

Crystal Meth Anonymous®

PUBLIC INFORMATION & OUTREACH COMMITTEE (PI&O)

PRESENTATION GUIDELINES



CMA PI&O Committee Approved Literature

This document has been approved by the Public Information & Outreach Committee and it is to be used widely by the Fellowship. We encourage feedback and comment so that they may be considered in the future updates.

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Purpose

The CMA Public Information and Outreach (PI&O) Advisory Committee is responsible for ensuring that clear and accurate information about Crystal Meth Anonymous (CMA) is available to the public. We feel that our message is a solution for the crystal meth addict who suffers and those who have interest in an addict's well-being. We offer a solution that works, is free, and opens the door to a new way of life that is free of crystal meth.

We believe that our experience in recovery should be made available to all who express an interest. It is also our belief that our outreach efforts should reflect our gratitude for the gift of recovery. We are aware that others outside our Fellowship could be and should be equally concerned with the serious implications created by addiction to crystal meth.

The Twelve Traditions and Public Information

Public information work is done by service committees or groups created by, and directly responsible to, those they serve. Our experience has taught us that an understanding of The Twelve Traditions of Crystal Meth Anonymous as they apply to public information is necessary. With that in mind, we have outlined those Traditions directly affecting PI&O below for review. This information will help give us a consistent and confident presentation of CMA. This confidence can be apparent to our audience and will foster a positive image of our fellowship.

The Traditions as they pertain to PI&O work

Our Sixth Tradition states, "A CMA group ought never endorse, finance or lend the CMA name to any related facility or outside enterprise, lest problems of money, property and prestige divert us from our primary purpose." This tradition is the basis for our policy of non-affiliation and is important to the continuation and growth of CMA. While it is important for us to reach as many people as possible with our message, it is imperative that we not risk our independence by becoming reliant on any outside resource. If CMA becomes strongly identified with any "related facility or outside enterprise" (e.g. club houses, drug treatment centers, or other twelve-step fellowships), our primary purpose and independence can become confused with the priorities of others. We want to work with other organizations, but we do not want to be affiliated with them in fact or in the mind of the public. To give the impression that we are one and the same might threaten our independence.

Forging a relationship with those agencies and individuals who come into contact with addicts during the course of their professional work is important when carrying the message of CMA. Without their cooperation, many addicts may never find our fellowship. Our aim is simply to make it known that CMA is available. It may require additional effort to make clear distinctions between CMA and other organizations; however, we will be rewarded as more addicts find us through other sources and our Fellowship continues to grow.

Our Tenth Tradition states, "Crystal Meth Anonymous has no opinion on outside issues; hence the CMA name ought never be drawn into public controversy." Our recovery speaks for itself. Our Tenth Tradition specifically helps protect the Fellowship of Crystal Meth

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Anonymous. We have no recommendations for any outside organizations, nor do we participate in their politics. To do so might invite controversy, which may jeopardize our Fellowship's standing in the community. If we voice an opinion on any public issue, we may block the path for a new member to join or feel welcome within our Fellowship. It is critical that we maintain our primary purpose, to reach the addict who is still suffering.

Our Eleventh Tradition states, "Our public relations policy is based on attraction rather than promotion; we need always maintain personal anonymity at the level of press, radio, television, films and other public media." Our attraction is that we are successes in our own right. As a group, we offer a solution. We have found that the success of our program speaks for itself. This tradition tells us that we do not have to promote recovery, but that the changes in our lives will be apparent to those around us. The positive effect of our personal recovery can be a powerful element of attraction to our program.

In places around the country and the world we know we need to inform the general public of the existence of CMA. Is this attraction or promotion? The difference between attraction and promotion is in the content and context of the message and its presentation. Providing basic information and informing the public about who, what, and where we are is well within the definition of attraction. If the message goes beyond simply informing the public that the Fellowship of CMA exists and where to find us, it may be considered promotion.

Participation of CMA members in public information events typically is not a violation of anonymity. We do PI&O work in pairs so that our message is the focus and not our individual personalities. Providing full names to the press, being photographed or appearing on television, film or presenting in other media in association with or by identifying as a member of CMA is plainly a breach of the Eleventh Tradition. This can threaten an individual member's personal recovery, and may give a false impression to the newcomer that they will have to reveal their identities to others. It is also for the protection of our Fellowship. If we identify ourselves as members of CMA publicly, it may give the public the false impression that we are speaking as authorities of CMA.

Our Twelfth Tradition states, "Anonymity is the spiritual foundation of all our Traditions, ever reminding us to place principles before personalities." This spiritual foundation becomes more important than any one particular group or individual. This Tradition reminds us that CMA is here for all of us, we recover together, and that the sacrifice of personal recognition may be inherent to the spiritual principle of anonymity.

What We Do and What We Don't Do in Public Information Presentations:

We Do:

- Follow CMA Traditions, public relations plans, and guidelines.
- Be consistent, and follow through on plans of action.
- Keep records of contacts, posted flyers, PSAs, etc., updated.
- Remember that quality is better than quantity.

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- Present a good image of recovery. Be punctual, dress appropriately, and use proper language when speaking.
- Consult with members experienced in PI&O work before contacting the public media or making an outside presentation.
- Take care of our precious resources. Incomplete projects create a negative image of CMA.

We Don't:

- Do public information service alone.
- Present ourselves as the spokesperson for CMA.
- Accept contributions from outside our fellowship.
- State an opinion or take a stand on any non-CMA or public issue.
- Give out personal information about individual CMA members, without their permission.

Crystal Meth Anonymous Does Not:

- Operate hospitals, treatment centers or recovery houses for addicts.
- Solicit or persuade others to join.
- Engage in or sponsor scientific research on addiction.
- Keep membership records or case histories of its members.
- Make medical or psychological diagnoses.
- Provide marriage, family, or vocational counseling.
- Provide monetary or social assistance.
- Provide or participate in primary drug prevention education.
- Accept money for its services or funding from any public or private agencies.

Presentation Details:

Review of Anonymity; PI&O members and other volunteers, who present are “representing” CMA to the public; important how to behave, dress, language etc. (refer to same section from CMA H&I orientation)

Types of Groups to present to:

- Professionals (doctors, social workers, counselors, administrators for rehabilitation centers, law enforcement, members of the judicial community (regular and drug court), teachers...
- Students (college courses, student groups, high schools)
- Convention or conference attendees
- School teachers, administrators and counselors
- Community groups and service centers (YMCA/YWCA, shelters, recovery homes (overlap w/H&I, but PI&O may be first to present), churches, city or mayor offices?)

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- Use the internet, word of mouth, community connections, etc. to find people or groups to present to.
- Always have at least 2 PI members

Decide presentation format.

- Have moderator and speaker or two, or
- Have a panel of three to four PI&O members

Agenda/Topics to cover (maybe provide several sample agendas, based on time/who presenting to, whether panel or speaker format):

- Explain that we are not experts, but we speak from our own experience.
- History of CMA; history of 12 step programs
- What CMA does; overview of what CMA is and is not
- What meetings are like
- Personal experience (members can briefly qualify, short share by main speaker if using that format); *point to Speaker Guidelines for this part*
- Question and Answer from participants

Information to have on hand:

- CMA pamphlets that would be good for the public, What is CMA, To the Newcomer, What About Alcohol and Other Drugs
- Local meeting schedules (lots of copies to hand out)
- CMA literature

Closing:

Opportunity for us to get contacts; find new places to distribute meeting schedules and CMA pamphlets, or perhaps even opportunities for new meetings, regular and H&I (*would pass information over to H&I*). Have paper and pen or other means of establishing contact.