

FAQ

Who will see this advertisement? The outside of the bus ad will be seen by drivers and the public at large and could have an impact on people who have a drinking problem* The ads on the inside of the bus will be viewable by the passengers** Often times there are people who lose their drivers license due to DWI infractions, as well as people who have other crises due to drinking who rely on public transportation. The ad will have English and Spanish versions that include the intergroup website, QR code and helpline number.

What is the potential impact? Zoey the current SIA hotline rep is fully equipped with volunteers. SIA has started using analytics to track hotline calls and visits to the website. Recently there has been a decrease in calls and an increase in visits to the website. SIA will be able to collect data to see if the bus ad has made an impact. Nassau County Intergroup has reported a 20% increase in hotline calls since the running of their ad.

When is the best time to run the ad: fall versus holiday time?
BOTH Ed the PI chair from SIA discussed the possibility of utilizing SIA funds to continue to run the ad for 12 more weeks, through the holiday season, following our fall campaign. He presented the idea to extend the bus advertisement to the SIA committee chairs and received support. He is bringing the motion to the body in August. So we can either coordinate with SIA or we can pick a 12-week period that runs through the holidays.

Where did the bus ad idea originate?

During rotations as PI chair and prior to that as CPC chair, I have attended a number of conferences and participated in PI/CPC round tables where chairpersons from other areas shared about efforts made by their committees. For example, in one location \$7000 was allocated for a billboard. Miami-Dade County received approval for a \$10,000 transit authority campaign for posters at bus stops and train stations. And from the SENY monthly meeting, I learned how Nassau County is having success with their bus ad campaign. With a small budget I have typically sought out low cost efforts like airing PSAs on public access channels. So when I learned that there were funds available, the PI committee already had potential ideas in mind and we just had to do some research.

How will this twelve-step campaign be funded? Suffolk County AA members have contributed this money. If we use it in this way it could directly benefit Suffolk County and potentially bring more suffering alcoholics into the rooms.

*These ads would receive 1,807,800 views during a 12-week campaign.

**There are no metrics for the inside because that is based on ridership and Suffolk County doesn't provide that info.