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COCAINE ANONYMOUS WORLD SERVICE

# Public Information Handbook

## Suggestions and Guidelines for Doing PI

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# Letter from the World Service Public Information Committee

Dear Fellow C.A. Member and Public Information Committees:

Your World Services Public Information Committee (WSCPI) has created this handbook to enable you to best serve your local district or area. We have resources, templates and notes that may assist you to help the still suffering addict to know that there is a way out for those battling with addiction and also, to carry C.A.'s message to the professional community. Many are still not aware of what C.A. is, what we do (and our limitations), or how to get in touch with us. Our aim is to help you to be able to generate campaigns, correspondence and presentations that raise the profile of C.A. and therefore help more newcomers to find our fellowship.

If you are using this resource as a guide for your PI service work, we hope you find what you need. If you don't, please let us know so that we can address any omissions and share solutions.

This committee is at your service.

With gratitude,

Your World Service Conference PI Committee

# Statement of Purpose

The World Service Conference Public Information committee's purpose is to provide support, guidance and resources to Area/District PI committees throughout C.A. The WSCPI committee develops and presents to the WSC for approval items intended to be used by Area/District committees to carry our message to the general public. Making our presence known to individuals, community groups and interested parties affected by addiction.

The WSCPI committee develops and updates guidelines for Area/District PI committees.

The WSCPI committee freely shares its experience through events and workshops. The WSCPI committee may join with local districts, areas, and regions to organize and facilitate P.I. events. The WSCPI committee facilitates two annual events: professional's week and the global poster week.

# C.A.'s 12 Traditions

How the 12 Traditions relate to Public Information.

## Tradition 11 Statement

In the spirit of our 11th Tradition, which states we should maintain our personal anonymity at the level of all public media and in keeping with our Public Information Committee's Statement of Purpose, we try to make our presence known to individuals, community groups, and interested parties affected by addiction.

We are not a secret society. Quite often when carrying the C.A. message publicly, our trusted servants have encountered, within our Fellowship, an attitude of resistance based on a perception that Tradition Eleven implies secrecy.

What does this tradition mean to our fellowship? As members who have recovered from our addiction, as a result of our program, we are the attraction. Rather than promoting ourselves as the solution to their drug and alcohol problem, we should aim to attract new prospects to join us in our program of recovery by showing them how our lives have turned around. We have recovered and are living a new and peaceful way of life.

Let's be clear as individuals we must stay away from the potential pitfalls of engaging at a public level, but as a fellowship, and indeed, as a Public Information Committee, our very purpose is to reach out to the addict who still suffers. This cannot be achieved from behind a wall of secrecy.

We must be open and transparent to say this is who we are, and this is what we have to offer. The Public Information Committee of Cocaine Anonymous seeks to educate and share the C.A. message of recovery to the general public, professional communities, and the addict who still suffers.

**Tradition 1: “Our common welfare should come first; personal recovery depends upon C.A. unity.”**

C.A. unity creates the bond that keeps our fellowship together to support recovery. Public Information outreach should be conducted in an organized and responsible manner, avoiding controversy at all times. This will ensure that our message of recovery can be delivered to interested parties and the addict who is still suffers.

**Tradition 2: “For our group purpose there is but one ultimate authority — a loving God as He may express Himself in our group conscience. Our leaders are but trusted servants; they do not govern.”**

It is our experience that when our meetings and outreach work are “higher-powered” the results are much more effective.

**Tradition 3: The only requirement for C.A. membership is a desire to stop using cocaine and all other mind-altering substances.**

The Public Information Committee ought to bring awareness to the public at large and to the professional community that the fellowship of Cocaine Anonymous is all-inclusive. Anybody is welcome to join our fellowship as long as they have a desire to stop using, regardless of what substance they use.

**Tradition 4: Each group should be autonomous except in matters affecting other groups or C.A. as a whole.**

Please remember our actions in our PI service work reflect on C.A. as a whole.

**Tradition 5: Each group has but one primary purpose — to carry its message to the addict who still suffers.**

The primary purpose of the Public Information Committee is to carry the C.A. message to the public at large and the professional community, thereby reaching the addict who still suffers.

**Tradition 6: A C.A. group ought never endorse, finance, or lend the C.A. name to any related facility or outside enterprise, lest problems of money, property and prestige divert us from our primary purpose.**

Cocaine Anonymous follows the principle of cooperation, but not affiliation with other organizations and programs concerned with the problem of addiction. C.A. does not engage in the fields of drug addiction research, medical or psychiatric treatment in any form, although members may participate in such activities as individuals.

**Tradition 7: Every C.A. group ought to be fully self-supporting, declining outside contributions.**

Public Information committees may fundraise for specific activities, but we should never accept donations from the public and other organizations.

**Tradition 8: Cocaine Anonymous should remain forever nonprofessional, but our service centers may employ special workers.**

Public Information outreach should always be voluntary. There is no monetary gain or affiliation with outside enterprises.

**Tradition 9: C.A., as such, ought never be organized; but we may create service boards or committees directly responsible to those they serve.**

Public Information committees are directly responsible to their District or Area Service Committees and the fellowship they represent.

**Tradition 10: Cocaine Anonymous has no opinion on outside issues; hence the C.A. name ought never be drawn into public controversy.**

We should remember to remain focused on our primary purpose, to refrain from offering our opinions, and not be drawn into any public controversy.

