairperson

[Name of Area/District] Cocaine Anonymous Public Information Committee

Thank-You Letter for PSA Time

This letter can be used to thank the station's media manager for placing C.A.'s PSAs on their TV or radio station.

*[Your C.A. Area letterhead;
include local C.A. logo or C.A. trademarked logo,
mailing address, hotline number, email & website, as applicable]*

[Date]

(TV or radio station name and address)

Dear (Name of Contact),

Cocaine Anonymous of (Area/District name) would like to express our gratitude to you and (station call letters) for your support and the cooperation you have shown us by airing our public service announcements.

You have helped us to make a difference in this community by making it known to the public that there is free help and hope for the person who still suffers from addiction to cocaine and all other mind-altering substances.

We hope that you will continue to show our PSAs as often as possible, so that we can continue to help people to find recovery from addiction. It is important for us to share our gift of sobriety with others so that we never forget what our own addiction was like.

Please remember that our members are available for interviews or to speak to anyone who wishes to learn more about Cocaine Anonymous. We will be more than happy to be of service.

With gratitude,

[PI Chairperson's first name and last initial]

Public Information Chairperson

[Name of Area/District] Cocaine Anonymous Public Information Committee

TV and Radio Copy

The following is Conference-approved PSA copy. When using these announcements for radio, please call the radio station and ask how they want to receive the copy. All PSAs should have your Area's local information included.

Radio PSA Scripts (may also be adapted for video)

Announcement #1

Have you found out the truth about cocaine and now want to stop using?

Cocaine Anonymous is a Fellowship of men and women helping each other get and stay clean. "We're Here and We're Free."TM

For meeting times and information, call (XXX) XXX-XXXX or the Cocaine Anonymous International Referral Line at 1-800-347-8998 or contact us at www.ca.org.

Announcement #2

Are you or is someone you love deeply in trouble with cocaine?

Cocaine Anonymous is a Fellowship of men and women who share their experience, strength and hope with each other to recover from their drug problem. "We're Here and We're Free."TM

For meeting times and information, call (XXX) XXX-XXXX or the Cocaine Anonymous International Referral Line at 1-800-347-8998 or contact us at www.ca.org.

Announcement #3

Is cocaine a problem in your life?

Cocaine Anonymous is a Fellowship of people helping people to recover from cocaine addiction. There are no dues or fees of any kind. "We're Here and We're Free."TM

For meeting schedules and information, call (XXX) XXX-XXXX or the Cocaine Anonymous International Referral Line at 1-800-347-8998 or contact us at www.ca.org.

Announcement #4

Cocaine—is it *using* you?

Cocaine Anonymous is a Fellowship of people who want to stay free of all drugs. "We're Here and We're Free."TM

For information on local meetings, call (XXX) XXX-XXXX or the Cocaine Anonymous International Referral Line at 1-800-347-8998 or contact us at www.ca.org.

Announcement #5

Has the anxiety and depression associated with cocaine or other drugs finally gotten to you?

Do you want to quit and stay quit?

Cocaine Anonymous is a Fellowship of people who want to stay free of all drugs. "We're Here and We're Free."TM

For information on local meetings, call (XXX) XXX-XXXX or the Cocaine Anonymous International Referral Line at 1-800-347-8998 or contact us at www.ca.org.

Announcement #6

Drugs kill people every day. This could be your day.

If you want to live without drugs, there is help. "We're Here and We're Free."TM

Call Cocaine Anonymous at (XXX) XXX-XXXX or the Cocaine Anonymous International Referral Line at 1-800-347-8998 or contact us at www.ca.org.

Announcement #7

Is cocaine causing you to lose your job...your family...your mind?

Is cocaine killing you? There is help. "We're Here and We're Free."TM

Call Cocaine Anonymous at (XXX) XXX-XXXX or the Cocaine Anonymous International Referral Line at 1-800-347-8998 or contact us at www.ca.org.

Announcement #8

If you are powerless over your need for cocaine and your life is unmanageable . . .

There is help. "We're Here and We're Free."TM

Call Cocaine Anonymous at (XXX) XXX-XXXX or the Cocaine Anonymous International Referral Line at 1-800-347-8998 or contact us at www.ca.org.

Announcement #9

If you started using crack with your friends and now you are the one who can't stop . . .

There is help. "We're Here and We're Free"TM

Call Cocaine Anonymous at (XXX) XXX-XXXX or the Cocaine Anonymous International Referral Line at 1-800-347-8998 or contact us at www.ca.org.

Announcement #10

Do you feel like a puppet? Is cocaine controlling your moves? And no matter how hard you try and pull away, the more entangled you become?

We at Cocaine Anonymous understand what you're going through. We've been there. We know what those bonds feel like. If you want help, call us at (XXX) XXX-XXXX 24 hours a day. We can help you break free with no strings attached. "We're Here and We're Free."TM

Call Cocaine Anonymous today at (XXX) XXX-XXXX or the Cocaine Anonymous International Referral Line at 1-800-347-8998 or contact us at www.ca.org.

