



A Design for S.L.A.A. Outreach

This version, last edited on August 2, 2009, is an early draft document of the South Florida Intergroup of S.L.A.A. and is neither finalized nor approved by Group Conscience.

Cultural Shift within S.L.A.A.

There are two cultural changes within S.L.A.A. that have already begun and are likely to lead to a pattern of healthy growth.

1. The development of a pass-it-on culture.
2. Thinking in terms of the positive dos of outreach rather than focusing only on the don'ts.

The South Florida Intergroup, by unanimous vote, submitted an Item for Discussion to the S.L.A.A. Conference, which was accepted by the Review Subcommittee and discussed at the 2009 Annual Business Meeting. The item asked the S.L.A.A. Conference to, "Discuss increasing the number of publication channels and outreach tools used to make approved S.L.A.A. content suitable for outreach available to sex and love addicts who do not yet know that recovery is possible."

The item further stated, "Members of the South Florida Intergroup have come to suspect that the culture of secrecy surrounding S.L.A.A. outreach is indicative of the disease of addiction, not of the wisdom of recovery. A pass-it-on culture is healthier for both the fellowship and the individual member. Consideration of the information below at the Conference level could seed a cultural shift that would benefit all."

Response to the item was unanimously positive, and many delegates affirmed the S.F.I. statements, adding their own comments about how publication and outreach could be improved.

Activities within The S.F.I.

Because of this overwhelming encouragement, the South Florida Intergroup passed two motions at the Third Quarter 2009 South Florida Intergroup Conscience Meeting.

- Empower the Intergroup Chairperson to call the next Public Information Meeting for the purpose of coordinating mailing and landing pages for treatment facilities, clergy, and private therapists.
- Empower the Public Information Chairperson to contact or delegate the contact of local periodicals to place public service announcements and/or ads announcing the web site and online meeting list, spending up to \$100.

The Purpose of This Document

This document attempts to outline designs for several of the recently discussed approaches to outreach so that a cost-effective outreach plan can be created, executed, and sustained at the

intergroup and worldwide levels. The two C.P.I.C. projects for 2009, the Outreach to Professionals Kit and the Intergroup Dos Pamphlet, may also draw from this document.

S.F.I. Suggested Criteria for Outreach Efforts

As the South Florida Intergroup reviews public

- Operate well within the Twelve Traditions.
- Comply with S.L.A.A.'s Twelve Media Guidelines.
- Seek methods that lead to the maximum effectiveness per hour spent.
- Seek methods that lead to the maximum effectiveness per dollar, pound, rupee, or other monetary unit spent.
- Reasonably ensure the safety of the volunteers beyond anonymity and confidentiality.

Further Development of Outreach Design

- Compare the designs below with the existing S.F.I. and C.P.I.C. documents to discover what elements might be missing and fill them in.
- Develop additional areas of foci that are not yet developed or are only roughly outlined.
- Submit this document for careful peer review of each area of focus, element, and suggested section of text.
- Write and publish the additionally needed FAQs, guides, and letters.
- Test each practice, collecting data at the group level over a period of years, and publish a report indicating the methods that are most promising and the lessons learned.
- Achieve a worldwide impact, by contributing materials that are found to be effective through the appropriate C.L.C. channels so that other intergroups could benefit.

Stream of Hope

As the South Florida Intergroup starts to build off of the ideas from the work of the C.P.I.C., there has been some discussion about building a cooperative network. It has become clear that to work well the mental health care facility outreach kit had to be built on top of what could be called the Stream of Hope Idea, the idea that each person in a chain of people can, sometimes unwittingly, carry the message of hope through S.L.A.A. recovery to the sex addict that suffers.

In the case of the mental health care facilities, I recommend leveraging the fact

- That program directors of substance abuse treatment centers are always looking for low cost, low resource ways of improving their program from a compliance point of view,
- That the staff is always looking for something intelligent to put on discharge papers, and
- That most of those in substance abuse treatment have issues with addictive relationships, sexual and romantic impulsivity, passivity, unhealthy dependence and separation anxiety, inappropriate partner selection, the tendency to engage in relationships too early in recovery, and using sex and romantic intensity as an escape.

Foci that Have Nearly Complete Outreach Designs

Below is a set of foci for outreach, each with its own subheadings defining a grouping of sex and love addicts reachable through some tangible means. Under each focus is a list of elements that complete a plan for effective outreach.

Elements that are not yet in existence are bolded in blue.

