



Public Information Newsletter

Shared Service Experience



Summer Outreach in Action!

This edition celebrates the energy, commitment and creativity of members across the Fellowship as they continue to carry our message of recovery to those who need it most.

From vibrant public events in Bedfordshire to meaningful engagement with professionals and a well-supported gathering in Guildford, it is encouraging to see how PI service is reaching further into our communities and strengthening awareness of what AA offers. There's also opportunities to get involved in service, and take part in upcoming liaison events at GSO in York.

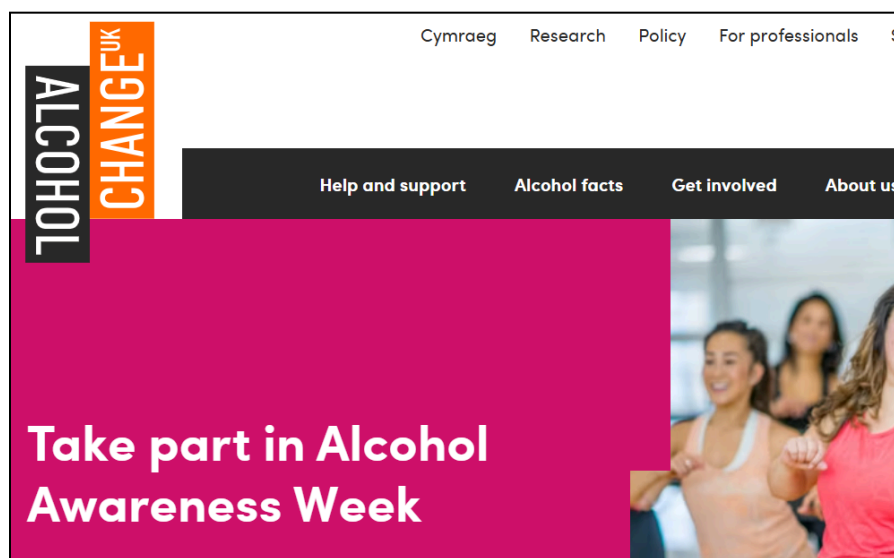
We welcome contributions from all members active in PI. Please send in your stories of PI work (including appropriate images) to aainformation@gsogb.org.uk. We will endeavour to publish submitted articles but this may not always be possible. We also reserve the right to edit any submissions for clarity, length, and style.

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Alcohol Awareness Week: An Opportunity for Outreach

Alcohol Awareness Week 2026 takes place from 6–12 July and is a national campaign led by Alcohol Change UK to encourage open conversations about alcohol, raise awareness of harm, and promote access to support. As the nation's attention turns to alcohol and its impact, many people might start reflecting on their own drinking and whether it is causing difficulties.



People who look for help are usually signposted via healthcare pathways, beginning with their GP and local services. Alongside these, Alcoholics Anonymous is included as a community-based support option, with links provided to our website and information on how to find meetings. As those seeking help may increase, some of them will hopefully find their way to AA.

While AA is not affiliated with outside organisations and does not express any opinion on external initiatives, occasions such as this can serve as a useful reminder of the importance of ensuring that accurate information about AA is readily available.

Alcohol Awareness Week can therefore be seen as a timely opportunity to ramp up our local PI outreach activity. Groups, Intergroups and Regions may want to consider whether local healthcare professionals, particularly GPs and primary care services, are informed about AA and have up-to-date meeting lists and literature. Maintaining current and accessible information, both locally and online, can help ensure that anyone seeking support is able to find AA.

Intergroup PI Initiatives

Bedfordshire AA at the Carnival

South Beds Intergroup has invested in a very stylish, AA branded gazebo along with pop-up banners and other display materials. Members have been putting these to good use, carrying the AA message to fellows and to the public.