Announcement #11

The new lie—crack is not cocaine.

FACT—crack is cocaine.

FACT—Cocaine Anonymous helps crack users stop!

"We're Here and We're Free."TM

For FREE help, contact Cocaine Anonymous at (XXX) XXX-XXXX or the Cocaine Anonymous International Referral Line at 1-800-347-8998 or contact us at www.ca.org.

Announcement #12

Are cocaine, other drugs or alcohol a problem in your life?

Cocaine Anonymous can help.

"We're Here and We're Free."TM

For information on free meetings in your Area call: (XXX) XXX-XXXX or the Cocaine Anonymous International Referral Line at 1-800-347-8998 or contact us at www.ca.org.

Announcement #13

Is cocaine not fun anymore?

For help call Cocaine Anonymous. "We're Here and We're Free."TM

For information in your Area call: (XXX) XXX-XXXX or the Cocaine Anonymous International Referral Line at 1-800-347-8998 or contact us at www.ca.org.

Your Local Library

Putting C.A. Books in Libraries

Our books are an effective way of getting our message out to the public. Many Areas/Districts have successfully placed our books into public, university and high school libraries.



Most school districts have a Library Services Director responsible for reviewing books and communicating with libraries directly. When making contact, be prepared to send an advance copy to be reviewed for content.

High schools have a method of distribution set up by the school district of which they are a part. Contact the District directly to facilitate the distribution. You can also include a letter with each book letting the school know that C.A. members are available to speak at their school in classes or at an assembly.

The only contact information for Cocaine Anonymous in the books is the World Service Office, so it would be a good idea to rubber stamp or sticker local books with additional information, such as: "Donated by the [Area/District name] Public Information Committee. For more information call: [your local Helpline number] or log onto [your local website]." **Do not stamp or sticker the inside front cover**, as this is where most libraries place the book checkout information. Contact your local library for more information.

Some libraries may also be interested in a speaker presentation or literature rack, or have a general information board where a C.A. poster or flyer could be displayed.

Non-C.A. Meetings and Non-C.A. Events

This is one area where we truly put our experiences onto these pages.

What We've Done

At one time or another, all of us in Public Information ended up at a presentation without a clue as to what to do. Some of us used the *Tools of Recovery* pamphlet as an opening and a closing. We introduced a recommended speaker we hardly knew who began getting into one of the most profane war stories that was ever told. We cannot guarantee that this will not happen, but we will give you our experience with non-C.A. meetings and events and some ideas that worked for us.

Working Within the Community

Working within the community, C.A. has won the respect of many people and organizations as a viable resource for recovery from cocaine abuse and addiction. It's important that we keep the relationship with the community positive for the good of the Fellowship. Meetings done in schools or with local organizations that deal with the addict strengthen C.A.'s relationships with the local community.

Health Fairs

Manning a booth or table with C.A. members and C.A. literature at health fairs, colleges, public health organizations, etc., has been a very effective way of carrying the C.A. message. Contact the WSO for banners, pamphlets, books and giveaways.

Remember that for most of the visiting public, we will be the only contact they have with Cocaine Anonymous. Our program and Fellowship will be judged on both our appearance and how we conduct ourselves!

Booth Guidelines

1. Booth must be staffed at all times.
2. Please arrive at your shift early. Expect traffic and crowds and allow extra time to get parking, etc.
3. Please dress appropriately for the event. Remember that you are representing Cocaine Anonymous.
4. Please keep the booth neat for the appearance to the public as well as for the next trusted servants.
5. Please refer inquiries from media, professionals or institutions for interviews and/or general information about our program and meeting schedules to your local C.A. Helpline, or take the information to give to the appropriate Area/District service representative.
6. Please adhere to all our Traditions, but especially familiarize yourself with and heed Traditions 6, 10, 11 and 12.
7. Please have a basket of giveaways on your table to help encourage more traffic.

Outside Meeting Format

There is no one specific meeting format that is followed. Here is a typical format:

- Brief introduction by the C.A. chairperson and welcoming remarks including the meeting format.
- Anonymity statement (see page Anonymity Statement for Addressing the Public (see page 19).
- C.A. preamble, including the Traditions.
- Discuss briefly the pamphlet *Tools of Recovery* and the reading *Who is a C.A. Member?*
- Introduce speaker(s) (separately for each person speaking).
- Concluding remarks (mention we are only here to carry the message).

Public Speaking Suggestions

Please keep your response to all inquiries fairly general and limited to the program and Fellowship of C.A. as a whole. Avoid telling of personal stories or experiences with drugs and alcohol. Should any such questions arise, explain that we are here to provide the public with general information about the program and meeting locations only. If they are interested, explain that the forum by which we share our individual

experiences and recovery is in meetings of Cocaine Anonymous and offer a schedule or directions to a specific meeting.