Addicts seeking help in web searches

- Web partners such as the F.W.S. web team, other intergroups, recovery resource listings, community notice boards, public service boards, porn sites owners (perhaps looking to assuage some guilt), chat room hosts, and social network members
- Search engines such as Google and Yahoo
- Meeting list system (see below)
- **Trusted servants willing and able to receive inquiries from web surfers who have interest in recovery**
- **Trusted servants willing and able to work toward desirable search engine ranking for non-members**
 - **Adjusting and rewriting textual content**
 - **Setting up dynamic content**
 - **Setting up appropriate headers, metatags, and styles**
 - **Cross-linking or registering with web partners**
 - **Registering with search engines**
 - **Monitoring results and adjusting**
- **Sex addict landing page optimized for probable search terms (see below)**
 - **Manifestations of sex addiction**
 - **Problems it causes**
 - **The relief of discovering other like people who have found a solution to their problems**
 - **The solution of personal growth within a recovery community (with brief mention of spirituality)**
 - **Relationship between sex addiction and love addiction (why it is called S.L.A.A.)**
 - **Encouragement to take the first important step**
 - **The safety measures generally employed at meetings**
 - **Links (see below)**
- **Love addict landing page optimized for probable search terms (see below)**

- **Manifestations of love addiction**
- **Problems it causes**
- **The relief of discovering other like people who have found a solution to their problems**
- **The solution of personal growth within a recovery community (with brief mention of spirituality)**
- **Relationship between love addiction and sex addiction (why it is called S.L.A.A.)**
- **Encouragement to take the first important step**
- **The safety measures generally employed at meetings**
- Links (see below)
- **Codependent landing page optimized for probable search terms (see below)**
 - **Manifestations of codependency**
 - **Problems it causes**
 - **The relief of discovering other like people who have found a solution to their problems**
 - **The solution of personal growth within a recovery community (with brief mention of spirituality)**
 - **Relationship between codependency and sex and love addiction (why it is called S.L.A.A.)**
 - **Encouragement to take the first important step**
 - **The safety measures generally employed at meetings**
 - Links (see below)

For outreach purposes, the following terms are more likely to be used as search terms by non-members as they approach the point when S.L.A.A. outreach may be most effective.

- Love addiction
- Sex addiction
- Romance addiction
- Pornography addiction
- Relationship addiction
- Sexual recovery
- Co-dependency
- Masturbation
- Sexual abuse

- Obsession
- Nymphomania
- Over-sexed
- Constantly horny
- Always horny
- Fear of being alone
- Battered women
- Chat room relationships

Addicts seeking help in phone books

- Phone directories such as Yellow Pages
- Voice mail vendors
- Meeting list system (see below)
- **Finances to maintain a voice mailbox or announcement and a phone directory entry**
- **Script for the outgoing message, including**
 - **Greeting**
 - **Optional meeting information**
 - **Optional screening procedure**
 - **Web address**
- **Trusted servants willing and able to set up the mailbox or announcement and take out the ad**
- **Optionally, trusted servants willing and able to call interested parties and seekers back and encourage them to take the next step toward recovery**

Addicts seeking help through church

- Existing churches of all denominations
- Meeting list system (see below)
- **Attractive, but low budget mailer designs for clergy**
- **Landing page appropriately search optimized and tailored to church love addicts**
- **Landing page appropriately search optimized and tailored to church sex addicts**
- **Guide for approaching a clergy member**
 - **The goal: Reaching out to the sex and love addict that is a member, staff member, or attendee of church**
 - **The first objective: Showing the staff how S.L.A.A. resources benefit them**

- How to make an appointment with a member of the clergy
- Preparing for the meeting with the staff: what to know in advance, what to bring, and how to dress
- What to say and what to not say
- Follow up is everything
- **Clergy member landing page**
 - **Examples of sex and love addicted members and staff negatively impacting on the church and its mission**
 - **The compatibility of S.L.A.A.'s program and church objectives such as the development Christian maturity, members' relationships with God, the safety of children and families, the church's reputation within the community, the avoidance of legal issues, and the strengthening of marriages**
 - **An executive summary of the Christian roots of the Twelve Steps**
 - **How S.L.A.A.'s Tenth Tradition guards against any undesirable influences of non-believers**
 - **Why church members suffering from addiction generally do not share honestly within church-sponsored programs**
 - **Why Christian counseling offered within the church generally does not help staff members and lay people suffering from addiction**
 - **The safety measures generally employed at meetings**
 - **How to find S.L.A.A. meetings and other S.L.A.A. resources**
 - **How to present such resources to a church member or staff member**