**Tradition 11: Our public relations policy is based on attraction rather than promotion; we need always maintain personal anonymity at the level of all public media.**

It is the purpose of the Public Information Committee to raise awareness of Cocaine Anonymous to the public at large, to the professional community, and to the addict who still suffers.

**Tradition 12: Anonymity is the spiritual foundation of all our Traditions, ever reminding us to place principles before personalities.**

Public Information work can plant the seed of C.A.'s message. However, we do not take credit for anyone's recovery, we believe it comes from a Power greater than ourselves. Personal recognition can be detrimental to our spirit of humility.

The Twelve Traditions are reprinted with permission of Alcoholics Anonymous World Services, Inc. Permission to reprint and adapt the Twelve Traditions does not mean that A.A. is affiliated with this program. A.A. is a program of recovery from alcoholism. Use of the Traditions in connection with programs and activities which are patterned after A.A. but which address other problems does not imply otherwise. THE TWELVE TRADITIONS OF ALCOHOLICS ANONYMOUS: 1. Our common welfare should come first; personal recovery depends upon A.A. unity. 2. For our group purpose there is but one ultimate authority—a loving God as He may express Himself in our group conscience. Our leaders are but trusted servants; they do not govern. 3. The only requirement for A.A. membership is a desire to stop drinking. 4. Each group should be autonomous except in matters affecting other groups or A.A. as a whole. 5. Each group has but one primary purpose—to carry its message to the alcoholic who still suffers. 6. An A.A. group ought never endorse, finance, or lend the A.A. name to any related facility or outside enterprise, lest problems of money, property and prestige divert us from our primary purpose. 7. Every A.A. group ought to be fully self-supporting, declining outside contributions. 8. Alcoholics Anonymous should remain forever nonprofessional, but our service centers may employ special workers. 9. A.A., as such, ought never be organized; but we may create service boards or committees directly responsible to those they serve. 10. Alcoholics Anonymous has no opinion on outside issues; hence the A.A. name ought never be drawn into public controversy. 11. Our public relations policy is based on attraction rather than promotion; we need always maintain personal anonymity at the level of press, radio and films. 12. Anonymity is the spiritual foundation of all our Traditions, ever reminding us to place principles before personalities

# Starting a Local PI Committee

This chapter sets out some guidelines for forming your local Public Information Committee, including a draft agenda for meetings and also roles and responsibilities.

Example Agenda:

## DISTRICT PUBLIC INFORMATION MEETING AGENDA

Date/ Time: Sat 16<sup>th</sup> Dec 10 am for literature and expenses- 10:30 am meeting start

Address: Victoria Church, Harrowden

1. Open meeting (5 minutes)
  1. Serenity prayer
  2. Tradition 2&5
  3. Read PI Statement of Purpose
2. Introductions and apologies
3. Secretaries report – 5 minutes
4. Treasury report – 5 minutes
5. Literature Report – 5 minutes
6. Media Liaison – 5 minutes
7. Web servant/ IT Report – 5 minutes
8. Group PI Liaisons – 5 mins
9. Outreach Reports – 10 minutes
  1. Outreach 1
  2. Outreach 2
  3. Outreach 3
10. Vacant Posts-10 minutes
  1. Vice-chair
  2. Treasurer
11. Any Other Business (AOB) – 5 minutes
12. Date of next meeting (DONM)

This is only to be used as a guide/ suggested format. Your agenda will be determined by positions filled, activities planned and completed, etc.



## **Suggested Roles and Responsibilities for Local District or Area Committees**

### **Committee Chairperson**

- Suggested Sobriety Requirement: 2 years continuous
- Suggested Committee Service Prior to Position: 1 Year continuous
- Suggested Term of Commitment: 1 Year

#### **Duties and Responsibilities:**

1. Coordinate and direct all committee activities
2. Sets Agenda and facilitates-meeting
3. Familiarize themselves with PI guidelines and C.A.'s 12 Traditions
4. Attends all Area/ District meetings or designates someone from PI to attend
5. Attends Area/ District PI meetings, online working groups and participates in area discussions and consciences
6. Join and oversees Area/ District PI communication platform/ forum/ group
7. Keep in regular contact with all Area/ District PI committee members
8. Supports Area/ District groups with any PI related queries
9. Seeks opportunities for cooperating with the Professional Community, other organizations, and the public at large

### **Committee Vice-Chairperson**

- Suggested Sobriety Requirement: 1 Year continuous
- Suggested Committee Service Prior to Position: 1 Year continuous
- Suggested Term of Commitment: 1 Year

#### **Duties and Responsibilities:**

1. In the absence of the chair, coordinates and directs all committee activities
2. Takes the lead on projects or assumes a sub-committee chair role
3. Familiarize themselves with PI guidelines and C.A.'s 12 Traditions
4. Considers rotating into chair positions at the end of a vice-chair term
5. Attend all committee meetings
6. Seeks opportunities for Cooperating with the Professional Community, other organizations, and the public at large

### **Secretary**

- Suggested Sobriety Requirement: 1 Year continuous
- Suggested Committee Service Prior to Position: 6 months
- Suggested Term of Commitment: 1 year
- Suggested to have had some experience with word processing

#### **Duties and Responsibilities:**

1. Take accurate minutes of the Committee meeting
2. Email minutes to Committee members promptly and uploads minutes to the Committee's chosen platform
3. Familiarize themselves with PI guidelines and C.A.'s 12 Traditions
4. Keeps a record of the starting date of Public Information Committee members and contact details
5. Attend all committee meetings

