

Food Addicts in Recovery Anonymous Literature Study

May 2021

Prepared By: Q & A Research

Introduction

Background

- In Fall 2018, the FA Literature Committee formed an ad-hoc subcommittee led by Kris S. who worked with Q&A Research and the Literature Committee to develop a survey questionnaire to gather input from the fellowship to help inform future literature decisions.

Objective

- The research sought to find answers to the following questions:



How is FA literature being used by the fellowship?

What literature should be continued, discontinued, edited, or developed?

What are best formats and practices for literature (e.g., electronic v. print, free v. charge)?

Methodology



Method

Online survey



Length

Averaged 11 minutes in length



Timeframe

August 29th through October 1st, 2020



Completed N=1,593



Note

While all those who are registered with the FA office were surveyed, this report presents findings among active members with sponsors only (n=1,441).



Response Rate

12,311 email invites were sent to those registered with FA and 1,593 completed the survey, yielding a sufficient response rate of 12.9%



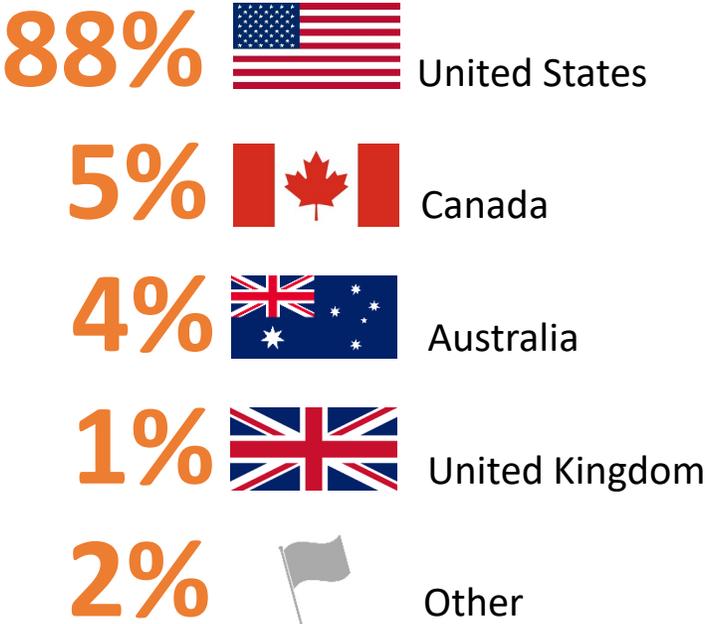
Margin of Error

Margin of error for this survey is +/-2.43%

Respondent Profile

- The respondent profile is representative of the FA membership.
- Most respondents reside in United States, identify as feminine, and have a mean age of 60 years old.

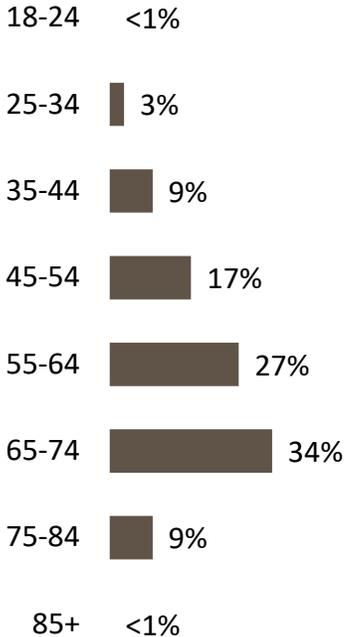
Country of Residence



Gender Identity

Feminine	90%
Masculine	9%
Non-binary	1%
Other	1%

Age Mean: 60.2 years



Q23. In what country is your primary residence? Base: Active with sponsor respondents answering. (n=1,438) / Q24. In which of the following ranges is your current age? Base: Active with sponsor respondents answering. (n=1,418) / Q25. What is your gender identity? Base: Active with sponsor respondents answering. (n=1,384)

