



II. Cooperation with the Professional Community -CPC-EN

General Service Conference - Conférence des Services généraux -
Conferencia de Servicios Generales

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2025 Conference Committee on Cooperation with the Professional Community

ITEM A: Review progress report on AAWS LinkedIn page

Background notes:

2018 Advisory Action: That A.A. World Services, Inc. develop a company page on LinkedIn with the following goals in mind:

- To offer another digital resource, in addition to aa .org, where professionals can find accurate information about A.A.
- To broaden the reach of the About A.A. newsletter for professionals
- To offer a platform where our professional friends may recommend us
- To raise awareness of exhibits staffed by local CPC committees at national and local professional conferences
- To expand the network of our professional friends and perhaps deepen the pool of Class A Trustee candidates
- By our presence on LinkedIn, to reinforce the continuing relevance and efficacy of A.A. to professionals

Secretary Note:

Through continued efforts of the CPC desk and the AAWS Communications Services Department, the A.A. LinkedIn page has met the closely monitored cadence and goals of the trustee's CPC/T-A and the Conference committee considerations while carefully exploring ways to maximize the reach on the platform within the guidelines of A.A. Tradition.

Background:

1. LinkedIn Q4 report (Oct 2023 – Sept 2024)



LinkedIn: Annual summary

Q4 2023 (October) – Q3 2024 (September)

OVERVIEW OF PROJECT: <https://www.linkedin.com/company/aaworldservicesinc>

- During this time period, we posted 36 times
- We've noted an increase in LinkedIn mail to our company page, mostly about job postings, and are directing them to the appropriate staff desk or department for assistance.
- As of October 2024, LinkedIn is still in the process of removing some of the private profiles linked to our company page who are not employees or members of the corporate boards. The profiles in question are all reported but some have been difficult to trace back because they are private and potentially fake.
- CPC staff coordinator and Communications Service Department continue to develop the content calendar, populate backlog of posts, and post at least twice a month.
- Hashtag research project with the Language Services' department is currently on hold as we determine a process for research on French and Spanish hashtags.

KEY TAKEAWAYS:

- There is an upward trend in content interactions and people reaching out on LinkedIn.
- As part of the AAWS Board approved effort to provide more engaging content on our social platforms, we embedded the video "Sobriety in A.A.: My Drinking Built a Wall" in the August 22 post instead of linking to it on aa.org or YouTube. It has our highest engagement for the year.

ANALYTICS:

- As of September 30, we have 4,020 followers (+759 increase from last year: 3,261).
- Channel stats this year:
 - Total page views: 10,743 (24% increase from last year: 8,660)
 - Unique visitors: 4,288 (25% increase from last year: 3,443)
- During this time period, we had a total of 2,144 reactions and 54 reposts.
- Top 5 posts during this period, by engagement rate*:
 1. August 22, 2024 [The video PSA "Sobriety in AA: My Drinking Built a Wall"](#)
 2. January 25, 2024 [Attending one of these national conferences?](#)
 3. February 16, 2024 [Are you a professional looking for more information about Alcoholics Anonymous?](#)
 4. January 12, 2024 [More than 6,000 A.A. members were randomly selected and surveyed in 2022 by the General Service Office for the U.S. and Canada.](#)
 5. September 26, 2024 [Do you know a young person having a problem with alcohol?](#)

*Engagement rate is calculated by LinkedIn as: (Clicks + Likes + Comments + Reposts + Follows) / Impressions.

2025 Conference Committee on Cooperation with the Professional Community

ITEM B: Review progress report on the development of outward facing pamphlet for mental health professionals.

Background Notes:

At their November 3, 2024, meeting, the trustees' Cooperation with the Professional Community/Treatment and Accessibilities (TCPC/T-A) committee reviewed a report from the AAWS Publishing Department which outlined the path for continued development of the project, including a working title and projected size of the pamphlet.