### **Literature Coordinator**

- Suggested Sobriety Requirement: 1 Year continuous
- Suggested Committee Service Prior to Position: 6 months continuous
- Suggested Term of Commitment: 1 year

#### **Duties and Responsibilities:**

1. Keep adequate literature stock to meet the reasonable needs of the committee
2. Responsible for ordering literature from District Literature Secretary
3. Familiarize themselves with PI guidelines and C.A.'s 12 Traditions
4. Maintains comprehensive and transparent records of literature provided and purchased
5. Attend all committee meetings

### **Outreach and Poster Distribution Coordinator**

- Suggested Sobriety Requirement: 1 Year continuous
- Suggested Committee Service Prior to Position: 6 months continuous
- Suggested Term of Commitment: 1 year

#### **Duties and Responsibilities:**

1. Agree where and how posters or leaflets should be distributed in the local community including doctors, surgeries, pharmacies, schools, universities, nightclubs, libraries, public buildings, etc.
2. Ensure printed materials are distributed responsibly and information is up to date
3. Familiarize themselves with PI guidelines and C.A.'s 12 Traditions
4. Prepare and deliver presentations to local services, education providers and non "H&I" organizations in the community

### **Media Liaison**

- Suggested Sobriety Requirement: 1 Year continuous
- Suggested Committee Service Prior to Position: 6 months continuous
- Suggested Term of Commitment: 1 year

#### **Duties and Responsibilities:**

1. Maintain contact with local media outlets (radio, press, print and television)
2. Distribute press releases to raise awareness of the positive influence of C.A.
3. Familiarize themselves with PI guidelines and C.A.'s 12 Traditions
4. Use local advertising or notices to raise awareness (for example free ads printed pages, or online versions of these, and search engine paid search term ad links)
5. Respond to any local enquires from media regarding local meetings and fellowship

### **PI Liaison Coordinator**

- Suggested Sobriety time: 12 months
- Suggested Committee Service Prior to Position: 6 months
- Suggested Term of Commitment: 1 Year Duties and Responsibilities

The purpose of the PI Liaison Coordinator is to enthuse and support Group PI Liaison Reps

1. Raise awareness of the benefits of Group PI Liaison at groups and district Meetings.
2. Familiarize themselves with PI guidelines and C.A.'s 12 Traditions
3. Actively support individual Group PI Liaisons and encourage them to attend committee meetings.
4. Keep Group PI Liaisons informed of upcoming PI activities and opportunities for Service

### **Group PI Liaison**

- Suggested Sobriety time: 6 months
- Suggested Committee Service Prior to Position: None
- Suggested Term of Commitment: 1 Year

#### **Duties and Responsibilities:**

1. The purpose of the Group PI Liaison is to attend their local PI committee meeting, collect C.A. literature/ posters and distribute these locally
2. The Group PI Liaison will carry the information between their group and their local PI committee
3. Familiarize themselves with PI guidelines and C.A.'s 12 Traditions
4. Act as a liaison between your group and your local PI committee
5. Actively support your group by placing literature/ posters in your meeting venue/ local area regularly
6. Keep group members informed of upcoming PI activities and opportunities for service

# Starting A Helpline

There are different options you may use depending on the financial status and size of your Area.

1. Call your local phone company and get a basic phone line with call forwarding. Take turns forwarding the phone line to different members of the Fellowship. It is best to pass around a calendar and have people write down the times they are available to do this.
2. Have an answering service that can field the calls. Give out general information, such as meeting times and places, upcoming events, etc. If the caller needs to talk to a recovered addict, the answering service will call the addict who is on call and give them the number of the caller.
3. Instead of having an active phone line, you could set up a stand-alone voice mailbox system with a phone company. Some have systems where you can press one number for meeting times and locations for each day of the week.
4. Utilize a web-based virtual receptionist. This can provide you with a toll-free number, answer calls, give meeting times and locations, take messages and even give callers the option to be transferred to volunteers in the Fellowship.

It would be a good idea to call the Cocaine Anonymous World Service Office or the nearest Area for their experience, strength and hope on setting up a Helpline.

The World Service PI committee is available to help. [pi.ca.org](http://pi.ca.org).

Once your Helpline is established, get listed in as many phone books as possible. It is suggested that you ask what listings can be made available at no cost. Suggested locations for publication are in the business white pages, in the yellow pages (under Cocaine, Self-Help, Addiction, etc.), in the white pages, and under the emergency phone list.

On the internet try local websites that addicts, or their families might visit when searching for help and ask to add your number to their site.

*It's a good idea to ask how callers heard about us and keep a log. This will help your Public Information Committee keep track of what ads or PSAs are working, what agencies are recommending us, etc.*