Speaking to the public is not the same as speaking in a C.A. meeting. It is important that speakers keep this in mind. It is suggested that all speakers complete their house-cleaning steps through the 6th before attempting to carry the message of recovery. Public speaking is not a time for war stories. It is a time to let the public know that there is hope and an effective, free and confidential solution.

Some common sense considerations to observe when speaking to a non-C.A. meeting (though they would also pertain to a regular C.A. meeting) would be:

- Remember, you are a guest at the meeting and a representative of (not for) C.A.
- Respect the anonymity of others.
- Be familiar with the 12 Steps and the 12 Traditions of C.A.
- Personal appearance is vital. Look as neat as possible.
- Avoid the use of profanity.
- Avoid war stories (stories of quality and quantity of cocaine and all other mind-altering substances). State the fact of your addiction without going into details.
- If possible, take a friend!

WE ABSOLUTELY INSIST ON ENJOYING LIFE, SO HAVE FUN!

C: To the Professional Community

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

C.A. has won the respect of many people and organizations as a viable resource for recovery from addiction to cocaine, alcohol and other drugs. It is important, for the good of the Fellowship, that all Areas establish a relationship with the professional community—any professional person or organization that comes into contact with addicts not yet in recovery, and is interested in information about C.A.

This Committee attempts to establish communication between C.A. members and the professional community to find productive methods of cooperation, not affiliation.

What is the Professional Community?

By professional community, we mean any organization or individual whose activities could provide additional contacts and exposure for the Fellowship of Cocaine Anonymous. Those include, but are not limited to:

- Employee Assistance Programs (EAPs).
- Health and treatment professionals and their organizations.
- Schools and universities.
- Law enforcement agencies.
- Trade unions.
- Local and State government social service agencies.
- Private social service agencies (churches, charities, etc.).
- Outside helplines and directories.
- Medical associations.
- Court systems.

How do we cooperate and what do we offer?

We cooperate through direct contact with professional organizations via mailings and telephone or personal contact. We offer our assistance by providing:

- Literature.
- Speakers.
- Outside meetings and attendance at fairs, seminars, etc.

What do we want?

- Mailing lists of associations, agencies or any professional contacts.
- Listings and notices in professional journals and newsletters, providing phone numbers to the addict who still suffers.
- Addict referrals to the Fellowship.

Guidelines for C.P.C.

This committee is responsible for a unique brand of 12-Step work by carrying the message of C.A. to professionals who, in their line of work, may have some of supervisory capacity or direct contact with individuals who may have a problem with cocaine, alcohol or other drugs. This involves informing the professional(s) what C.A. does, setting up meetings and, above all, honoring the commitments you make to them.

Contacting the professional community isn't the same as speaking to other C.A. members at a meeting or making a 12th-Step call; the audience is not composed of addicts. It is important that the Committee personnel keep this in mind. It is suggested that all members making contacts or panel presentations complete the house-cleaning Steps (through the 6th Step) before attempting to carry the message of recovery to professionals. Public speaking is a time to let them know there is hope and an effective, free and confidential solution.

Considerations

Some common sense considerations to observe when interacting with the professional community, panel presentations or speaking to other non-C.A. groups would be:

- Remember you are a guest and a representative of (not for) C.A.
- Remember that you have a commitment, and make sure that you inform your hosts if you need to change it.
- Respect the anonymity of others.
- Be familiar with the 12 Steps and the 12 Traditions of C.A.
- Personal appearance is vital. Look as neat as possible.
- Be very careful to avoid using profanity.
- Avoid war stories (stories of quality and quantity of cocaine and all other mind-altering substances). State the fact of your addiction without going into details.
- Never go alone.

Suggested Materials

Some suggested materials to present when making a contact might include, but are not limited to:

- *What is C.A.?*
- *Who is a C.A. Member?*
- *...And All Other Mind-Altering Substances*
- *Cocaine Anonymous Self-Test*
- *Tips for Staying Clean & Sober*
- *Anonymity*
- *C.A. Fact File*
- Local meeting directories
- *C.A. Info Line Numbers*

Cocaine Anonymous Self-Test	... And All Other Mind-Altering Substances	Cocaine Anonymous Public Information
What is C.A.?	Anonymity	Tips for Staying Clean & Sober

