

Attracting and Cooperating: Best Practices for Tradition Eleven

When we serve in public outreach, we share clear information without promotion or pressure, attracting people who are seeking help and cooperating with those who serve them. Even small efforts can help someone find hope and connection.

Making Al-Anon and Alateen resources available to the public can be simple yet powerful.

Community wellness fairs are an effective way to attract interest while cooperating with local agencies, schools, and health centers. A table with friendly members invites conversation and builds trust. [*Al-Anon Faces Alcoholism* magazines \(AFAM\)](#), pamphlets, meeting lists, and bookmarks help people find us when they are ready.

Building relationships with professionals is another important part of public outreach.

Professionals are often the first point of contact for those affected by alcoholism. Meeting with them at their facilities, offering Al-Anon and Alateen speakers, and providing complimentary literature such as *Al-Anon Faces Alcoholism* helps build cooperation.

Inviting professionals to “Families, Friends, and Observers Welcome” meetings also helps them understand the support our program offers.

Outreach can also happen digitally. Keeping meeting information up to date online or sharing resources through local networks helps people find support anytime.

Public outreach can be done by one member, a small group, or through District and Intergroup committees. Explore simple ways to begin by visiting the “[Public Outreach Toolkit](#)” at [al-anon.org](#), and consult the [Al-Anon/Alateen Service Manual \(P-24/27\)](#) and Public Outreach Guidelines for additional guidance.

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