# Local Committee Organization

**It only takes two or more enthusiastic members to form a PI committee.**

## Suggested Checklist:

1. Set a venue, date, and time for a committee forming/ steering meeting – inform your fellows of the date and time of the meeting and that a PI Committee is being formed
2. Hold the meeting (hopefully, others will turn up- if they don't, don't panic- PI outreach can still take place)
  - a. Vote in a Chair, Treasurer, Secretary, Literature person. Other posts could include – Vice Chair, Outreach Coordinator, Web Servant, Hotline, etc.
  - b. Let your Area or District know that you have formed a new committee (if you have one), your new chairperson will form part of the Area or District Committee where ideas, enthusiasm, and solutions to challenges are shared. This also enables you to keep your Area or District informed about PI activities and opportunities.
  - c. Familiarize yourself with the traditions and service guidelines in the PI Handbook
  - d. Consider setting up a local Public Information email address so you can manage enquiries and media contacts. It is advised that you have multiple administrators for these accounts, so the responsibility is not left to one individual. This can be useful to protect anonymity when placing adverts and announcements in the local press
  - e. Plan your PI activities. You can get ideas for this from the section in this handbook on “Starting a Local PI Committee”
  - f. The World Service Conference Public Information Committee has many effective proven ideas from other areas they can share. The World PI holds regular online “Connection” meetings where local PI committee members can share their experiences. Contact the committee via email at [PI@ca.org](mailto:PI@ca.org)
  - g. Your District or Area may be able to provide funds for these and other expenses – however they will need to know what you plan to spend the money on, so prepare a budget and get multiple quotes as per the Financial Guidelines. Be prepared to explain what the money is for and how it will benefit the growth of the fellowship as well as the addict that still suffers. Remember other opportunities will present themselves, so allow some additional budget for this too as well
  - h. An agenda should be sent out on your communication platform, e.g., email or messaging service, at least 48 hours before the meeting to allow attendees to prepare or suggest items for “Any Other Business” section

# Carrying the Message to the General Public

## Poster Campaign:

Several different posters are available and approved for us to localize/ and use. Visit pharmacies, doctor's waiting rooms, supermarkets, pub and club toilets, police stations, community noticeboards, job centers, Drug and Alcohol Services. Ask your local PI committee for posters for your group. If this is not possible, visit [pi.ca.org](http://pi.ca.org) and 'Contact PI' for a localized poster PDF.

- Local committees should check and abide by local regulations to ensure they adhere to policies on postering
- Leave literature in venues where we hold meetings
- Donate C.A. literature to libraries with local contact information listed inside
- Visit Prison & Correctional Facilities
- Organize a talk at a school (School Guidelines & [Presentation](#) available [pi.ca.org](http://pi.ca.org))
- Talk to organizations who could work with addicts or their families, some examples are homeless outreach, domestic violence shelters, transitional housing, LGBTQIA+ Centers, and AIDS Foundations
- Remember you are a representative of (not for) C.A., respect the anonymity of others
- Be familiar with the 12 Steps and 12 Traditions of C.A.
- Personal appearance is vital. Look as neat as possible. Be very careful not to swear
- Avoid war stories (stories of quality and quantity of cocaine and all other mind-altering substances). State the facts of your addition without going into details
- It would be preferable, but not essential to pair up for your visit
- Remember we have no opinion on outside issues

It may be the case that the organization may not wish to receive you or place your literature on display. On such occasions, remain polite and thank the person for their time in receiving you; it may be the case that on future contact they may be more receptive. If they show real interest, you could explain that the Public Information Committee of C.A. are able to do presentations at their choice of venue. Pass on their contact details to your local PI Committee.

## **Annual Global Poster Campaign**

The Public Information Committee organizes an annual Public Information global poster campaign to encourage the fellowship worldwide to become involved in a week-long event June 1<sup>st</sup> through the 7<sup>th</sup>. Download and customize your poster at [pi.ca.org](http://pi.ca.org)

### **Digital Outreach:**

Some places to consider are:

- Local news websites
- Streaming services
- Cables services
- Community sites
- Special interest sites

Did you spend time on any of the following?

- Dating sites
- Personal ads
- Adult entertainment sites
- Adult forum

So, why not place an ad on these sites?

There may even be free advertising space available. This is further expanded on in our extensive Social Media Guidelines "[Right Here, Right Now](#)"

Consider a business card sized ad including:

- Your local website and helpline information
- We're Here, We're Free
- All Mind-Altering Substances

Go to [pi.ca.org](http://pi.ca.org) to download and customize your business card for your local area)

## **Introducing the PI Members Area Website (<https://pi.ca.org/>)**

The purpose of the PI Members Area website is to provide information and Conference-approved materials to our PI Committees, enabling them to carry the message of C.A. to the public at large, other organizations, and the addict that who still suffers, regardless of language or location. Throughout this document, you will find links to this area with documents and templates to support your Public Information endeavors.

### **Customized PI Material: Posters & Public Service Announcements**

Conference-approved posters are available that you can download and customize for your Area or District.

Public Service Announcements for television have been produced by the WSCPI Committee. The PSA's can be localized for your Area and District, detailing website, Helpline, and email contacts. You can download and customize PSA's for your local area.

Help with customization can be requested by contacting the World Service Conference PI Committee at [pi@ca.org](mailto:pi@ca.org)

### **Logos & Artwork**

Copyrighted Cocaine Anonymous logos for use in the design of literature and media can be downloaded in high-resolution format from the PI Members Area website. The C.A. "Hope, Faith & Courage" logo is available in multiple colors and backgrounds. The logos can be translated, upon request, into numerous languages.

When using any WSC-approved C.A. logo (printed, electronic, or otherwise), refer to the Statement of Policy (pg. 17-19) in the World Service Manual for terms of use.

### **Website Template**

In today's modern world, a website is essential. The website template is a simple way to create a working website for your district or area. This can be easily downloaded for free, and quickly assembled. It comes pre-populated and is up to date with the current I.T. Guidelines (click [here](#)).