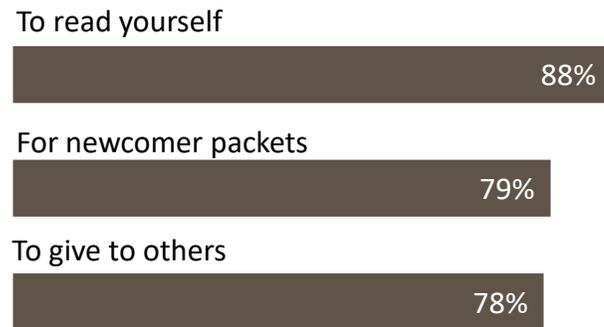
Nearly all members have used FA pamphlets, typically to read themselves, for newcomer packets, and to give to others (i.e., doctors, community members, sponsees, and family)



97%

Have used any FA pamphlets

FA Pamphlets Usage



FA Pamphlets Additional Uses

Give to doctor	28%
For meetings / gatherings	22%
On-hand to give out in the community / church / gyms / PI / health fairs	19%
For myself	16%
For sponsees	10%
Give to a newcomer	9%
To give to family	5%
Look for answers / queries where they may not know the answer / information	2%
Other mentions	13%

Q1. Have you ever used any FA pamphlets? Base: Active with sponsor respondents. (n=1,441) / Q2. In which of the following ways, if any, do you use FA pamphlets? (Multiple answers were accepted.) Base: Those who have used FA pamphlets answering. (n=1,395) / Q2a. In what, if any, other ways do you use FA pamphlets? Note. Responses were coded from an open-ended question. Base: Those who have used FA pamphlets answering. (n=772)

Just for Today card and Living Abstinently: A Guide to the Tools are used most often, while Specialty Pamphlets are used least often

- Main reasons why 3% of members do not use FA pamphlets are because they do not want to pay for them, and they prefer to listen to audio and digital versions.



Not wanting to pay for the literature is mentioned more often by younger members.

Pamphlets Used

Just for Today card	76%
Living Abstinently: A Guide to the Tools	72%
20 Questions/What is FA?	61%
FA and the Health Care Professional	58%
Before You Take That Bite	55%
Food Addiction: There is Solution	55%
Are you Having Trouble Controlling the Way You Eat?	50%
Some Thoughts on Sponsoring	47%
To Our Families and Friends	27%
Food Addiction & the FA Solution (new)	27%
Food Addiction: Stories of Men in Recovery	11%
Food Addiction: Stories of Teens & Twenties in Recovery	10%
Bulimic? Undereating? Underweight?	9%
None	5%

