



Public Information Newsletter

Shared Service Experience



Ideas, Innovation and Service in Action

This edition highlights how Public Information and Electronic Communications service continues to develop across the Fellowship. From outreach events and local initiatives to insights from the 2025 Membership Survey, members are finding new ways to carry the message of AA. We also report on the role of AI in service, introduce BlogIn as a new space for collaboration, and highlight opportunities to get involved in PI & EComms work.

Included in this issue is a practical example of AI supporting service through a searchable database of 60 years of Conference Reports, Questions, and Recommendations.

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Intergroup PI Initiatives

South Middlesex Intergroup: Taking the AA message into the community...

South Middlesex Intergroup recently took the message of Alcoholics Anonymous into the local community through a two-week outdoor advertising campaign, delivered in partnership with JCDecaux across Chertsey and Staines stations. They also teamed up with Westway Intergroup to extend the campaign further, covering Shepherd's Bush bus station as well,



Running from 27th July for two weeks, the campaign featured advertising across railway/bus sites helping to raise awareness of AA and reach people who may be struggling with their drinking.

With the message visible to thousands of commuters and local communities, it was a great opportunity to remind people that support is available and that they don't have to face their drinking problem alone.

A huge thank you to everyone involved in making the campaign happen and helping us take the message of recovery beyond the meeting room and into the wider community.

Swansea Intergroup Leads the Way with New PI Newsletter



Swansea & District Intergroup has taken an inspiring step forward in Public Information service with the launch of its own PI Committee Newsletter.

The newsletter is designed to keep members informed about local PI activities, celebrate achievements, and encourage greater involvement in service. It highlights the committee's work in building relationships with professionals and community organisations,

developing online PI sessions, improving communications, and expanding awareness of Alcoholics Anonymous across the district.

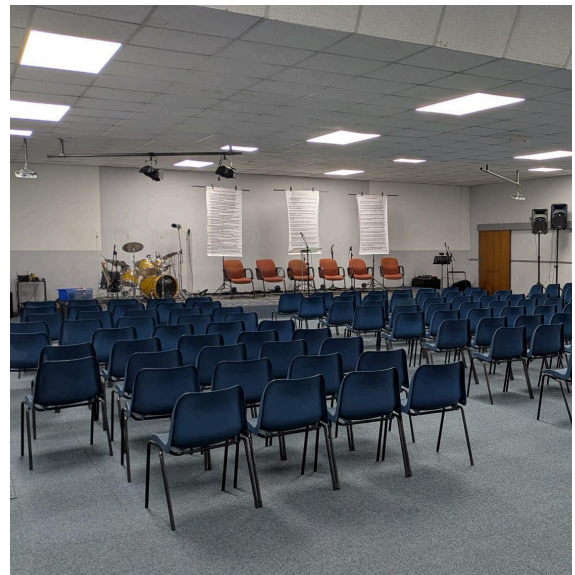
This initiative demonstrates how effective communication can strengthen unity, support service, and help carry the AA message further into the community. We congratulate the Swansea & District PI Committee on this positive development and hope their example inspires other intergroups to explore similar ways of sharing their service experience and encouraging participation.

Wirral AA Event Brings Community and Services Together

Alcoholics Anonymous Wirral hosted a successful professional event at Kings Church Wirral on Monday 14th September, bringing together people in recovery, families, healthcare professionals and local organisations.

The event was attended by 17 AA members, 8 Al-Anon members and 13 NHS staff, alongside representatives from Wirral Council, Public Health, Adult Social Care, Citizens Advice Wirral, Wirral Met College, YMCA, Everyturn, Wirral Change and other community organisations.

Presentations and discussions explored addiction, recovery, the AA programme and the support available through AA and Al-Anon. The event also provided an opportunity for professionals to learn more about mutual aid and strengthen links with the local recovery community.



The day highlighted the importance of partnership working and reinforced the message that people affected by alcohol are not alone and support is available within the Wirral community.

Building on this success, a Multicultural Event will take place on 16th January 2027 at Wirral Change, bringing together AA, Al-Anon, local services and organisations representing Wirral's diverse communities. The event will focus on building connections and ensuring that people and families affected by alcohol can access support regardless of their cultural background.

Pop-up stand at Paddington Station

London Region North erected a pop-up stand at Paddington Station in London on August 8th which gave us a great opportunity to carry our message to the travelling public.