WHO IS A C.A. MEMBER? While the name "Cocaine Anonymous" may sound drug-specific, we wish to assure you that our program is not. Many of our members did a lot of cocaine; others used only a little, and some never even tried coke. We have members who drank only on occasion, those who casually referred to themselves as drunks, and others who were full-blown alcoholics. Lots of us used a wide variety of mind-altering substances. Whether we focused on a specific substance or used whatever we could get our hands on, we had one thing in common: eventually we all reached a point where we could not stop. According to C.A.'s Third Tradition, the only requirement for membership is a desire to stop using cocaine and all other mind-altering substances. Whatever you may have been using, if it led you to this meeting, you're probably in the right place. Over time, virtually every single one of us has realized that our real problem is not cocaine or any specific drug; it is the disease of addiction. It can be tempting to focus on our differences rather than our similarities, but this can blind us to potential sources of support in our recovery. As we hear other members' stories, the most important question to ask ourselves is not, "Would I have partied with these people?" but rather, "Do these people have a solution that can help me stay sober?" We encourage you to stick around and listen with an open mind. With its all-inclusive Third Tradition and First Step, Cocaine Anonymous welcomes anyone with a drug or alcohol problem and offers a solution. C.A.'s Twelve Steps are not drug-specific, and Cocaine Anonymous is not a drug-specific Fellowship. It doesn't matter to us if you drank or what type of drugs you used; if you have a desire to stop, you are welcome.

THE IMPORTANCE OF "ANONYMITY"
 Traditionally, C.A. members have always taken care to preserve their anonymity at the public level: press, radio, television and films. We know from experience that many people with drug problems might hesitate to turn to C.A. for help if they thought their problems might be discussed publicly, even inadvertently, by others. Newcomers should be able to seek help with complete assurance that their identities will not be disclosed to anyone outside the Fellowship. We believe that the concept of personal anonymity has a spiritual significance for us; it discourages the drives for personal recognition, power, prestige, or profit that have caused difficulties in some societies. Much of our relative effectiveness in working with addicts might be impaired if we sought or accepted public recognition. While each member of C.A. is free to make his or her own interpretation of C.A. Tradition, no

individual is ever recognized as a spokesperson for the Fellowship locally, nationally or internationally. Each member speaks only for themselves. Cocaine Anonymous is grateful to all media for their assistance in strengthening and observing the Tradition of anonymity. Periodically, the C.A. World Service Office sends to all major media a letter describing the Traditions and asking their support in observing it. A C.A. member may, for various reasons, "break anonymity" deliberately at the public level. Since that is a matter of individual choice and conscience, the Fellowship as a whole has no control over such deviations from Tradition. It is clear, however, that they do not have the approval of the group conscience of C.A. members.

Addressing Outside Groups or Organizations

This letter is to address educational, church and generic groups or organizations.

*[Your C.A. Area letterhead;
include local C.A. logo or C.A. trademarked logo,
mailing address, hotline number, email & website, as applicable]*

[Date]

Dear Concerned Person:

In our community, there are thousands of men, women, and children who are caught in the "I CAN'T QUIT" trap. We offer hope and help for those who want to help themselves.

Cocaine Anonymous is a Fellowship of men and women who share their experience, strength and hope with each other that they may solve their common problem and provide help to others recovering from their addiction. There are no dues or fees for membership; we are fully self-supporting through our own contributions.

The C.A. Public Information Committee's purpose is to inform people that "We're Here and We're Free."TM We are a confidential non-profit organization where recovering addicts help other addicts to recover one day at a time.

We will provide C.A. literature and speakers to come to your facility or organization to spread the message of recovery.

Our speakers have demonstrated continuous abstinence from cocaine and all other mind-altering substances and are willing to share how it works for those interested in recovery from cocaine abuse and drug addiction.

To request information and/or speakers, please call or write today.

Sincerely,

[PI Chairperson's first name and last initial]

Public Information Chairperson

[Name of Area/District] Cocaine Anonymous Public Information Committee

Letter to the Courts

This letter is to provide information to the courts and other legal professionals in the community who may come into contact with addicts and alcoholics.

*[Your C.A. Area letterhead;
include local C.A. logo or C.A. trademarked logo,
mailing address, hotline number, email & website, as applicable]*

[Date]

Presiding Judge/Court Officer
[Address]

As you well know by the increase in drug arrests, there are many individuals in our community with severe substance abuse problems. Referrals to recovery and drug diversion programs are just the first step. Quite often, a 12-Step program can offer the long-term recovery from addiction desired by the addict and the courts.

Finding the proper assistance in recovery is a crucial step in a person's recovery from their addiction. Our organization offers 12-Step meetings on a regular basis. Cocaine Anonymous is a Fellowship of men and women who share their experience, strength, and hope with each other that they may solve their common problem and help others recover from their addiction. There are no dues or fees for membership; we are fully self-supporting through our own contributions.

The Cocaine Anonymous Public Information Committee's purpose is to inform people that "We're Here and We're Free."™ We are a confidential non-profit organization where recovering addicts help others recover from their addiction one day at a time. Our members have demonstrated continuous abstinence from cocaine and all other mind-altering substances and are willing to share how recovery works in their daily lives.

The Public Information Committee is available to hold panel discussions or presentations at your convenience. Enclosed is some Cocaine Anonymous literature and a meeting schedule for this Area. If you have any questions concerning our program, please feel free to contact us.