After a first outing for the gazebo at the IG's highly successful mini convention in April, more than a dozen fellows went to Luton International Carnival and spent ten hours "flying the flag" and talking to all comers about what AA is and what it does. PILO, Roger B said: "We had a steady stream of enquiries throughout the day, both from people concerned about their own drinking and from people worried about loved ones. All in all, we felt we had a successful day and plan to do lots of similar things in the future."



Other public events where AA will be present this summer include the Houghton Regis Carnival in July. The Intergroup wants to do as much public outreach as possible and has asked fellows for suggestions about other similar events so that something will be happening at least once a month from now on.

AA and Employers in Bedfordshire

Three South Beds Intergroup fellows were at the Bedford Chamber of Commerce Summer Reception in June to talk to company bosses about how AA could help rescue careers and ensure businesses could hold on to valued employees.



Besides AA, more than two dozen organisations had stalls at the event, which drew around 300 visitors from the Chamber of Commerce membership. South Beds ELO, Sean M, said: "We had some fantastic conversations with lots of people during the reception. The reaction of almost everyone was really positive and I came away with a good list of contacts to follow up in the next couple of weeks."

"We'd never done anything quite like this before so we didn't know what to expect. It turned out to be a brilliant experience and one we will certainly plan to repeat."

Mid Surrey PI Event – Guildford Guildhall

Mid Surrey Intergroup held its annual PI event at Guildford Guildhall in May. Members of AA and Al-Anon welcomed guests from the professional community with a light buffet lunch followed by presentations by both fellowships and an open meeting workshop.

The Mayor of Guildford opened the event and stayed for the afternoon. Our guests included The Samaritans, local hospital and treatment centre staff, homeless and housing charities, Job Centres, i-access (NHS drug & alcohol service), criminal justice staff and addiction counsellors.



The Question & Answer session was particularly lively with our guests showing a lot of interest in the work of our fellowships. Job Centre staff in Surrey are keen to develop a working relationship with AA and we received a request for a follow up meeting with i-access. A literature pack was prepared for all the attendees.

We Need Your Help to Carry the Message!

Can you help ensure that anyone who needs AA can find us?

The PI & EComms Subcommittee is looking for members to join us in carrying the message beyond the Fellowship. Our focus is simple: helping professionals, the media and the wider public understand what AA is and how we can help.

You do not need specialist skills. What matters most is an interest in how we communicate, a willingness to contribute ideas, and a desire to be of service.

As part of the subcommittee, you will help to:

- support how AA is presented to the general public
- improve access to clear, accurate information about recovery
- work with others across the Fellowship to strengthen PI activity

This is an opportunity to give service beyond your group, helping AA reach the still suffering alcoholic in ways that are relevant today.

Five years' continuous sobriety is required, along with the support of your intergroup or region and a working knowledge of the Traditions and service structure. The role involves a mix of online collaboration and three meetings per year in York (expenses paid).

If you would like to apply, please request an application form from GSO or download one from the Document Library on the AA GB website. Applications should be submitted via an intergroup or regional officer.

Next application deadline: **7 August 2026**

If you would like an informal conversation about the role, you are welcome to contact:

Matt S. – trustee.cer@gsogb.org.uk

PI Liaison Events

Next PI & EComms Liaison Meeting

Friday July 31 - Saturday 1 August 2026

All Regional PI Officers and ECLOs are invited to York for a two-day meeting to share experience, strength and hope. Online participation is also possible.

This is an opportunity for those new in service and those looking for inspiration and collaboration to share experience, strength and hope with each other.

Members of the PI & EComms Subcommittee will facilitate the meeting and will also be in attendance to provide an update on the work of the Subcommittee.

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*Experience
Strength
Hope*



Pass it On

Feel free to forward this newsletter onto Intergroup Officers, GSRs, and anyone interested in Public Information service. Groups are welcome to print it out and place a copy on their literature table.

Note: when forwarding via email please be mindful of members' anonymity and privacy. It is recommended to use the "bcc" function and service position specific email or @aamail.org addresses.



www.alcoholics-anonymous.org.uk

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