# Carrying the Message to the Professional Community

By professional community, we mean any organizations, entities, or individuals whose activities could provide additional contacts and exposure for the Fellowship of Cocaine Anonymous. Those include, but are not limited to:

- Employee Assistance Programs (EAPs)
- Health and treatment professionals and their organizations
- Schools and universities
- Law enforcement agencies
- Trade unions
- Local and State government social service agencies
- Private social service agencies (churches, charities, etc.)
- Outside helplines and directories
- Medical associations
- Court systems
- Hospitals and Clinics
- Doctor's Offices
- Social Workers
- Homeless shelters

## **Good first outreach starting points might be:**

- Contact local Drug and Alcohol services, especially the engagement teams
- Contact police/ probation services
- Contact doctors, surgeries and medical centers
- Contact local emergency housing services
- Contact local treatment centers, prisons, and bail-bond agencies

## ***Possible next steps after initial contact:***

- Send literature
- Supply meeting lists
- Offer to do a presentation (Organizing a Presentation to Professionals Day)
- Professional slide show presentation ([link](#))

*Contact the World Service Conference Public Information Committee: The WSCPI Committee can help your committee find local conferences and organizations. We would love to help. Please contact us via email at [PI@ca.org](mailto:PI@ca.org)*

***Things to remember:***

- You are a guest and a representative of (not for) C.A.
- You have a commitment, and make sure that you inform your hosts if you need to change it
- Respect the anonymity of others
- Be familiar with the 12 Steps and the 12 Traditions of C.A.
- Personal appearance is vital. Look as neat as possible
- Be very careful to avoid using profanity
- Avoid war stories (stories of quality and quantity of cocaine and all other mind-altering substances). State the fact of your addiction without going into details
- Stress that we provide a solution to the problem of addiction
- Ideally, take another C.A. member with you

**Public Information in Prisons/ Correctional Facilities Instructions  
on How to Get Started:**

- Ideally, take another C.A. member with you
- Create a list of local prisons/ correctional facilities.
- Use the telephone script as a suggested guide when contacting facilities.
- Use the email template as a suggested guide to send follow-up communication.
- Create info packs for inmates that includes literature from the list below.
- Create info packs for prison/ correctional facility staff/ representatives that includes literature from the list below.
- Provide C.A. literature for facility libraries and common areas as per the rules of each institution. (Big Books, Hope Faith and Courage and A Quiet Peace)
- Info packs can be sent virtually and as hard copies

### **Inmate Info Pack Consisting of:**

- What is C.A.? (Pamphlet)
- And All Other Mind-Altering Substances (Pamphlet)
- Who is a C.A. Member? (Reading)
- Reaching Out (Reading)
- To the Newcomer (Pamphlet)
- Too Young to Recover? (Pamphlet)
- Chit cards information pack  
(see pg. 24 in the handbook  
chit cards)

### **Prison/ Correctional Facility Contact Representative Info Pack Consisting of:**

- And All Other Mind-Altering Substances banner to hang in the facility (a laminated poster)
- Introduction letter with the “And All Other Mind-Altering Substances” banner in the margin of the letter.
- Cocaine Anonymous Public Information Fact File

### **Getting C.A. Books into Prisons/ Correctional Facilities Libraries:**

- Areas can come up with creative fundraising ideas for generating the necessary funds to get copies of A Quiet Peace, Hope, Faith, and Courage I & II, and Big Book into correctional facilities.
- Send a large amount of “And All Other Mind-Altering Substances” bookmarks for librarians to distribute with all books (not just C.A. books) to help plant the seed of recovery.

### **Prison/ Correctional Facility Contact Telephone Script:**

Good morning/ afternoon,

My name is (Name) and I am calling you from the (District/ Area) Public Information Committee of Cocaine Anonymous. Can you connect me with the person responsible for social programs - parole officers - social worker – minister, or those that work with inmate rehabilitation.

*(If you are NOT transferred, request an email address to connect with someone and leave your area/ district contact information)*

Hi, my name is (Name) and I am calling you from the

(District/ Area) -Public Information Committee of Cocaine Anonymous. We are a 12 Step fellowship that addresses all mind-altering substances, and our primary purpose is to work with those wanting to recover from addiction and alcoholism.

The reason for this call today is to provide your institution with information about Cocaine Anonymous. We have many members who have, at one time or another, been incarcerated and are now living free of drugs and alcohol. We bring our program of recovery into many institutions to provide hope and a message of recovery to inmates or those recently released.

If you are interested, we can send you our starter-packs consisting of pamphlets, literature, books and meeting formats for your facility or library. In addition, we can provide information about local C.A. meeting times and locations as well as the local helpline number for inmates to connect with upon release.

I'd like to leave you with our contact information. May I send you a follow-up email at a later time? Please let us know how we can help and thank you for your time.

### **Booths at Non-C.A. Events**

A booth or table with C.A. members and C.A. literature at health fairs, colleges, public health organizations, etc., has been a very effective way of carrying the C.A. message. Contact the WSCPI Committee at [pi@ca.org](mailto:pi@ca.org) for information on accessing banners, pamphlets, books, and giveaways.

Remember that for most of the visiting public, we will be the only contact they have with Cocaine Anonymous. Our program and Fellowship will be judged on both our appearance and how we conduct ourselves.

#### **Booth Opportunities:**

1. Festivals
2. Recovery day events
3. Recovery organizations
4. Health fairs at colleges, universities, and corporations
5. Yearly events dealing with health resources and/ or specifically drug and alcohol education
6. Detox, rehabilitation, and treatment centers
7. Parks/ recreation areas and beaches
8. Have a Public Information presence at other C.A. events, such as Area and Regional Conventions
9. Homeless shelter and food pantry events
10. Medical/ nurse association events
11. Campus health offices and/ or first aid centers at colleges and universities
12. Outdoor food markets or retail markets

### What to have on the table:

1. Literature such as A Quiet Peace, Hope, Faith & Courage Volumes I and II, the CA 12-Step Companion Guide, and pamphlets
2. Tablecloth
3. Banners and/ or posters that can be-downloaded for your Area or District by contacting pi.ca.org
4. Your Area or District business card with the hotline and website
5. Meeting directories for your Area, District or Region
6. Bookmarks and/ or C.A. chips
7. Online Service Area materials, directories, bookmarks
8. C.A. wristbands with Area or District information
9. Pens with Area or District information
10. Clipboard for passersby to share their information if interested in future contact. and/ or a bowl to collect business cards
11. Flat screen monitor to display PSA's slideshows or videos
12. Candy and/ or nice giveaway items

### Tips to attract traffic to the table/ booth

1. Be friendly, greet people and start a conversation when possible
2. Have an eye-catching table/ booth
3. Remember our primary purpose is to help the addict that still suffers
4. Have fun, smiles and laughter are attractive

## Professionals Week Campaign:

The World Public Information Committee will organize an annual Public Information “**Professionals Week**” campaign to encourage the fellowship worldwide to become involved in a weeklong event during the **third week of January**. This week is dedicated to reaching out to Professional Communities (including, but not limited to, medical and healthcare professionals, criminal justice organizations, industry HR and occupational health departments) giving them information about who we are, what we do and how we can be of help to them and their clients/ service users/ employees.

Remember to use a local PI committee email address to send emails and as a return point of contact DO NOT USE PERSONAL INFORMATION (email, telephone, address etc.) Keep a record of who you have contacted and when (organization/ person/ date) and have a follow up system in place for any sent emails.

Campaign resources can be found on [pi.ca.org](http://pi.ca.org).

### Suggested Timeline:

- *October*: PI Committee decide which communities you will approach Begin translations as necessary
- *November*: Start to collate lists of contacts/ email addresses
- *December*: Final Committee approval of translations and contact lists
- *January*: Launch your ‘Let’s Get Back to Business’ Campaign
- *February*: Follow up initial contacts where appropriate

## Templates for Contacting Professionals

The CAWSPI Committee out of their experience have created email/ letter templates to allow us to reach out to courts, educational facilities, religious bodies, other outside groups and organizations who might encounter potential members.

Templates are also available for presenting to these types of organizations. All templates can be found on [pi.ca.org](http://pi.ca.org).

# Producing Artwork/ Flyers

Posters and flyers are tried and tested ways of informing the community about C.A.

For each event, we would recommend you create a flyer. Here are the basic details that your flyer should include:

- Name of C.A. Area/ District Presents
- Day of Week, Month, Date, Time
- Location
- Other Pertinent Details, Extras & Graphics
- Suggested Donation (if applicable)
- How to get tickets
- Contact Info
- What to bring
- “We’re Here and We’re Free” TM
- Graphic or original art
- Conference-approved images
- Tradition 6 Statement: *In the spirit of Tradition Six, C.A. is not allied with any sect, denomination, politics, organization, or institution.*

Laying out the flyer and presenting the information clearly and concisely will make people want to read your flyer. Using colored paper or ink can also make your flyer stand out on a literature table. You can test the completeness of your flyer by having someone not involved with the event take a look at it. If they have questions, chances are that others may have the same questions, so you might be wise to rework the flyer to answer them before printing and distributing.

The C.A. logo can be anywhere on the flyer and should be included on all printed materials made available to the Fellowship.

**For further information, please refer to the Statement of Policy in the current C.A. World Service Manual, page 17 ([Link](#))**

# The C.A. 'Chit System'

Although we are an anonymous fellowship, we realize some members may benefit from being able to provide evidence of attendance at meetings. We also appreciate the positive impact this can have on our work with professional communities.

The Chits do not confirm attendees are clean, sponsored, or working a program. They simply confirm that they attended the meeting from start to finish.

What do Chits look like? (<https://pi.ca.org/chit-cards>)



Find a customizable chit card [here](#)

## The question of anonymity:

Rather than a member signing a Chit, most groups favor the use of a stamp with the meeting name, then the Chit can include a written date.

## How the Chit System works at the group level:

A group member is chosen to be the designated Chit Coordinator. The Chit Coordinator role can be voted in, as with any other group position, and can be tied into another position. Any attendees of the group can request evidence of attendance and are directed to the group Chit Coordinator. At the end of the meeting, the Chit Coordinator gives attendees a stamped and dated Chit card. The Chit Coordinator reiterates to members that the Chit card is not proof of being clean, being sponsored, or working a program, but simply evidence of attending a meeting on the date signed.

## Other considerations for groups:

The following announcement may be read at the start of the meeting:

"This meeting offers Chits for those members needing to provide evidence of attendance. Our Chits are not evidence of being clean, being sponsored, or working a program. They simply prove attendance from the beginning to the end of this meeting. Can the Chit Coordinator please raise their hand?"



### **How the Chit System Works for Professional Communities:**

A client or service user who may benefit from attending Cocaine Anonymous is identified. The professional person downloads the local meeting list. The client or service user is asked to attend meetings. They should inform the meeting secretary that they need to collect a Chit. At the end of the meeting, the client or service user will collect the Chit, stamped, and dated, from the group Chit Coordinator. The client or service user can then use the Chit card as proof of attendance.