Sincerely,

[PI Chairperson's first name and last initial]

Public Information Chairperson

[Name of Area/District] Cocaine Anonymous Public Information Committee

SECTION 4: THE WS CONFERENCE PI COMMITTEE RESOURCES

- Public Information Registration Form;
- Request for Non-Profit Status number;
- WSC PI Committee Structure;
- WSC PI Committee Guidelines & Policy.

Public Information Registration Form

This PI Registration Form will help us maintain communications with your local committee.



Public Information Registration Form

For those groups who wish to be on our World Service Office Public Information mailing list, please fill out a copy of this form and email or mail it to:

CAWSO, Inc.
WSC Public Information Committee
21720 Wilmington Ave., Suite 304
Long Beach, CA 90810-1641
cawso@ca.org
Phone: (310) 559-5833

Contact Name: _____

Address: _____

City: _____ State/Province: _____ Postal Code: _____

Telephone: _____ E-mail: _____

Group, District or Area being represented: _____

Comments: _____

Request for Non-Profit Status Number

Areas that are not yet incorporated and/or registered as a non-profit organization and need a non-profit status number for PSA placement can mail or email this form to the World Service Office of Cocaine Anonymous to request that the WSO send a letter to any TV/radio station or billboard company. The WSO will send the necessary information to the station/company address given below.



CAWSO INC.
21720 Wilmington Ave., Suite 304
Long Beach, CA 90810-1641
cawso@ca.org
310-559-5833

Area Information

Name of Area: _____

Contact Name: _____

Address: _____

Telephone: _____

Email: _____

Station/Company Information

Station Name: _____

Contact Name: _____

Address: _____

Telephone: _____ Fax: _____

Email: _____

Would you like a confirmation letter returned to you from the WSO? Yes ___ No ___

SECTION 5: WSC PI COMMITTEE STRUCTURE

Statement of Purpose

The purpose of the Public Information Committee is to carry the message of Cocaine Anonymous to the still-suffering addict. We achieve this by making our presence known to the individuals, community groups and interested parties affected by drug addiction. We also have the task of keeping our own Fellowship members informed and up to date on changes with respect to Cocaine Anonymous.

Committee Organization

The PI Committee consists of a Chairperson, a Vice-Chairperson, Lead Secretary, Co-Secretary, one or more Trustees, one or more members of the World Service Office Board, and Delegates and members of the Cocaine Anonymous Fellowship with a willingness and desire to serve. Members attend all committee meetings and assist in discussing and maintaining all matters relative to the WSCPI Committee work. They work closely with other committee members throughout the year via email and conference calls as well as the PI Summit. PI utilizes the Cocaine Anonymous World Service Manual guidelines regarding the WSC Committee officers' duties, qualifications & selection. In addition, PI requires that the Chairperson and Vice-Chairperson have one full year of service on the WSC PI Committee.

WSCPI Committee Officer Duties, Qualifications & Selection

The PI Committee should nominate and select its own officers each year at the beginning of the first Committee breakout session at Conference. In the selection of all these officers, there are some qualities that might be considered: temperance, perseverance, diligence, thoroughness, detail-oriented, being teachable and being a team player, with a vision to the growth of the Fellowship.

PI Committee Chairperson

- a. Presides over all committee meetings.
- b. Oversees and attends NADCP.
- c. Oversees North America PI sub-committee.
- d. Appoints sub-committees and designates sub-committee chairs as needed.
- e. Prepares committee agenda, including agendas for the monthly conference calls.
- f. Oversees all committee budgeting matters.
- g. Interacts with other WSC Committees, the Trustees and the WSO.
- h. Submits a quarterly report to the PI Trustee.
- i. Prior service of at least one year on a WSC Committee.
- j. Serves a two-year term.

PI Committee Chair to the European Region

- a. Functions as WSCPI Chair to the European Region.
- b. Creates sub-committees.
- c. Proposes budget for PI in the European Region.

PI Committee Vice-Chairperson

- a. Acts as parliamentarian.
- b. Reviews and presents referrals to the committee.
- c. Oversees Helpline and Survey sub-committees.
- d. Serves as Treasurer if the need becomes necessary.
- e. Becomes Chairperson and assumes all Chairperson responsibilities for balance of Chair term in event of Chairperson vacancy.
- f. Takes notes during the appropriate session(s), as to what referrals are "Held in Committee."
- g. Assists the Chairperson in distribution of the "Held in Committee" and "Post Conference" Referrals.
- h. Communicates with Chairperson in the effort to facilitate productive progression throughout the year.
- i. In absence of Chairperson, performs Chairperson duties.
- j. Prior service of at least one year on a WSC Committee.
- k. Serves a one-year term.

