



*CMA Conference Approved Literature*

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CMA Helpline - (855) METH-FREE

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# SERVICE IN CMA WHAT IS PI&O?

WHAT IS THE FUNCTION OF PUBLIC INFORMATION & OUTREACH? SHOULD I GET INVOLVED?

Crystal Meth Anonymous

However you were introduced to Crystal Meth Anonymous (CMA), that opportunity may not have existed were it not for someone in your recovery community having carried out the work of Public Information & Outreach (often referred to as “PI&O”). Some of us heard about CMA from a concerned friend, and some of us came through the legal or medical system, but PI&O may have informed them that CMA exists and where our rooms could be found.

Volunteering for PI&O service is one of the best ways to carry the message of recovery to the crystal meth addict who still suffers. Our experience has taught us that we can only keep what we have by giving it away. PI&O provides a large platform by which you can exercise this principle.

PI&O involvement gives you the opportunity to have a hand in raising awareness and making a positive difference in the lives of others.

**Our Purpose** The primary purpose of PI&O mirrors that of CMA itself—to carry its message to the crystal meth addict who still suffers. The main focus of PI&O is simply informing the public that CMA exists, that it has worked for us, and that it may work for other addicts.

Much of the public remains unaware of our existence. Even crystal meth addicts share that before coming into the recovery, they too were unaware that we existed. PI&O can increase awareness by making CMA information and resources readily available to the fellowship and the public in easily accessible formats.

PI&O services may include: providing meeting schedules and pamphlets to recovery organizations, participating in community

outreach events, operating a helpline, maintaining a website, making presentations to professionals and organizations, and creating public service announcements.

**Outreach** Outreach is a means of having deliberate contact with individuals, organizations, and the public in order to carry out our primary purpose.

Importantly, our fellowship has grown and thrived based on the principle of “attraction rather than promotion” as stated in our Eleventh Tradition. We attract new members by sharing our experience, strength, and hope while observing spiritual principles and concepts such as anonymity, humility, and “principles before personalities.”

**Groups and Members** Groups and members can, and often do, perform basic PI&O service. This includes posting flyers, printing and distributing meeting schedules, and being mindful of other groups by respectfully maintaining shared meeting spaces.

**Anonymity and PI&O Service** Anonymity is a vital part of effective PI&O service. It is an important spiritual principle. It allows CMA members to attend meetings without the pretenses associated with public image and identity, ensures privacy, and encourages humility and fellowship through equality.

PI&O service, whether for the public or a private organization, should be taken seriously. When we do identify as CMA members performing PI&O service, we act as ambassadors for the fellowship, not as individuals expressing our personal opinions. Acting independently can have a negative impact on the public’s image of CMA.

**CMA 24-Hour Helpline** PI&O Advisory Committee maintains CMA’s 24-Hour Helpline (855-METH-FREE). The Helpline is available to provide information and offer support to anyone seeking recovery from crystal meth addiction. The Helpline is not a crisis hotline and therefore is not equipped to respond to emergencies or answer any questions of a medical or legal nature.

**How to Get Involved** It is easy to get involved in PI&O service. If your Area or District has an existing PI&O committee, simply attend their next scheduled meeting. Make sure you request to be placed on the committee’s contact list to receive notices of any PI&O service opportunities.

If your local fellowship does not have a PI&O committee, we invite you to contact the Public Information & Outreach Advisory Committee via [crystallmeth.org](http://crystallmeth.org). The Advisory Committee is prepared to offer guidance and help you in starting your own local PI&O committee.

The PI&O Advisory Committee welcomes your participation in serving the fellowship as a whole. If you are interested in participating in the Committee’s monthly conference call, volunteering for the Helpline, or simply learning more about PI&O service, visit our website [crystallmeth.org](http://crystallmeth.org). From the tab “For the Fellowship” go to CMA Advisory Committees and then Public Information & Outreach Advisory Committee. ■