

# NICOTINE ANONYMOUS

Southern  
California  
Intergroup

## OUTREACH 800 PROJECT

Attention all Nicotine Anonymous meeting groups!

Is outreach important to our continuing sobriety? Should we use as many means as possible to reach active smokers and struggling ex-smokers and other nicotine users?

Which is easier and simpler to tell a smoking friend:

"I'll get you a copy of the area meeting directory." (with the possibility of either you forgetting or the friend losing the urge to quit before you give the directory)?

or

"When you want to stop smoking and would like to check out Nicotine Anonymous, just call 1-800-XXX-XXXX to find out about meetings in your area." (and hand him/her a card that you had on you because it was easy to carry)?

Which is easier to carry around and distribute in smoker areas -- two-page copies of the 8½x11 Meeting Directory or index of business cards with a short simple message and 800 number?

Which is easier for a potential Nicotine Anonymous member -- to place a toll call to a hotline number with limited circulation and listen to a litany of 10 different meetings before the one that applies to her or him comes up? or to call a single free 800 number that gives a simple welcoming message that promises a callback by a volunteer in her/his area?

Sample of index card message:

STILL SMOKING BUT WANT TO STOP?  
WANT TO STAY NICOTINE FREE?

A friendly, non-judgemental  
support group might be the  
answer for you.

NICOTINE ANONYMOUS is such a  
group. No dues. No fees.

For info on meetings in your  
area, call 1-800-XXX-XXXX.

YOU CAN DO IT!!

sample outgoing message for callers to the 800 number:

"Welcome! You have reached the Nicotine Anonymous info line. If you want information on meetings in your area, or would just like to talk to someone about the program, then -- after the tone -- leave your name, phone number and city, and the best time to reach you. A volunteer from your area will return your call as soon as possible. Thank you for calling. You can succeed!"

Now, in order to make this outreach 800 project happen, we need your support. We need a minimum financial commitment from every meeting group -- no matter how small -- of a least \$5.00 per month. Larger groups are requested to take a group conscience to decide how much additional contribution they could regularly make for this specific project. We know this will be a stretch for some groups. But think of the potential for reaching smokers!

However, for right now we just want a show of interest and tentative support. We can't move ahead until we know the level of support for this public outreach project.

please mail your reply before JANUARY 20, 1991 to:

Nicotine Anonymous  
Attn: Chris Larson  
P.O. Box 25335  
West Los Angeles, CA 90025-0335

CUT HERE

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OUTREACH 800 PROJECT

Yes, count our group in! We will contribute \$ \_\_\_\_\_ each month for the 800 number project. please send us details on the project.

GROUP: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

SECRETARY: \_\_\_\_\_  
PHONE: ( ) \_\_\_\_\_

I might be interested in making callbacks to 800 # inquirers or forwarding their names to other volunteers. please contact me with more information.

NAME \_\_\_\_\_ PHONE NO. \_\_\_\_\_