PI Committee Lead Secretary

- a. Responsible for Opening, Closing, and After-Conference Reports to be submitted to the Conference Co-Secretaries in a timely manner.
- b. Maintains the Google Group.
- c. Maintains contact list of all committee members.
- d. Prepares quarterly reports.
- e. Reviews the redacted dailies to ensure that the PI workbook and other media changes are correct.
- f. Serves a one-year term.

The Lead Secretary may also serve as secretary to NADCP. If the Lead Secretary is unable to attend, the PI Chair will appoint a Secretary in their place.

- a. Maintains notes on each NADCP contact:
 - Are they interested in a presentation?
 - Do they want a meeting in their facility?
 - Would they like a literature rack and pamphlets to make available to their clients?
- b. Organizes and schedules volunteers for NADCP.
- c. Compiles all contact information received at NADCP and distributes to CAWSO, WSOB, and Stewards of PI Chair.

PI Committee Co-Secretary

- a. Takes minutes at Conference, attends all steering committee and general conference calls and takes minutes (distributes minutes prior to next conference call).
- b. Takes notes during the Conference as to what changes have passed through the Conference floor.
- c. Serves a one-year term
- d. Submits a monthly report including minutes from all conference calls.

PI Committee Secretary to Sub-Committees

Each sub-committee should elect their own Secretary and keep minutes of their sub-committee meetings at Conference.

Each sub-committee Secretary will maintain contact information for all sub-committee members, take minutes on all calls of their sub-committee, distribute minutes, send monthly conference call reminders, archive and submit a monthly report including conference call minutes to the Co-Secretary.

Sub-Committees

There are currently seven sub-committees. The purpose of each sub-committee is to bring a specialized focus to its function to enable, support and maintain the overarching purpose of carrying the message to the still-suffering addict.

1. North America PI;
2. European PI;
3. Survey;
4. NADCP;
5. PSA and Media Outreach;
6. PI Members Area Website;
7. Helpline.

North American PI/European PI

The role of the North American and European PI Chairs is to encourage and enable Area PI Chairs to be effective in their respective Areas, to create unity, and to facilitate the sharing of ideas and experiences for other Areas to utilize. Helps facilitate initial contact between NADCP contacts and Area PI Chairs. Facilitates Monthly Conference Calls and invites Area PI Chairs to participate and be engaged with the PI Committee's Statement of Purpose.

Survey

Many of us in PI found it very hard to give facts about C.A. when we had none. Knowledge of our Fellowship is important. Every year the World Service PI Committee

conducts a survey which gives us information for the *C.A. Fact File*, which provides information that assists the World Service Office in determining the needs of the Fellowship. This sub-committee reviews comments from the prior year survey, updates information on a yearly basis per the approval of the committee, and updates the *C.A. Fact File* annually.

NADCP

Each year the PI Committee will select a Regional DCP Conference for local members to attend. A Chair from that Region will be elected to attend and support the conference. The Chair will create a budget.

PSA and Media Outreach

Maintains a list of media and PSA contacts with phone numbers and email information for local newspapers, radio and television stations. They stay in communication with their contacts, keeping up to date on any local drug-related specials that might be airing. They research and submit PSA materials according to the media outlet's preference, in the format and length requested, making sure to follow up and thank the contact. All PSA and media distributed will be Conference-approved material only.

PI Members Area Website

This sub-committee will maintain and assure all material on www.ca.org and PI Members Area website is current and up to date. The PI Members Area website will be linked from the PI section on www.ca.org.

Helpline

Whether you call it a Hotline, Helpline or Info Line, each C.A. phone line is a lifeline to the addict who still suffers and is a basic PI necessity. This is the touchstone of PI work. The Helpline Sub-Committee will collaborate and communicate with the WSO to always have an up to date Info Line pamphlet. This committee will maintain a database of local Helpline contacts.

Timeline

Here is a procedural timeline for what happens at the WSC and throughout the year.

1. Referrals are received from the WS Conference Committee before, at, and after the Conference.
2. The Chair and Vice-Chair shall review all referrals and distribute them to the appropriate sub-committees.
3. While in sub-committee, each sub-committee should craft a response to be presented to the PI Committee, either through creating a motion, or by explaining why there is no action taken or why it is being referred to a different committee

4. If a sub-committee completes the addressment of their given referrals before the breakout session is over, they should split up and help the remaining sub-committees.
5. Once all referrals have been addressed by all the sub-committees, the PI Chair or Vice-Chair will facilitate a review by the entire PI Committee. This effort is for the PI Committee as a whole to have substantial unanimity in the responses presented to the Conference floor. If substantial unanimity is not reached in the PI Committee, we may decide to hold the referral(s) in Committee, to be revisited throughout the year.
6. If the motion resulting from the referral passes on the Conference floor, the PI Secretary makes the appropriate changes in the PI Workbook or other PI media.
7. Referrals that are held in committee shall be distributed to the PI Committee, in electronic form, 35 days after the close of the Conference.
8. Referrals received post-Conference shall be distributed to the PI Committee, in electronic form, 30 days from the date the PI Chair receives them from the Conference Committee.
9. The PI Committee will meet via conference calls and online throughout the year.