Reasons for Not Using FA Pamphlets

38 respondents

I don't want to pay for them

15

I'd rather listen to the audio versions on my phone or computer

14

I'd rather read online / digitally

13

I read them once, no need to read again

10

Additional Reasons for Not Using FA Pamphlets

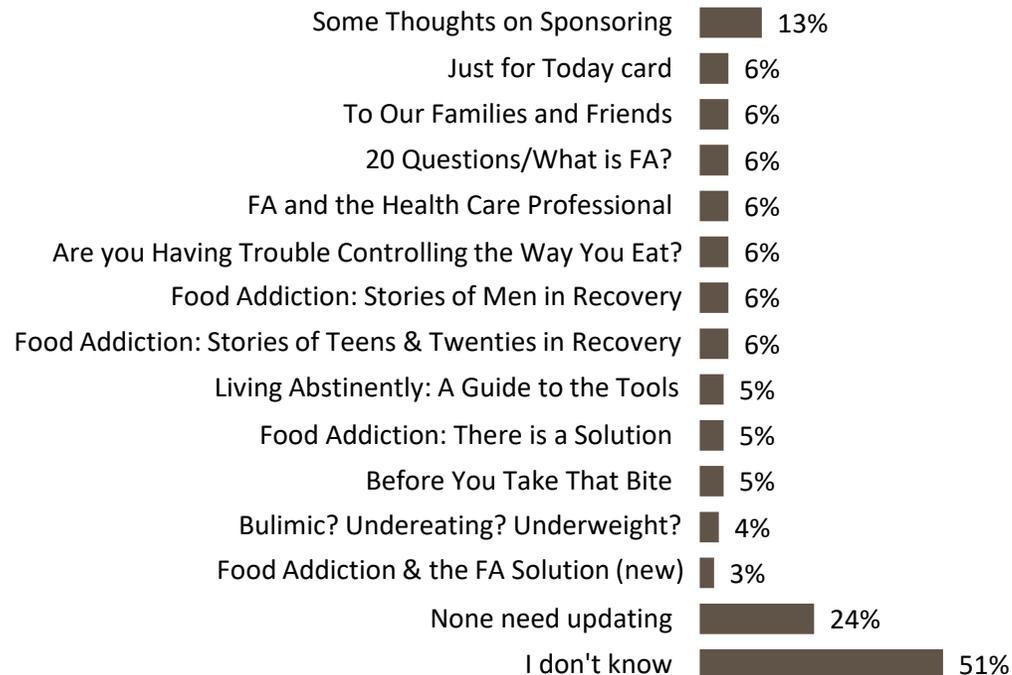
22 respondents

No specific reason	5
Didn't know they existed	3
Never have purchased / used any / Don't think to use them	3
Aren't available at local meetings due to pandemic	3
Wasteful using paper	3
Pamphlets not useful	2
Lazy / Busy / Forget	2
Pamphlets geared towards newcomer / Not focused	1
Other mentions	1

Q3. Which of the following pamphlets have you picked up for yourself or given to someone else in the past year? (Multiple answers were accepted.) Base: Active with sponsor respondents answering. (n=1,432) / Q4. Which, if any, are reasons why you don't use FA pamphlets? (Multiple answers were accepted.) Base: Those who do not use FA pamphlets. (n=38) / Q4a. Are there any other reasons why you don't use FA pamphlets? Note. Responses were coded from an open-ended question. Base: Those who do not use FA pamphlets answering. (n=22)

A quarter of the members feel the pamphlets need updating ... a quarter feel they don't

FA Pamphlets Need Updating / Editing



Top Pamphlet Aspects that Need Updating / Editing

Update stories	13%
Add to / Edit the sponsorship pamphlets	12%
Brand /Colors / Font / Card stock / Infographics / Large print	10%
Don't need them / Don't read them / Make them online / digital	7%
Diversity / People of color content	6%

