



Area 59

EASTERN PENNSYLVANIA
GENERAL SERVICE ASSEMBLY
area59aa.org

**Cooperation with the Professional Community -Public Information Annual
Subcommittee Report
E.P.G.S.A. Area 59 Panel 75
Year 1 2025**

Subcommittee Members: Mark B D27 (Chair), Lindsay E D51 (Secretary), Robert A D37, Troi H D64, Russell Sutton D39, Pete Z D42 CPC/PI

The subcommittee has been guided by the Delegates recommendations and the CPC-PI workbook/kit. From that, we initially focused on getting familiar with literature that we use to present to professionals and the public and decided what that literature was going to be. We're learning how to express to the target audiences what AA is and what AA is not. As well, we are trying different ways to find and engage these communities rather than just waiting for them to come to us.

Our Work

Inward Facing - The Sub-Committee has had a formal meeting every month this year. Beyond our subcommittee meetings, we also spend a substantial amount of time communicating with one another throughout the months regarding presentation opportunities with professionals and the public. We've presented and displayed our materials at many AA events within the Area, throughout the year. Through that work we've been able to talk to fellow members about how they can perform CPC and PI work. We've also learned a lot from members at the Intergroups in the area and districts members who've been performing this work for a long time.

Outward Facing -We continue to receive and respond to GSO referrals, in most cases this involves coordination with one of the Intergroups in the Area or a District by Committee. We are researching the cost and effectiveness of targeted social media ads to the public and to professionals. We are also looking into purchasing mailing addresses of key professional organizations and individual doctors so that we can do some direct mail outreach. The transition from separate CPC and PI shades to a new combined CPC-PI shade is moving along. Connected to that, we are in the process of adding information on the CPC-PI page of the Area 59 website. We have focused some extra efforts on mapping and reaching out to the Districts by Committee to offer some direct assistance with CPC or PI work.

Some of the Non-AA Organizations we have engaged with this year: PA Psychological Association Convention in King of Prussia - National Council for Mental Wellbeing ,Philadelphia, PA - Center Devine Mercy Parish Mental Health Committee, Scranton, PA Jersey College at WellSpan Health, York, PA