Draft language, along with a progress report, will be presented at the February 2025 TCPC/T-A meeting.

Background:

1. Progress report
2. Draft pamphlet *

*For members of this Conference committee only and are not available for duplication or distribution beyond the committee.

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CPC
Item B
Doc. 1

Progress report on the development of outward facing pamphlet for mental health professionals submitted to the
2025 Conference Committee on Cooperation with the Professional Community
April 2025

- The 2021 Committee on Cooperation with the Professional Community recommended the trustees' Committee on Cooperation with the Professional Community/Treatment and Accessibilities develop a pamphlet directed to mental health professionals.
- The initial phase of development consisted of members of the trustees' Cooperation with the Professional Community/Treatment-Accessibilities (TCPC/T-A) Committee along with the staff secretary, interviewing selected mental health professionals who are members of Twelve Step Fellowships. The second round of interviews consisted of professionals who are not members of Twelve Steps Fellowships. The purpose of the interviews was to identify topics that would provide content in developing the pamphlet and additional materials to inform mental health professionals about the Twelve Steps of recovery in Alcoholics Anonymous. The interviews were completed in October 2023.
- At their October 2023 meeting, the trustees' committee on CPC/T-A agreed to forward to the AAWS Publishing Department the results of the interviews conducted by the committee, and the staff secretary, to form an initial draft of the pamphlet.
- In January 2024, the AAWS Publishing Department presented the trustees' CPC/T-A with an update report which included a working title, and a path toward the July 2024 TCPC/T-A meeting where they will present the committee with a progress report or draft pamphlet.

Secretary's note: Following the January 2024 meeting, the staff secretary and AAWS publishing department met to discuss the path to draft the initial language of the pamphlet. Summarizing questions from the interview sessions and responses from mental health professionals with experience incorporating A.A. into their practice with clients and patients who are seeking help with a drinking problem. The topics to be highlighted are based on the 18 interview transcripts with mental health professionals, with the goal to offer suggestions and experiences on:

- *Challenges that mental health professionals face when introducing to the Alcoholics Anonymous program their clients and patients.*
- *Addressing concerns and clarifying misunderstandings that mental health professionals could have about how can A.A. help Alcoholics who have mental health issues.*
- *Referencing Conference Approved literature and A.A. resources to communicate about specific topics that some A.A. members have dealt with such as trauma, singleness of purpose, and sponsorship.*
- *Approaches to support the different types of areas that mental health professionals work in.*
- *What are A.A.'s limitations when cooperating with the mental health professional community.*
- At their July 2024 meeting, the trustees' committee on CPC/T-A reviewed a report from Publishing on the progress of the pamphlet and discussed the general direction including the length of the pamphlet and a suggested format based on the interviews conducted with mental health professionals. This will be followed by an FAQ page and the pamphlet will contain relevant information from other Conference Approved pamphlets that address how we inform professionals about our recovery program.
- At their November 2024 meeting, the trustees' committee on CPC/T-A received an update from the Publishing Department on the development of the pamphlet to mental health professionals, "How A.A. Can Help Mental Health Professionals" (working title), noting that progress is being made on drafting an introduction and summarizing the interviews.
- At their February 2025 meeting, the trustees' committee on CPC/T-A reviewed a draft pamphlet from the Publishing Department "Alcoholics Anonymous: Information for Mental Health Professionals" (working title). The committee provided suggested edits to the content and design for clarity and style, to improve messaging, and to aid professionals and students in finding local A.A. resources and **agreed to forward** the revised draft pamphlet "Alcoholics Anonymous: Information for Mental Health Professionals" to the 2025 Conference Committee on Cooperation with the Professional Community.

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2025 Conference Committee on Cooperation with the Professional Community

ITEM C: Review content and format of CPC Kit and Workbook.

Background Notes:

Kits and Workbooks for CPC, Corrections, Public Information, Treatment and Accessibilities are reviewed by the corresponding trustee and Conference Committees.