Conference Calls

1. Steering Committee and Sub-Committee Chairs: facilitated by WSC PI Chair.
2. PI Committee: facilitated by WSC PI Chair.
3. North American PI Sub-Committee: facilitated by the WSC NAPI Chair.
4. European PI Sub-Committee: facilitated by the WSC EPI Chair.

SECTION 6: GETTING STARTED

Summary on How to Reach Out Through the Professional Community

Reaching out to the public through the professional community: Be prepared.

Build your committee

Whether you are a committee of one or many, you can reach out to members of your local Fellowship to be involved with events and presentations.

Do you know a member who has successfully completed probation? Involuntary commitments? A recent high school graduate?

Communicate with your (former or current) Area Delegates and/or Regional Trustees to draw from their experience, knowledge and suggestions.

Review your budget

What are your current expenses?

Is there a way to be more cost effective?

Does your committee's budget allow for purchase of materials for presentations?

Does it allow for purchase of booth space if you are invited to an event?

Be organized

Know when your committee members (or other members of the Fellowship) are available for presentations before you make a phone call.

Review your phone system

Are your phone lines equipped to take additional calls?

Have you reviewed call history reports to see how effective your current system is?

Are callers getting through?

Are they holding for long periods of time or hanging up before connected?

Is your number toll free?

Have you explored having one phone number with a directory for Areas with meetings in multiple cities?

Review your phone list:

- Is everyone signed up to answer the phone lines still available and willing to take calls?
- Are they asking how the caller found out about C.A.?
- Do they have a current meeting list?

Email address

Do you have an email address for PI? It is easier for some professionals to communicate via email.

Business cards

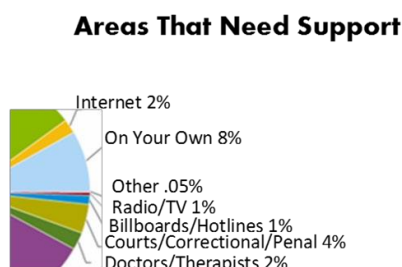
Does your committee have business cards?

If you have multiple points of contact, you can have a stamp made to print direct phone numbers and email addresses on the back of your cards as needed.



Survey

Have you reviewed the most recent survey to see identify what Areas your committee should be targeting? For example:



Have you considered conducting a survey in your Area to see what types of organizations you should target?

Courts and Probation Departments

Since probation officers have the ability to issue a directive for their clients to attend 12-Step meetings, we found reaching out to the probation departments directly to be effective.

If you or someone on your committee has a positive relationship with a probation officer, this is a good place to start. You can simply take in information about C.A. and share your experience.

Keep in mind that there are multiple units within a court's probation department. We found the domestic violence department to be very interested in what C.A. can offer their clients. Most domestic violence incidents are drug- and alcohol-related.

Department of Behavioral Health

You can contact your local Department of Behavioral Health. We found it effective to reach out to the Involuntary Commitment Coordinator as well as the Involuntary Commitment Case Managers.

Community Resource Directories

Is your Area's contact information up to date with local community resource directories (i.e., 211)?

Are they aware that we are NOT drug-specific?

Schools

Does the Health Center have your contact information?

Does the school have an Addiction Studies Department?

Can you put our literature and books inside the bookstore and library?

Giving a Presentation

Have a game plan. Having 2-3 people conduct the presentation would be ideal. The first person can share on what C.A. is and do introductions, and the second person can relate personal experience relevant to the organization. Allow time for questions and answers.

Suggested materials to take to your presentation

Pamphlets provided by C.A. World Service at no cost:

- *Public Information Fact File*
- *C.A. Info Line Numbers*
- *Being of Service*

Pamphlets available for purchase through C.A. World Services or your local Chips & Literature:

- *...And All Other Mind-Altering Substances*
- *What is C.A.?*
- *A Guide to the Twelve Steps*
- *Cocaine Anonymous Self-Test*
- *Anonymity*

Other Materials:

- *Who is a C.A. Member?*
- Local meeting lists

Questions to Ask:

- Who would I contact about doing a presentation for the entire department?
- What outside events/training do your employees attend?
- Is this somewhere we could rent a booth?
- How many employees are in the entire department?
- Can we leave meeting lists and information for your clients?
- Would you be interested in a rack with all our pamphlets being available to your clients?

