

PI Committee Report 2015

Over the past year the R9 PI committee worked on the three projects it had decided upon at the R9A+C in Athens last September, as follows:

1. PI leaflet

We wanted to design a new guide, with a modern and attractive look, containing information about the illness and OA's solution, to catch the attention, for service bodies and members to hand out to prospective OA members, health care practitioners etc. We produced the attached titled 'Do You Eat Compulsively?'. Service bodies may print these for their use and in non English speaking countries they may translate first and then print. Help is available from R9 for both printing and translation. Samples of the leaflet will be handed out to all the representatives and visitors in Paris so they may take them back to their service bodies and decide on their further action.

2. Carrying the message guide

We wanted to write a practical guide in the size of a pocket card containing tips on how our members should carry the message (as well as how NOT to carry the message!), and why they should do so. We produced the attached titled 'Carrying The Message'. As there is no similar piece of OA approved literature, the Board of Trustees decided at the World Service Business Conference in May 2015 to adopt it. So hopefully, we will soon see this guide as approved OA literature with some minor changes. Reminder that the focus of the strategic plan for 2016 is the individual's responsibility to carry the message, so we expect the guide to appear on oa.org latest by the beginning of 2016.

3. PI and social media

We wanted to educate service bodies on what they may do to exploit social media for their PI efforts, while respecting the traditions, in particular anonymity. A draft 'letter-guide to service bodies' has been produced and will hopefully be finalised by the R9 A+C in Paris.

In addition, as a result of our efforts at WSBC, the World Service Office's Google ads campaign has been extended for the first time to other countries outside the USA as of this year. Hopefully such ads will run in the autumn of 2015 in the UK, Ireland and Scotland, as well as in the relevant countries in French, German, Italian, Spanish, Portuguese and Greek. We will continue working on this project in the hope that the World Office's social media ad campaigns will be extended to cover more languages and countries in R9 in the coming years, with the cost being covered by OA Inc's budget.

The committee started off with 9 members, of which 5 remained active throughout the year. Special thanks to David (Israel) for his outstanding contribution to all three projects, to Travice (South Africa) for the fabulous designs of the leaflet and guide, and to Vassiliki (Greece) and Chryssa (Greece) for their initiative and hard work on projects 2 and 3 respectively.

Thank you for the opportunity to provide this extremely rewarding service!

Miranda
Greece
R9 PI committee chair