Workbooks and Kits are service pieces.

Between Conferences, suggestions for changes to the Kit and Workbook can be moved forward by the staff secretary.

Background:

1. CPC Kit available to view on www.aa.org:

ENG: [Cooperation with the Professional Community \(CPC\)](#)

SP: [Cooperación con la Comunidad Profesional \(CCP\)](#)

FR: [Collaboration avec les Milieux professionnels \(CMP\)](#)
([rev. 01/2025](#))

2. CPC Workbook (revisions and translations pending) available to view on www.aa.org:

ENG: [Cooperation with the Professional Community \(CPC\)](#)

SP: [Cooperación con la Comunidad Profesional \(CCP\)](#)

FR: [Collaboration avec les Milieux professionnels \(CMP\)](#)

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2025 Conference Committee on Cooperation with the Professional Community

ITEM D: Review progress report on the effective use of CPC videos on aa.org

Background notes:

2024 Conference Committee on CPC Committee Consideration:

The committee reviewed the three existing Cooperation with the Professional Community videos for professionals available on aa.org and requested that the trustees' Cooperation with the Professional Community/Treatment and Accessibilities Committee explore the option of repurposing the videos, including updating the scripts with new voiceovers while also using stock footage and images to replace outdated video/images. The committee requested that a progress report be brought back to the 2025 Conference Committee on Cooperation with the Professional Community.

Current videos:

[A.A. Video for Healthcare Professionals](#)

[A.A. Video for Legal and Corrections Professionals](#)

[A.A. Video for Employment/Human Resources Professionals](#)

Secretary's note: Previous history and actions on this item are located in the History and Actions for the Conference Committee and trustees' Committee on the Cooperation with the Professional Community

Background:

1. Progress report.

CPC Videos on aa.org: First Quarter Report 2025

Progress:

At the July 28, 2024, meeting, the staff secretary informed the trustees' Cooperation with the Professional Community/Treatment and Accessibilities (TCPC/T-A) committee this project remains on hold and is being transitioned to the Communication Services Department (CSD) as the new Multimedia Production Coordinator comes on board.

Following the July meeting, the secretary met with the CSD to discuss potential paths to continue this project, considering costs and effectiveness, and will provide a progress report at the November TCPC/T-A meeting.

At the November 3rd, 2024, meeting, the TCPC/T-A committee accepted the update that no action has been taken on this project due to competing priorities. The committee looks forward to a progress report at the February 2025 meeting.

At the February 2nd, 2025, meeting, the TCPC/T-A committee received a report from the Communication Services Department (CSD) that the CPC video project is in the discovery phase. The CSD requested input from the committee on two possible paths forward: creating new content or repurposing existing content. The committee noted that outdated content may not be useful in effectively informing professionals. The committee requested additional input from the 2025 Conference Committee on Cooperation with the Professional Community to help shape the project, including the review of these different paths and to discuss the use of Artificial Intelligence in the creation of the videos.

Secretary's note: It was reported in 2024 that options to repurpose the existing videos using updates to audio and other editing features would be explored, to effectively communicate how we inform professionals. Following the February 2025 TCPC/T-A meeting, the Communication Services Department (CSD) received additional suggestions and will include input from the 2025 Conference Committee on CPC to bring to the August 2025 TCPC/T-A for review. Projected expenses will be included in the 2026 CPC budget reforecast and sent to the trustees' Finance and Budgetary committee for approval.

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2025 Conference Committee on Cooperation with the Professional Community

ITEM E: Discuss shared experience in informing professionals how A.A. can serve as a resource for unhoused and neurodivergent alcoholics

Background Notes:

The 2024 Conference Committee on CPC considered the request to develop a pamphlet for the unhoused alcoholic in A.A. and took no action. The committee felt that a pamphlet would not be an effective tool to carry the message to the unhoused community. The committee suggested that the trustees' Cooperation with the Professional Community/Treatment-Accessibilities Committee consider exploring methods of how to better serve the unhoused population.