Addicts seeking help in substance abuse treatment

- Drug and alcohol treatment centers, especially those that handle dual diagnosis patients
- Meeting list system (see below)
- Optionally, S.L.A.A. Basic Texts to provide to treatment facilities
- **A trusted servant willing and able to respond to treatment facility inquiries**
- **Trusted servants willing and able to reach out to treatment facilities**
- **Guide for Group and Intergroup Outreach to Treatment Facilities**
 - **The goal: Reaching out to the sex and love addict going through drug and alcohol treatment**
 - **The first objective: Showing the staff how S.L.A.A. resources benefit them**
 - **How to make an appointment with a Program Director or other manager**
 - **Deciding whether to offer bringing an S.L.A.A. meeting into the facility**

- **Preparing for the meeting with the staff: what to know in advance, what to bring, and how to dress**
- **What to say and what to not say**
- **Follow up is everything**
- **Program Director landing page**
 - **Brief on the potential benefits of S.L.A.A. resources for a substance abuse treatment program from an insurance and accreditation point of view**
 - **Executive summary of the importance of the sex and love addiction model in alcohol and drug relapse prevention**
 - **Information to further legitimize S.L.A.A. as an adjunct to existing treatment resources**
 - **Executive summary of the use of S.L.A.A. resources in inpatient and outpatient programs**
 - **Hosted S.L.A.A. meetings as a distinguishing characteristic of a progressive inpatient program and how to launch and manage them**
 - **How to get other S.L.A.A. resources appropriate for staff and/or patients**
- **FAQ for treatment planning**
 - **Exactly how the sex and love addiction model prevents relapse in alcohol and drug addicted patients**
 - **Related DSM diagnoses with associated addictive behaviors, how S.L.A.A. practices complement and reinforce common therapeutic practice, and additional treatment goals and objectives options for each diagnosis**
- **FAQ for outpatient programs**
 - **Exactly how the sex and love addiction model prevents relapse in alcohol and drug addicted patients in outpatient programs**
 - **How to match meetings up with a patient's outpatient schedule**
 - **Link to the local meeting list**
 - **Links to free local and worldwide S.L.A.A. resources**
 - **Links to the F.W.S. web store**
 - **Contact information for a trusted servant who talks to professionals**
- **S.L.A.A. aftercare sheet**
 - **Header with blanks for name and date provided to patient**
 - **Table of blanks for meeting dates, times, locations, meeting names, topics, and signature**
- **FAQ for discharge planning**

- **How S.L.A.A. meeting attendance in the discharge plan improves a patient's likelihood of success**
- **The safety measures typically employed at meetings**
- **How to find S.L.A.A. meetings and other S.L.A.A. resources**
- **How to specify S.L.A.A. resources in a discharge plan**
- **How to match meetings up with a patient's residential plans**
- **Links (see below)**
- **Contact information for a trusted servant who talks to professionals**
- **S.L.A.A. referral sheet**
 - **Header with blanks for name, patient number, discharge date, primary therapist**
 - **Table of blanks for days of the week, times, locations, meeting names, and contacts**

Addicts involved in recovery for other forms of addiction

- Meeting list system (see below)
- Contact email addresses
- **Large, medium and small press releases**
- **S.L.A.A. flyers for large recovery clubs and groups**
 - **Simple and easy to grasp definition of sex and love addiction**
 - **S.L.A.A. is twelve-step and twelve-tradition oriented to help people in recovery who experience ...**
 - **Types of issues that fall under the category of sex and love addiction**
 - **Why alcoholics and addicts often need outside help related to sex and romance: Not all addictive patterns are related to alcohol or drugs; sex and love addiction is common**
 - **How S.L.A.A. in conjunction with other meetings brings about a happier and more solid recovery experience**
 - **Why sex and love addiction is generally not addressed in other meetings: Other fellowships have a different primary purpose per Tradition Five and have no opinion on outside issues per Tradition Ten**
 - **How to get help: Go to S.L.A.A. meetings, but don't diminish the meeting attendance in the other fellowship (which will generally save time in the long run because sexual escapades, fantasy, and romantic obsession consume time)**
 - **The safety measures typically employed at meetings**
 - **An abbreviated meeting list for the immediate area surrounding the club or group**

- **Link to the local meeting list**
- **Links to free local and worldwide S.L.A.A. resources**
- **Links to the F.W.S. web store**
- **Contact information for outreach people**
- **Trusted servants willing and able to process emails and call interested parties and seekers back and encourage them to take the next step toward recovery**
- **Trusted servants willing and able to place press releases in appropriate print and online public service boards and lists**
- **Trusted servants willing and able to sponsor new people arriving from other fellowships**

Addicts seeking help in books

- The S.L.A.A. Basic Text
- Recovery printed book distribution channels
- Recovery storefront book stores
- Self-help sections of storefront book stores
- Online book stores such as Amazon.com, BarnesAndNoble.com, eBookStore.sony.com, and Borders.com
- F.W.S. web site with intergroup and group links and updating processes
- Good placement for the F.W.S. web site in web searches based on the name Sex and Love Addicts Anonymous
- **Optionally, additional outreach-oriented books not yet written (with a wide variety of short contemporary stories of dismal addiction and happy recovery, absent of self-help or therapeutic vocabulary, and well written for eighth grade reading level)**

For this focus area to be effective, the below items must be done by the appropriate world level service bodies.

- **Approval for distributing the S.L.A.A. Basic Text through other channels**
- **Financial calculations to set prices to maximize reach and revenue**
- **Trusted servants willing and able to develop cooperative relationships**

Foci that Have Incomplete Outreach Designs

Addicts seeking help in specialized treatment

- Relational treatment centers such as The Meadows or the Caron Foundation
- Meeting list system (see below)

- **FAQ for discharge planning**
 - **How S.L.A.A. meeting attendance in the discharge plan improves a patient's likelihood of success**
- **S.L.A.A. referral sheet**
 - **Header with blanks for name, patient number, discharge date, primary therapist**
 - **Table of blanks for days of the week, times, locations, meeting names, and contacts**
- **Landing page for psychology professors and students**
- **Pamphlet for educators**

Addicts seeking help in therapy

- Therapists
- Meeting list system (see below)
- **Sex therapist landing page**
- **Co-dependency therapist landing page**
- **Landing page for psychology professors and students**
- **Pamphlet for educators**

Addicts in trouble in a love-addicted relationship

Addicts in trouble in a sex-addicted relationship

Addicts seeking a solution in more sex

- **Online public video libraries such as YouTube**
- **Large, medium and small press releases**
- **Trusted servants willing and able to place press releases in appropriate print and online public service boards and lists**

Addicts seeking a solution in more love

- **Online public video libraries such as YouTube**
- **Large, medium and small press releases**
- **Trusted servants willing and able to place press releases in appropriate print and online public service boards and lists**

Addicts compulsively avoiding sex as a solution

Addicts compulsively avoiding love and romance as a solution

Items Common to Several Outreach Options

Essential Elements of an Online Meeting List System

- A web site purchased by Seventh Tradition contributions
- A local meeting list with a last-modified date and ordered by day of the week, time of day, and city
- A webmaster or technically savvy trusted servant that can set up the meeting list on the site
- An online update form that is spam resistant and translates form submissions into emails
- A policy on how edits to the meeting list are to be screened and verified
- Optionally, a policy on how inquiries are to be screened on a per meeting or per area basis
- A webmaster or technically savvy trusted servant that receive the emails and upkeep the site
- **Multiple contact people for each meeting or for the area as a whole, prepared to encourage prospective new members and screen inquires if that is the local policy**
- **Trusted servants willing and able to ensure that the meeting list on the F.W.S. is properly synchronized to the most recent intergroup data**

Links

- Link to the local meeting list
- Links to free local and worldwide S.L.A.A. resources
- Link to the F.W.S. web store

Missing Items of Literature

Guides

- eGuide to Internet Outreach - including landing page examples
- eGuide for Cooperation with Treatment Centers
- eGuide for Cooperation with Churches
- eGuide for Cooperation with Health Care Professionals
- eGuide for Cooperation with Recovery Clubs

Guts

- Program Enhancers - Do you have any patients caught in fantasy, romantic obsession, or sexual compulsivity? - Program Director's Brochure
- Discharge Resource - form letter & styled web page for treatment discharge planning
- Resources to Reinforce Therapeutic Progress
- How S.L.A.A. can Help Church Members?

Channels and Tools from The S.F.I.'s 2009 Item for Discussion

Printed Publication Channels

- Popular online points of sale (such as Amazon.com)
- Health and wellness publishers and distribution chains
- Recovery bookstore chains
- Large metropolitan libraries
- Large mental health care facilities
- Large penal institutions

Electronic Publication Channels

- Secure e-book distributors
- Secure e-magazine distributors (for the Journal)
- Mobile readers (WIFI and WAP)

Public Notice Channels

- Television
- Radio
- Newspaper

Outreach Tools

- Community sites such as Flickr, Facebook, and MySpace
- Public listings such as Craig's List
- Web sites that have free recovery-related listings
- Anonymous testimonies on You Tube or blogs
- Banners containing simple, fact-based notices in popular chat rooms