We had a very warm welcome from Network Rail staff and the British Transport Police and over the course of the day we spoke with a variety of still suffering alcoholics at different stages, family members of alcoholics and a steady stream of AA fellows, local and from other parts of the country passing on their best wishes. Most popular item: the plastic helpline chip. Best comment of the day "I've never seen one of you lot in public before".



Your Next Service Opportunity Awaits

The PI & EComms Subcommittee is looking for enthusiastic members to join us in helping ensure that anyone who needs AA can find us.

Are you interested in social media, communications or emerging technologies? Public Information and Electronic Communications are increasingly important parts of Twelfth

Step work. Whether it's developing our social media channels, exploring how new technologies can strengthen our communications, supporting our website, BlogIn, microsites and newsletter, or helping Intergroup and Regional Liaison Officers in their service, there are many ways to contribute.

You do not need to be a communications professional or a technology expert. What matters most is a willingness to serve, an interest in how AA communicates with the world around us, and a desire to help carry the message to the still-suffering alcoholic.

As a member of the subcommittee, you could help to:

- Support AA's public information and communications activity across Great Britain
- Share ideas and good practice in social media and digital communications
- Contribute to the ongoing development of PI newsletter and other communication resources
- Explore emerging technologies, including AI, and how they may support our service work
- Support and encourage Intergroup and Regional Liaison Officers
- Help ensure accurate, accessible information about AA reaches professionals, the media and the wider public

This is a rewarding opportunity to give service beyond your group and help AA remain relevant and accessible in a rapidly changing world.

Applicants should have:

- Five years' continuous sobriety
- The support of their Intergroup or Region
- A working knowledge of the Traditions and service structure

The role involves online collaboration throughout the year and attendance at least two meetings annually in York (expenses paid).

Application deadline: **4 December 2026**

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 through an Intergroup or Regional Officer.

For an informal chat about the role, please contact:

Matt S., Chair PI & EComms Subcommittee trustee.cer@gsogb.org.uk

Next PI & EComms Liaison Event

Online - Saturday 6th February 2027, 1:00pm to 5:00pm (UK time)

All Intergroup and Regional PI Officers and ECLOs are invited to join our half-day online meeting to share experience, strength and hope.

Whether you are new to service or looking for fresh ideas, inspiration and collaboration, this is an opportunity to connect with fellow trusted servants, exchange experience and learn from one another.

Members of the PI & EComms Subcommittee will facilitate the meeting and provide an update on the work of the Subcommittee. Further details, including the agenda and joining information, will be circulated in due course.

BlogIn: Sharing PI Experience Across the Fellowship

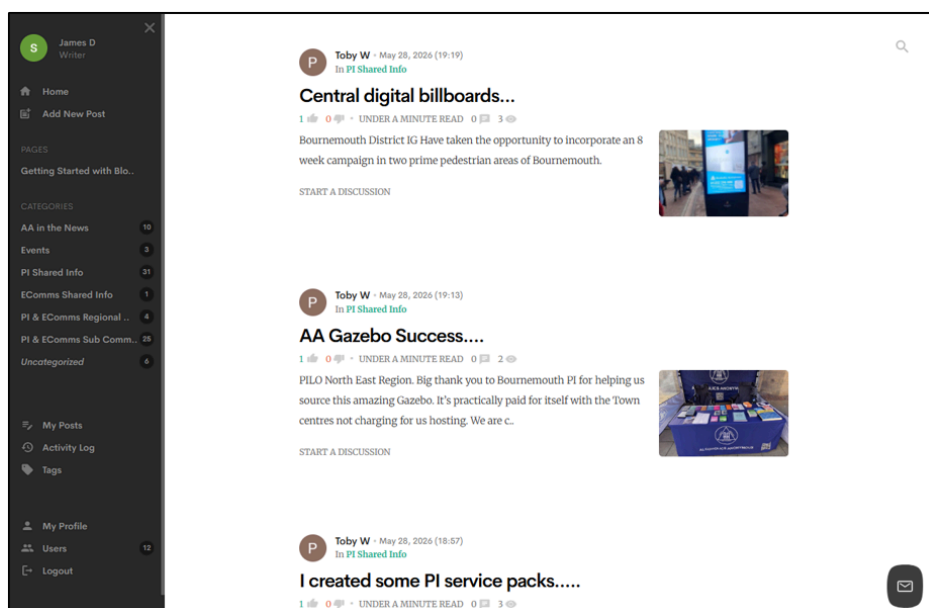
Many members involved in Public Information and Electronic Communications service will already have heard about BlogIn, our new communications platform which is gradually replacing Workplace as a space for sharing ideas, experience and information across the Fellowship.