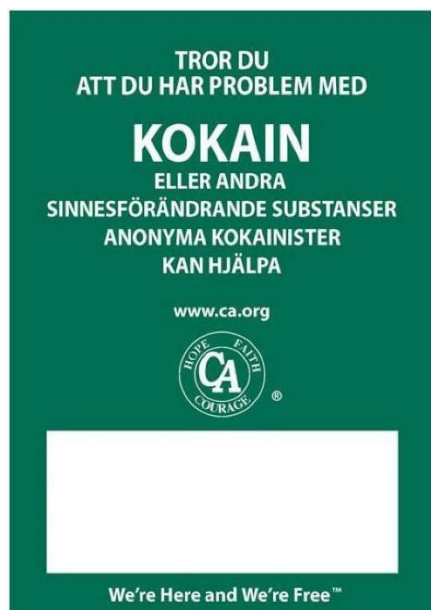
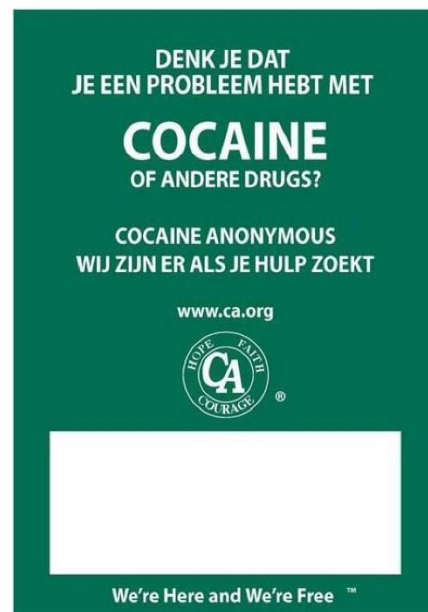
Be Prepared to Answer:

- What's different about C.A.?
- What is a sponsor?
- What does it cost?
- What type of meetings do you have (Women's, Men's, LGBT)?
- What is the age group of most of your members?

SECTION 7: CONFERENCE-APPROVED PI TOOLS & IMAGES

Printed Media – A Selection of Available Conference-Approved PI Images

The following are posters available to download from www.ca.org. Local groups, Districts and Areas may utilize the white box for meeting details.



The following are examples of media that local PI Chairs and/or committees have at their disposal to help get the word of recovery through Cocaine Anonymous out to the general public through public information awareness drives. All media are available through the C.A. World Service Office by calling 310-559-5833 or emailing cawso@ca.org.



Here are some examples of various C.A. business cards. Local Info Line/Helpline and web address can be printed on the reverse. These C.A. business cards can also be used as post cards! Use the blank space for your local Info Line/Helpline and web address. You can customize the back to your liking. More translations coming soon!



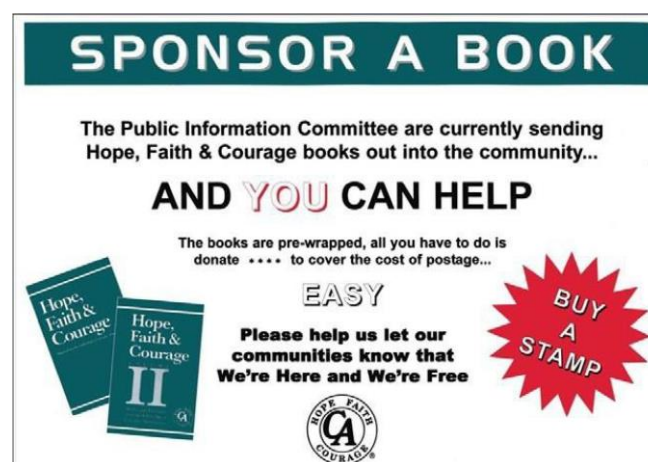
The following is an example of a Billboard attraction that was used. You may have your own Area's/District's Helpline phone numbers and internet site in place of the CAWSO phone number:



This is an example of the CAWSO bumper sticker. You may have your own Area's/District's Helpline phone numbers and internet site in place of the CAWSO phone number:



Below is a flyer used by a local PI Committee in their endeavors to get HFC's onto the shelves of libraries, prisons, treatment centers and various other community projects.



Below is an example of a letter enclosed by a local PI Committee when mailing *Hope, Faith & Courage* books to prisons, treatment centers and other community-based libraries.



Cocaine Anonymous is celebrating its 25th anniversary in 2007 and to celebrate this memorable year we would like to donate a copy of our book, *Hope, Faith & Courage*, to your facility.

The drug problem continues to grow in our community. We believe that only through widespread recognition and our combined cooperation, will those desperate from addiction be able to find the free help and support our organization offers.

Cocaine Anonymous is a fellowship of men and women who share their experience, strength and hope with each other that they may solve their common problem and help others to recover from their addiction. The only requirement for membership is a desire to stop using cocaine and all other mind-altering substances.

If you would like more information please visit our web site at www.ca.org or contact our Public Information Committee by email or phone (details below), our members are available for interview or to speak to anyone who wishes to find out more about C.A.

Cocaine Anonymous is a fellowship of, by, and for addicts seeking recovery.

Thank you for letting us be of service and we thank you for your support.

Sincerely,

Chairperson

Name of Chair
CA Public Information Chairperson
Email:
Tel:

