

Type of Project: Professional Healthcare Convention Participation

Project Name: *Primary Care 2011* www.primarycare2011.co.uk

Project Goal: To inform both health care professionals and the public of OA

Organizing Service Body: Heart of England Intergroup on behalf of National Service Board of OA Great Britain

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Resources Needed: OAGB NSB Funding, Committed Volunteers to organise and man the stand, 2 tables, 2 Chairs, OA Poster pack, Pens, 2 A4 Display folders, White Banqueting roll (to cover the tables)

-**OA Literature** (for display and reference purposes only):

AA Big Book, OA Brown Book, OA Twelve Steps and Traditions, Just for today, Lifeline Sampler

-**OA Pamphlets** (to be given away as appropriate):

Many Symptoms x 25, OA Members come in all sizes, OA is not a diet Club, Is food a problem for you? , About OA, Intro the Health Professional, 15 Questions, Bulletin Board Card, 2010 Member Survey, Courier 2011, Medical Journal report on OA (<http://www.nzma.org.nz/journal/123-1311/4033/>), Region 10 OA Stories, OA Frequently Asked Questions, UK Meeting List (reference only)

Implementation Process: *Primary Care 2011* is an annual national Exhibition and Conference for health care professionals held on May 25-26 at the National Exhibition Centre. As one of the conference topics was to be obesity the organisers of this event approached the National Service Board (NSB) of OAGB in late 2010 to offer them the opportunity to take up a stand in the exhibition. The NSB sought the assistance of the Heart of England Intergroup to organise and man the stand. Having established the support of the intergroup the NSB ordered a basic 2 x 1 metre stand package at the cost of £810.00 and allocated a further £200.00 toward the purchase of OA Literature to be given away thereof. Heart of England Intergroup agreed to cover any other expenses associated in running the OA stand.

The basic Exhibition Stand package includes provision of the stand walls, carpet, company name board, lighting, visitor directory with full contact details, parking pass, entry in, event guide and exhibitor badges. 2 months prior to the event the organisers required the text for the Exhibition Guide and also the details of when we would set-up our stand (we opted to do this the evening prior). The names of our volunteers for the exhibition badges were requested 6 weeks in advance.

As part of our preparation for the event we consulted the OA PI and HIP Manuals. The OA.org web site was also a very handy source of information -in particular the pdf's provided on Community and Health Fairs.

After consultation with the UK OA literature service we placed our literature order a month in advance of the event. As we were able to return any items not used, provided they were still in saleable condition, we ordered 800 pamphlets in total.

On the Friday prior to the event the organisers let us know that over 5000 health professionals had registered to attend. At this point it was felt it would be useful to have further literature on hand and we produced a small hand-out to giveaway with the details of how to get in contact with OA within the UK. We had 300 of these printed in advance and a further 300 printed during the event to meet demand. Also printed to have to hand were a small number of copies of *Courier 2011, a Medical Journal report on OA* (<http://www.nzma.org.nz/journal/123-1311/4033/>), *Region 10 OA Stories* and, *OA Frequently Asked Questions*.

Here is a table showing what we ordered from the literature service and how much was used:

| | Ordered | Used |
|-------------------------------|---------|------|
| Many Symptoms | 100 | 100 |
| OA Members Come in all sizes | 10 | 2 |
| OA is not a diet Club | 100 | 87 |
| Is food a problem for you | 100 | 100 |
| About OA | 200 | 113 |
| Intro the Health Professional | 100 | 100 |
| 15 Questions | 20 | 20 |
| Bulletin Board Card | 200 | 81 |
| | 830 | 603 |

The intergroup asked for volunteers to man the stand for a minimum of 3 hours each on one of the two days of the event. We had 4 members come forward to attend the stand each day and 2 others to set up the stand the evening before and to dismantle it afterwards.

The stand consisted of two tables, each displaying OA Literature. The table at the front of the display had literature to give away and the back table had our display literature and more in depth documents such as the *Medical Journal* report, *Courier 2011* and 2 copies of the UK Meeting lists. We also prepared two folders which each held one copy of each of the pieces of literature on display plus other helpful information such as the OA Preamble, 12 steps, Traditions and Concepts, literature order forms and a Sign-up sheet for Health professionals who would be interested in being in contact with OA (through a PI visit or potential article etc.).



Results: Over the two days of the Exhibition we gave away nearly 1000 pieces of literature on OA. Initially we hoped to keep a record of how many others we spoke to but who did not take any literature, however we soon lost count. Although many of those who approached the OA stand did so in a professional capacity, a great deal more felt that OA might be something that might prove useful to them personally, a family member or a friend. The great majority of delegates said they had not heard of OA before, although most had heard of AA.

We took the details of 25 individuals and organisations (including Physiotherapists, Midwives, Nurses, GP's, Dieticians, and Occupational Therapists) that wanted to have further professional contact with OA. These details have been passed on to the NSB PI officer for follow up.

The OAGB NSB PI officer was in attendance on one of the days and therefore able to use this as an opportunity to approach other exhibitors and let them know about OA. She made contact with several organisations that expressed keen interest in publishing OA's contact details on their web sites, and possibly doing articles on OA for their members in order to raise awareness about us. These included the Stoke Association, Geriatric Association, and the National Childbirth Trust.

We also had an entry in the Exhibition Guide, a copy of which is given to each attendee. This further provided those who didn't manage to come to the stand with basic information about OA.

If we are fortunate enough to attend the event in future we feel a dark coloured OA table cloth and large OA Banner would be useful and help present a more professional finish to the stand. Certain pamphlets (*Introduction to Health Care Professional*, *15 Questions* and *Is food a problem for you?*) were particularly popular and more copies of these would likely be helpful.

Each of our OA Volunteers was keen to emphasise how much they had enjoyed attending the event on OA's behalf and being able to pass the message of recovery on to others. Though it was our first time at the event we felt it was extremely helpful and effective way of having the name of OA known throughout healthcare circles.