BlogIn is available to Intergroup and Regional PI & EComms Liaison Officers. The aim is to provide a central place where members can share recent PI & EComms activities, exchange ideas, and learn from successful initiatives taking place throughout Great Britain and Continental Europe.

Members are encouraged to post updates about local events, professional liaison activities, awareness campaigns, presentations, literature displays, community outreach projects and other service activities. Posts can include photographs where appropriate, helping to showcase the wide range of PI work taking place across the Fellowship. Other members can then comment, ask questions and share their own experience, creating a valuable resource for collaboration and shared learning.

Invitations have already been sent to all PI & EComms Liaison Officers. If you believe you should have access but have not received an invitation, please check your spam or junk email folder first. Access requires an @aamail.org account.

If you still cannot locate your invitation, or require assistance accessing the platform, please contact support.blogin@aamail.org



By sharing our experience and learning from one another, BlogIn can help strengthen PI & EComms service across the Fellowship while making it easier to stay connected with developments around the country. Whether you are looking for new ideas, examples of successful initiatives, or simply wish to share what is happening in your area, BlogIn provides an opportunity to keep the conversation going between liaison meetings and service events.

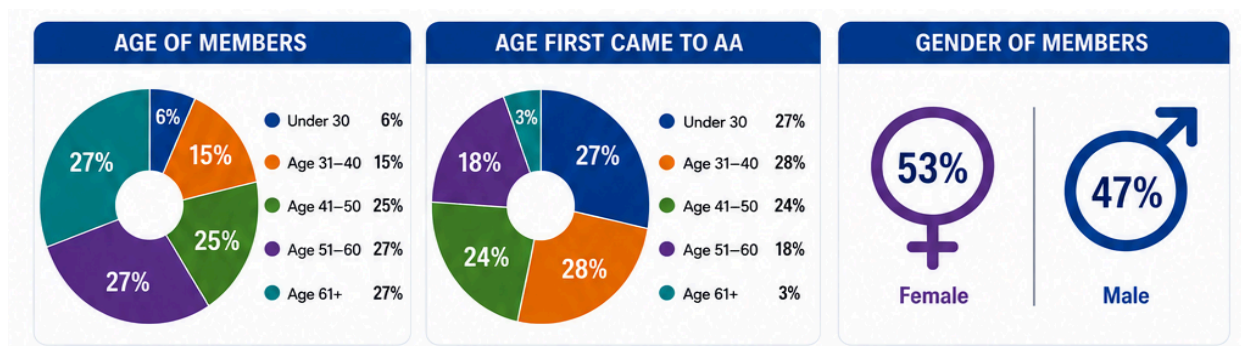
@aamail.org - It's More than Just an Email

BlogIn is integrated with the wider @aamail.org Google Workspace environment, making your @aamail.org account a single point of access to a connected suite of tools for service and collaboration. Using the same account, members can access Google Drive, Docs, Chat and Meet, alongside Google's Gemini AI assistant. Together, BlogIn and these services support communication, collaboration and information sharing, helping members work more effectively in PI service across the Fellowship.

What the 2025 Membership Survey Can Teach Us About Public Information

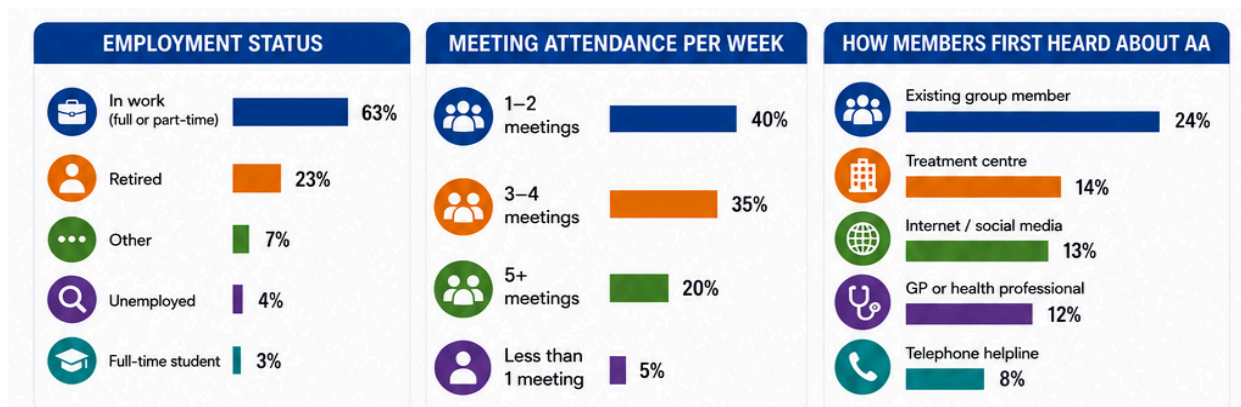
Every five years, AA Great Britain conducts a Fellowship survey to help us better understand who we are, how members find AA, and what supports their recovery. While the survey provides valuable information about our Fellowship, it also offers useful insights for those involved in Public Information service.

The 2025 survey, based on responses from 3,335 members, confirmed that personal contact remains the most common way people find AA. Almost a quarter of respondents first came to AA through existing members, demonstrating the continuing importance of one alcoholic reaching out to another. At the same time, treatment centres and telephone helplines remain important routes into the Fellowship, highlighting the need to maintain strong relationships with professionals and organisations that regularly encounter people seeking help.



The survey also reminds us that Public Information work is most effective when it focuses on awareness rather than promotion. Many people who need AA still do not know what AA is, how it works, or where to find us. Ensuring that accurate information is available to healthcare professionals, employers, community organisations, schools, prisons and the wider public remains an important part of carrying the message.

As communication methods continue to evolve, the survey findings encourage us to consider how people encounter information today. Whether through healthcare pathways, local community contacts, websites, helplines, social media or personal recommendations, our responsibility remains the same: to make sure that anyone looking for help can easily find accurate information about Alcoholics Anonymous.



The survey offers encouragement for everyone involved in PI service. It shows that traditional methods remain important while also reminding us of the value of maintaining

accurate information across a wide range of channels and professional contacts. By continuing to build awareness and strengthen relationships within our communities, we can help ensure that AA remains visible and accessible to those who may need us most.



Learn More About the 2025 Survey

The full survey findings are available on the AA GB website in two formats:

- [2025 Membership Survey Report](#) – a detailed analysis of responses and trends across the Fellowship.
- [Membership Survey Pamphlet](#) – a shorter summary highlighting key findings and statistics.

Both publications provide useful information for members involved in Public Information, helping us better understand who we are, how people find AA, and where future opportunities to carry the message may exist.

AI and Public Information: Supporting Service in the Digital Age

Artificial Intelligence (AI) tools such as Copilot, ChatGPT and Gemini are becoming increasingly common in everyday life. Following a recommendation from the 2026 Conference, the PI & EComms Subcommittee has been developing guidance on the use of AI within AA Great Britain. Draft guidance has now been circulated for Fellowship discussion and can be viewed via the Electronic Communications Resources page on the AA GB website. Feedback is welcomed through the service structure as this work continues.

[View the draft AI guidance here.](#)



AI has the potential to support Public Information service by assisting with routine administrative tasks. It can help create meeting notes and summaries, proofread documents, check spelling and grammar, create posters or flyers, and improve the clarity of written communications. Used appropriately, these tools can reduce the time spent on administrative work and allow members to focus more of their effort on carrying the message.

Like any tool, however, AI ought to be used thoughtfully. Content generated or edited by AI is best checked carefully before publication, as AI systems can occasionally produce incorrect or misleading information. Wherever possible, members are encouraged to draw upon official AA GB materials, Conference-approved literature and information from our website as source material. This helps ensure that communications remain accurate, consistent and in keeping with AA principles.

Members may also wish to consider including a simple disclaimer when AI has been used extensively in preparing a document, making clear that the content has been reviewed and approved by AA members. Responsibility for what we publish always remains with us, not the technology.

Most importantly, AI is best regarded as a support tool rather than a substitute for experience, strength and hope. The Fellowship's message is carried by alcoholics sharing with other alcoholics. AI may assist with administration and communication, but it cannot replace personal recovery, service experience or an informed group conscience.

As technology continues to evolve, AI represents another tool that members may or may not choose to use in service. For those who do, thoughtful and responsible use is important. Whether we embrace these technologies or set them aside, AA's strength continues to lie in alcoholics sharing their experience, strength and hope with one another.

A Practical Use of AI: Conference Questions Searchable Database

A new resource is now available to help AA members in service explore 60 years of Conference and service history. Using AI-assisted search technology, the notebook brings together Conference Reports, committee questions, recommendations and other service material from 1966 to 2026 in a single searchable resource, effectively creating a Conference Questions Searchable Database for AA service.

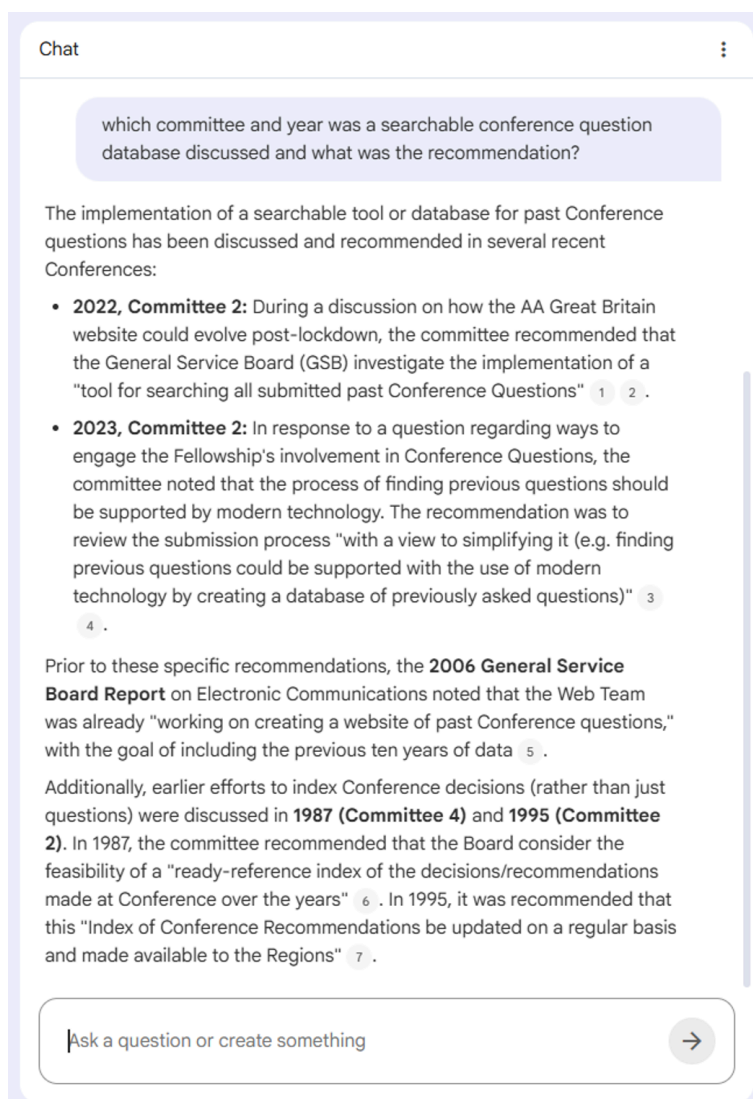
Members can ask questions in plain language, search past Conference Questions and Recommendations, find out whether topics have been discussed before, review shared

experience, and trace the development of service ideas over time. This can help support continuity in service and make it easier to draw on the Fellowship's collective experience when considering current issues.

As with any AI-assisted tool, responses should be checked against the original source documents, particularly when referring to Conference Recommendations or service guidance. Used responsibly, it offers a practical example of how technology can support service while keeping the Fellowship's experience and principles at the centre.

To access the notebook:

1. Click this link:
<https://notebooklm.google.com/notebook/b8178e12-b90f-4679-9139-8aa184c9cbda/preview>
2. Log in with your @aamail.org service account
3. Request permission to view the notebook.



Pass it On

Feel free to forward this newsletter on to 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.

We welcome contributions from members involved in PI. Please send stories and suitable images to aainformation@gsogb.org.uk While we would like to publish all submissions, this may not always be possible. We reserve the right to edit submissions for clarity, length and style.

Note that some content of this newsletter may have been prepared with the assistance of AI tools. All content was reviewed and approved by AA members before publication.



www.alcoholics-anonymous.org.uk

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Alcoholics Anonymous Great Britain