### **Examples of People Who May Require Chits:**

- People with upcoming court dates
- Parents working with social services to arrange access/ contact with children.
- People in treatment who need to prove where they have been whilst out of the facility
- People trying to secure funding for treatment programs

This is not an exhaustive list; members are free to use them as they see fit.

### **Why Are We Using Standard C.A. Business Cards?**

We chose to stick with business cards, rather than a Chit sheet, mainly for ease of access. Most groups and/ or Districts will already be using business cards for PI service, so it is more efficient to use an existing format.

Concerns have been raised that some unscrupulous people may misuse these business cards we have placed at different locations for awareness, (e.g., a doctors office or treatment facility) and fraudulently repurpose them for proof of attendance. We believe that the risk of this is low, as for a new member to discover what our Chit system looks like, they must have attended at least one meeting. We believe that at the first meeting they will hear a message of depth and weight that will interest and hold them, meet some recovered addicts who can offer hope and fellowship; and they will want to return.

### **Chits and Affiliation with Outside Organizations**

A large part of PI service work is about developing cooperative relationships with professional communities. The Chit System has been developed with the question of affiliation firmly in mind, which is how we settled on using our own business cards, rather than signing an organization's 'official' document, which could imply affiliation. By using our own business cards, we feel we are avoiding this issue whilst remaining cooperative to the requirements of professional communities. Members in receipt of Chits are free to use them however they need to; we are not endorsing or aligning ourselves with any outside organization.

# Anonymity Statement

To explain to the media and the public the importance of maintaining our personal anonymity, it can be helpful to reference our Statement of Anonymity in the current C.A. World Service Manual. ([Link](#))

This is a sample from our pamphlet “Anonymity”:

*Traditionally, C.A. members have always taken care to preserve their anonymity at the public level: press, radio, television, and films. We know from experience that many people with drug problems might hesitate to turn to C.A. for help if they thought their problems might be discussed publicly, even inadvertently, by others. Newcomers should be able to seek help with complete assurance that their identities will not be disclosed to anyone outside the Fellowship.*

*We believe that the concept of personal anonymity has a spiritual significance for us: it discourages the drives for personal recognition, power, prestige, or profit that have caused difficulties in some societies. Much of our relative effectiveness in working with other addicts might be impaired if we sought or accepted public recognition.*

*While each member of C.A. is free to make his or her own interpretation of C.A. Traditions, no individual is ever recognized as a spokesperson for the Fellowship locally, nationally, or internationally. Each member speaks only for themselves.*

# Working with the Media

Having a good relationship with local media outlets assists us in carrying the message to the addict who still suffers. Here we will explore the different ways to cooperate with the media.

## Introducing C.A. to Your Local Media

Here are some tips to help you get started:

1. Research your local media outlets (radio, print, television, online), find reporters who are writing about local issues and addiction. Find their details on the website or in the publication and reach out!
2. Journalists are busy! You need to find a fresh new local angle that they will be interested in. To do this, add a statistic or local information upfront in your email when you introduce C.A. You can use the [template](#) in your first interaction.
3. Build your relationship - arrange a coffee or a phone call to talk to the journalist you can talk about how C.A. works, tell your story, and introduce the concept of Anonymity. Remember you are always “on the record” when speaking to the media.

## Information on Broadcast Media

While doing an on-camera interview as a member of C.A., you can be shadowed, have your face scrambled electronically, or have your back to the camera. As a recovering addict an addict in recovery, you can do a full camera shot and mention your full name as long as you do not mention C.A. in your interview. That includes mentioning going to a C.A. meeting.

If you are going to allow the media into your meeting (via a group conscience), or if you, as a member of C.A., consent to an interview, please have each member of the media sign a Statement of Anonymity (see Protection of Anonymity Agreement on the following page). While this doesn't absolutely safeguard the Fellowship, it certainly makes members of the media more aware.

## Transfer of Rights for original material

### TRANSFER AND ASSIGNMENT OF ALL RIGHTS, TITLE AND INTEREST IN ORIGINAL WORK AND ACKNOWLEDGEMENT OF ORIGINALITY

*(This form is intended for original material submitted to Cocaine Anonymous World Services, Inc. and must accompany all submissions in order for such material to be published. All materials submitted become the property of Cocaine Anonymous World Services, Inc.)*

With this document, I, the undersigned member of Cocaine Anonymous (hereinafter referred to as "C.A."), hereby grant permission to Cocaine Anonymous World Services, Inc., a California corporation (hereafter referred to as "CAWS") its successors, assigns, and those acting on its authority, all rights, title, and interest in and to the attached material entitled and described as follows:

File name:

Description of Material: (attach file)

I further acknowledge and agree that:

1. I possess full legal capacity to exercise this transfer and assignment and hereby release CAWS from any claims by myself, my successors, and/ or my assigns regarding the attached material.
2. This transfer includes the assignment and transfer of any and all claims I may have to United States and foreign copyrights, claims of authorship or origination.
3. I am the author of this work, i.e. this work is completely original and I have not used any third party source(s), in part or in whole, to create this work unless said third party source or sources are given full credit within the body of this work and further that said third party or parties have given written permission for said use, copies of which are attached hereto.
4. CAWS may change, modify or revise this work to whatever extent deemed necessary. I understand that, if selected for publication, this material will be edited in keeping with C.A.'s understanding of the Twelve Steps and Twelve Traditions.

