

Debbie G Suffolk General Service Public Information January 2021

Area 50 hosted an informative CPC workshop in January with two speakers. I will share with you a little bit about each of their talks. Tim, the PI chair for the East Bay area in San Francisco discussed ways that local groups can make efforts to ensure that people who are looking for help can find AA when searching the internet. He talks about how renaming an AA group from recovery group or alcohol treatment program to non-for-profit organization can change the keywords that appear in a Google search. I don't have a total grasp of the language but what we're talking about is search optimization, so the more keywords or the more accurate keywords that are identified, the higher the probability that AA will appear when someone searches the internet for help with alcohol. Tim reports that as a result of the change made to a group name in his area, the numbers of people who contacted the group increased exponentially. It seems like it could be something worth exploring.

Tim also shared an article about research that was done to answer the question: Does AA work? According to a comprehensive analysis conducted by a [Stanford School of Medicine](#) researcher and his collaborators, Alcoholics Anonymous is the most effective path to abstinence. Here is the link to the article and below that is an accompanying video:

<https://med.stanford.edu/news/all-news/2020/03/alcoholics-anonymous-most-effective-path-to-alcohol-abstinence.html>

Does Alcoholics Anonymous work?

https://www.youtube.com/watch?v=IgMjTIwh_LA&feature=youtu.be

The next speaker for this workshop was Dr. Al Mooney, an AA class A trustee, as of May 2019. He is a professional in the field of addiction for over 40 years. Class A means he is not an alcoholic. However, in his talk he discusses how he grew up in a family with alcoholism and attended Alateen and then Al-anon. Dr. Al spoke at length about his approach with alcoholics. He understands that there needs to be a desire to stop and he seems like he is very natural in the way that he offers support until there is readiness. I asked a question about how he addresses HIPPA concerns because some health care professionals seem to feel restricted as far as being able to invite help from AA into their facility to help an alcoholic in need. He talked about a 40-hour peer-training program (that then became a 20 hour program) where AA members got trained in professionalism and ethics so that they could be on site in the hospital when needed for 12 step calls. It was a delight to hear him speak and he is a great example of how non-alcoholic professionals can be AAs greatest allies.