

Cocaine Anonymous - Professional Information and Awareness Day

Guidelines, suggestions and ideas - how to organise a day for professionals.

A 'Professionals Information and Awareness Day' is a great way to carry our message to a large number of professionals and a variety of professional communities in one session. By organising a Professional Information and Awareness Day we can achieve our PI aim of carrying the message to the addict who still suffers by forming cooperative relationships with professional communities (C.P.C)

The aim of a Professional Information and Awareness Day

- To provide an introduction to our Fellowship and an explanation of how it works
- To provide professional communities with the information they need to be able to signpost service users and clients to Cocaine Anonymous
- To offer literature and C.A. attendance at conferences, seminars and health awareness days
- To gain opportunities for future presentations to staff or H & I opportunities
- To provide clear information about how to contact C.A. and find up to date information about our fellowship, meetings and events - websites and contact information etc

Venue considerations

When considering where to hold your event keep in mind that a venue that is easily accessible during a working day may make attending the event more attractive, you might consider:

- Easily accessible location
- Transport links
- Easy parking
- Disability access requirements

Timings

It may be worth considering that professional communities are often working in pressured environments with many constraints on time. It might be easier for them to attend an information session on a Friday afternoon for example, rather than a Monday morning. Another thing to consider is that professional communities are unlikely to want to attend a 'work activity' on their day off, so weekends are possibly not the best time to schedule a Professional Information and Awareness Day.

Fellowship attendance

It is suggested that you invite a range of C.A members to attend, (perhaps those already involved in PI service) You will need members to attend the event to participate in the open meeting and also to be available during breaks and after the event to engage with and provide information to attendees.

Record of attendance

It would be useful to have sign in sheets to record contact details or attendees – so that you can follow up attendance / send literature, invite to future events etc.

Which professionals could be invited?*

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

- Health and treatment professionals and their organisations
- Schools and Universities
- Law enforcement / Criminal Justice agencies
- Trade Unions
- Student Unions
- Local and national Social Service agencies
- Charities and religious groups
- Helplines
- Organisations from your PI directories
- Medical professionals
- Counsellors and Therapists
- Court and probation systems
- Emergency Services
- Industry employers – construction, beauty, retail etc.

*Whenever possible, it is advisable to speak to a decision maker.

Developing Cooperative Relationships with Professional Communities

Contacting and meeting the professional community is not the same as speaking to other C.A members at a meeting or making a 12th step call, you are not speaking to other addicts.

It is suggested that members making contact and doing presentations have completed their house cleaning steps, before attempting to carry the message 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 speaking to professionals, panels and other non C.A groups:

- Remember that you are a representative of (not for) C.A.
- Remember that you have a commitment and to inform professionals of any changes
- Respect the anonymity of others
- Be familiar with the 12 steps and 12 traditions of C.A.
- Personal appearance is vital. Look as neat as possible
- Be very careful with use of offensive language
- Avoid war stories (stories of quality and quantity of cocaine and all other mind-altering substances). State the fact of your addiction without going in to graphic detail
- The Presentation to Professionals is best delivered by at least 2 people.

Sample Invitation letter

Dear (insert name here),

Cocaine Anonymous are holding a Public Information event to raise awareness of our Fellowship.

We want to make it as easy as possible for people with addictions to any substance including alcohol, to find recovery through our 12 step programme.

We hope that if you know more about the purpose of Cocaine Anonymous, you'll be more likely to signpost service users to us.

So we invite you to come along to all, or part of this information session (programme attached below).

If you know any other professionals who you think might be interested in attending this event, please do forward this invitation.

*Many thanks *Joe B* Cocaine Anonymous Public Information
Contact details*



Sample Flyer



COCAINE ANONYMOUS

*Your Public Information Committee extends a friendly
invitation to attend*

*A Public Awareness and Information Event
(Who we are, what we do, how we recover, how can we help
you?)*

And an open meeting of Cocaine Anonymous

Date and Time

Venue address

Sample Programme



1230-1300 – Sign in and welcome

1300-1330 – Presentation: facts, figures, myth busting;
Q&A session.

1330-1400 – How fellowship works
(3 x member shares – service, recovery, unity)

1400-1430 – Refreshment and cake break

1430-1530 – Open meeting of Cocaine Anonymous

1530-1600 – Feedback and Goodbyes

Holding an Open Meeting

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.

Anonymity statement:

Anonymity is one of the most important issues in the structure of Cocaine Anonymous. Therefore, in observance of the Eleventh Tradition of Cocaine Anonymous: "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."

We earnestly request that those gathered here honour this condition of anonymity. If you should happen to recognise someone here who identifies themselves as an addict, please keep that knowledge strictly to yourself.

Seventh Tradition Statement:

Our Seventh Tradition states that 'we are fully self supporting declining outside contributions', so when we pass this pot we ask that only those who identify as members of Cocaine Anonymous contribute.

Tenth Tradition Statement:

The opinions expressed here today are strictly those of the individual expressing them. Cocaine Anonymous as a whole has no opinion on outside issues.

Suggested Material and Resources

Some suggested materials may include, but are not limited to:

- Preamble
- Who is a C.A member
- Alcohol Statement
- Anonymity statement
- Seventh Tradition statement
- Tenth Tradition Statement
- Reaching Out reading
- Key rings
- What is C.A? pamphlet
- ...And All Other Mind Altering Substances pamphlet
- A Higher Power pamphlet
- A Guide to The 12 Steps pamphlet
- Cocaine Anonymous self-test pamphlet
- Conference approved posters
- Local Meeting lists
- C.A Helpline number and Website address
- Business cards

You might consider having a literature table set up for attendees to pick up literature, information and posters to take back to their organisations.

Sample Feedback Form

Cocaine Anonymous Information and Awareness Day

FEEDBACK FORM

Thank you for coming to this presentation of Cocaine Anonymous, we would appreciate your feedback. Please answer the following by circling:

1 – NOT GOOD / NO

4 – EXCELLENT / DEFINITELY

The Venue

Ease of travel	1	2	3	4
Meeting space	1	2	3	4
Facilities – Refreshments etc	1	2	3	4

Opening Presentation and Shares

Was the presentation relevant to the objective?	1	2	3	4
Knowledge of subject matter	1	2	3	4
Presentation of PowerPoint Material	1	2	3	4
Responsiveness to questions	1	2	3	4
Was the information helpful to you	1	2	3	4
Did you find the shares useful?	1	2	3	4

CA Meeting

Did you gain an understanding of	1	2	3	4
What happens at a C.A. meeting?	1	2	3	4
Would you signpost your clients to C.A.	1	2	3	4

.....

Suggestions and Comments

How could we improve future Information and Awareness Days?

.....

.....

Thank you for attending this presentation of Cocaine Anonymous

Please let us know what we can do to help you next:

Literature in your facility Y / N

Presentation to staff teams Y / N

Arranging a C.A. meeting in your facility Y / N

Name

Tel

Email

Organisation