Submissions will also be copyedited to ensure ease of comprehension and adherence to standard rules of grammar and punctuation as well as current style guidelines. In addition, editorial staff may also substitute different words and/ or revise sentence structure for clarification. I further understand that this material may be retitled and/ or reprinted in more than one publication.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Name (please print): \_\_\_\_\_

Address: \_\_\_\_\_

Phone number: \_\_\_\_\_

E-mail address: \_\_\_\_\_

## **Templates for reaching out to the Media**

**Protection of Anonymity Agreement ([Link](#))**

**C.A.'s PI Statement of Anonymity to the Media ([Link](#))**

**Template to Announce Event to Media (Email Template [Link](#)) (Letter Template [Link](#))**

**Template to Write in Response to an Article Mentioning C.A. (Email Template [Link](#)) (Letter Template [Link](#))**

**Template to Introduce C.A. to Media (Email Template [Link](#)) (Letter Template [Link](#))**

**Template to Write in Response to an Article Not Mentioning C.A. (Email Template [Link](#)) (Letter Template [Link](#))**

# Public Service Announcements

**The World Service Conference (WSC) of Cocaine Anonymous has approved Public Service Announcements (PSAs) for television, radio, and other media outlets, here are some suggestions on how to use them.**

Some media outlets donate airtime to non-profit organizations for public service announcements. In seeking to have a PSA aired, you should contact the Station Manager or person responsible for public affairs and ask how to deliver the required format of the PSA for consideration. A good place to start might be local non-profit/ community or university radio and television stations. The media outlet's website may have the information you seek.

## Approval Process for C.A. Related PSAs/ Videos

All CA World Service Conference PI Committee videos should follow this approval process

- 1) Submit via form for checks (check list to include, logos, branding, anonymity, Tradition 6 statement, copyrights, signed forms for use of work). <https://forms.gle/eW6Qo8VCz55wZofx8>
- 2) PI Committee review
- 3) WSBT Review, referred back with guidance
- 4) CAWSPI Committee Approval
- 5) Approval at WS Conference

## Getting Started with PSAs

Before you begin you should review the video PSAs and the written PSAs (for audio only outlets). Be familiar with the content and the length of each PSA.

## Contact More Than One Media Outlet

An effective way to distribute materials is to contact more than one media outlet and more than one medium (radio, TV, press). In some markets, TV and radio stations or multiple radio stations may be affiliated or have the same person responsible for the airing of PSAs. Mail or email the material and follow up with a phone call verifying that the person received it, as most outlets receive many requests.

## **Templates for Placing PSAs**

### **Cover Letter for PSAs (Email Template [Link](#))**

### **Thank-You Letter for PSA Time (Letter Template [Link](#))**

This letter can be used to thank the station's media manager for placing C.A. PSAs on their TV or radio station. A sample letter can be found on the PI Members website.

### **TV and Radio Copy ([Link](#))**

When using these announcements for the radio, please call the radio station and ask how they want to receive the copy. All PSAs should have your Area's local information included.

# Public Information and Social Media

With billions of daily users of social media globally, it makes sense to carry the message of C.A. on these platforms. However, as with all PI activities, extreme care must be taken to ensure that Traditions are upheld, and anonymity protected. Before you begin setting up any channels, we recommend that a PI Social Media Representative is elected as part of your committee.

The 'Right Here, Right Now' ([link](#)) document covers all digital Communication tools & shared experience for Public Information Committees (available on [pi.ca.org](http://pi.ca.org)), please refer to this for the best practices on this form of PI work.



# Further Resources

## **CAWSPI Guidelines ([Link](#)) Appendix 7**

This contains the guidelines, structure and statement of purpose for PI at a World level.

## **C.A. Fact File ([Link](#))**

Cocaine Anonymous is a fellowship of people of all socio-economic backgrounds, comprised of all races, genders, sexual orientation, religious and spiritual beliefs. The C.A. Fact File contains information about the fellowship, what substances we used, and how we found our way into the program.

## **C.A. Translation Policy**

You can be of great service to your fellowship by translating materials locally and passing them on to the World Service Office for review.

## **Book and Literature Placement**

Our books and other literature are an effective way of getting our message out to the public. Ideas for book and literature placement include but are not limited to school libraries, treatment facilities, local probation and parole offices, community healthcare centers, coffee shops, lending libraries at your local meetings places and community centers in your area. Use the creative ideas from members in your District/Area to broaden this list. Some libraries, schools, and community centers may also be interested in a speaker presentation, a literature rack or displaying one of our many posters. Our monthly PI Connection calls provide a wealth of ideas for book and literature placement.

## **A PRESENTATION TO PROFESSIONALS ([LINK needed](#))**

## Request for Non-Profit Status Number

Areas that are not yet incorporated and/ or registered as a non-profit organization and need a non-profit status number for PSA placement can mail or email this form to the World Service Office of Cocaine Anonymous to request that the WSO send a letter to any TV/ radio station or billboard company. The WSO will send the necessary information to the station/ company address given below.

**CAWSO INC. 21720 Wilmington Ave., Suite 304 Long Beach, CA 90810-1641**  
**[cawso@ca.org](mailto:cawso@ca.org) 310-559-5833**

### Area Information

Name of Area:

Contact Name:

Address:

Telephone:

Email :

### Station/ Company Information

Station Name:

Contact Name:

Address:

Telephone:

Fax:

Email:

Would you like a confirmation letter returned to you from the WSO?

Yes       No