Excerpts from the July 28, 2024 meeting report of the trustees' Committee on Cooperation with the Professional Community/Treatment and Accessibilities:

The committee reviewed a report of the 2024 Conference Committee on CPC Committee Considerations pertinent to this committee. The committee noted that the suggestions on the topic of the "unhoused" or "homeless" alcoholics and the neurodivergent community need to be further explored and asked the Staff secretary to collect shared experience from the Fellowship on this subject to better inform this discussion. The committee looks forward to an update at the November 2024 meeting.

Excerpts from the September 24, 2024 interim meeting report of the trustees' Committee on Cooperation with the Professional Community/Treatment and Accessibilities:

The committee recognized the need for improved messaging with professionals on topics such as the "unhoused or homeless" population and neurodivergent alcoholics, how professionals currently receive information, and how we will continue to connect more effectively.

Noted was the constant change in professional terminology and that future A.A. materials; pamphlets, service pieces and digital communications acknowledge when we communicate using professional terminology. It was suggested we may want to include in our messaging to the Fellowship, "we use this term or series of terms to encompass as much as we can", noting that some professional terminology differs from our A.A. "singleness of purpose" language. Additionally,

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usage varies across the United States and Canada within the Fellowship. The committee specifically pointed to how there are differing views about whether we use the term; “unhoused” or “homeless” or something different.

The committee recognized that pamphlets are not being utilized by professionals and that Infographics and audio-visual and other media are being used more widely. After a thoughtful discussion, the committee requested the following:

- The staff secretary gather shared experience from the Fellowship regarding:
 - How do local CPC committees inform professionals who work with these populations?
 - What types of presentations or workshops have been employed?
 - Luncheons
 - Multimedia/virtual
- How do CPC Exhibits reach Mental Health professionals?
- Future articles in the “About A.A.” newsletter and LinkedIn posts on these topics.

Excerpts from the November 3, 2024 meeting report of the trustees’ Committee on Cooperation with the Professional Community/Treatment and Accessibilities:

The committee reviewed the September 2024 interim meeting report which included a request for the staff secretary to gather shared experience on how local committees inform professionals who treat neurodivergent and unhoused alcoholics. The staff secretary updated the committee that they have received limited shared experience to date and will expand the request in an upcoming CPC Activity Report. The committee discussed expanding CPC outreach and requested that the staff secretary provide information on the feasibility of developing workshops for professionals that offer Continuing Education Units. This committee agreed to continue this discussion at the interim meeting. The committee looks forward to a progress report at the February 2025 meeting.

Excerpts from the February 3, 2025 meeting report of the trustees’ Committee on Cooperation with the Professional Community/Treatment and Accessibilities:

The committee received an update on neurodivergent and unhoused alcoholics and how we inform professionals about these populations. The committee reviewed shared experience gathered from the Fellowship and noted the limited quantity of experience to date. Suggestions for additional outreach included the staff secretary requesting input from local CPC committee chairs in their welcome

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letter as these trusted servants rotate on to their assignments. This may aid in gathering wider shared experience from the entire service structure.

The committee discussed ways local trusted servants perform outreach to these populations. The committee suggested that one-on-one communication might be more effective at reducing any barriers to access for members of these populations — specifically, certain neurodivergent individuals who might find a large gathering such as a traditional A.A. meeting to be an obstacle. CPC committees may consider partnering with professionals whose clients are from these populations to effectively communicate the A.A. message in a one-on-one setting. The committee noted that these topics rest at the intersection of Accessibility and CPC service work, home groups, districts and area activities, and that wider shared experience is needed.

The committee requested that the topics be separated into two items moving forward to provide more clarity on how both the Fellowship is carrying the message to neurodivergent and unhoused alcoholics and how local trusted servants are informing professionals. The committee looks forward to updates at the August 2025 meeting.

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