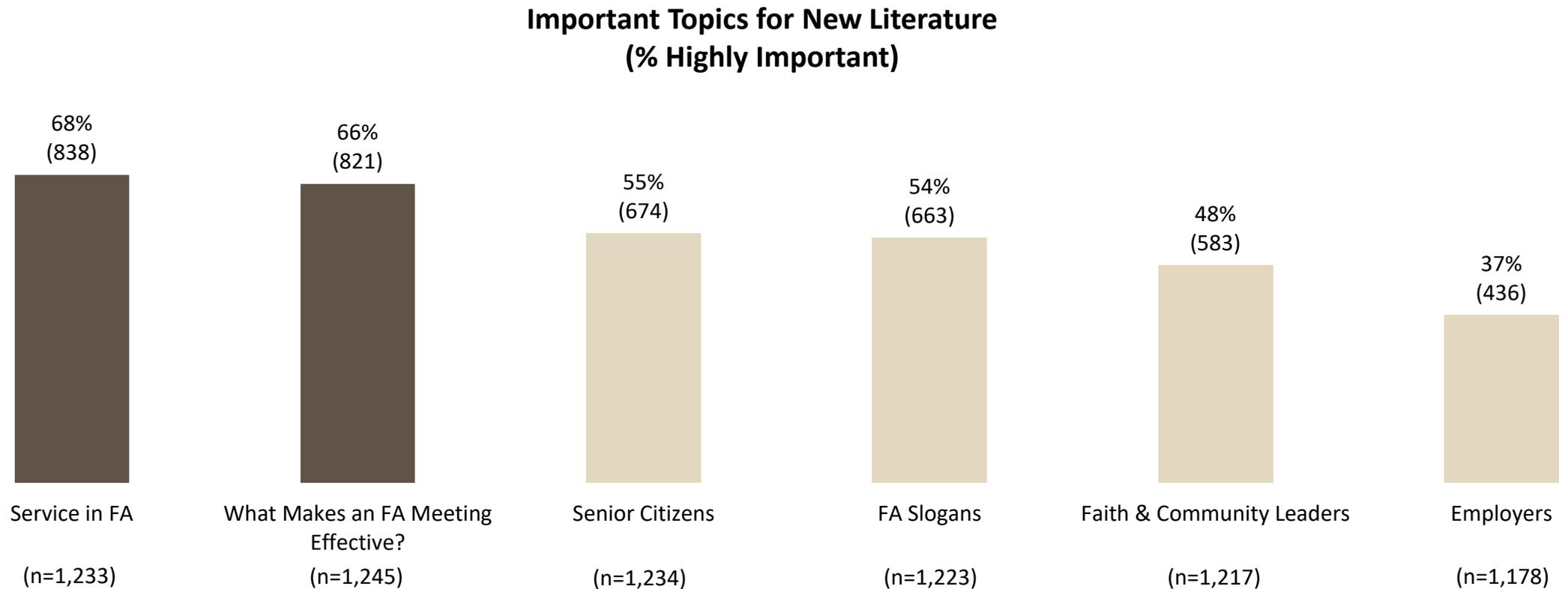
*"I think it would be great for all old literature to be updated. You **need fresh stories** and a **fresh look**. The ones written 20 years ago still hold true, but it would be great to be **up-to-date with all that is going on in the world**. They also need to be aware of gender and race and **being inclusive and diverse**."*

*"Change the formats to conform to **the look of the newer pamphlets**. Change the 7th Tradition pamphlet to **include the online methods of donating**."*

Q5. For each of the following pamphlets, which should be updated or edited in terms of their content? (Multiple answers were accepted.) Base: Active with sponsor respondents answering. (n=1,315) / Q6. If you'd like to be specific about what needs to be changed, please elaborate below. Note. Responses were coded from an open-ended question. Base: Those who indicated a pamphlet that needs updating / editing answering. (n=261)

Two most cited ideas for new literature are: *Service in FA* and *What makes an FA meeting effective?*

- New literature for *Employers* is least important to members.



Q9. How important is it that FA **develop and create new literature** on the following topics? Scale: 1=Not at all important; 5=Extremely important.
Base: Active with sponsor respondents answering.

Top-mentioned ideas for new FA literature include diversity (race and LGBTQ), digital formats / options, food plans, and a focus on the 12 steps / 12 traditions

- Literature on relationship between sponsor and sponsees, spiritual fitness, and International pamphlets are also commonly mentioned.



Younger members are most likely to mention wanting literature that exemplifies diversity (race and LGBTQ).

Top Ideas for New Literature

None / No / Need nothing new / Pamphlets not useful / Bad for environment / Stop making changes / No opinion	16%
DEI / BIPOC / Diversity / To black church leaders	8%
LGBTQ	6%
Digital / Better electronic options / An app / Private social media platform / Paper is wasteful / Global warming / FA blog / FA podcast	5%
Food plans / Special dietary needs / Vegan / Gastric bypass, pregnancy, etc. / What is a break / Why no ethnic food	5%
12 steps & 12 traditions - include steps more / 4th/5th step guidelines	5%
Relationship between sponsor & sponsees / How to find sponsor / Do's and don'ts	4%
Spiritual fitness / Tips on enlarging our spiritual life / Fighting negativity (for religious & non-religious people) / Handling emotions / Gratitude / Quiet time / Letting go of control / Staying engaged	4%
Other languages / International	4%

“Dedicated literature on FA’s position on embracing inclusion and diversity (especially people of color and LGBTQ).”

*“Pamphlets/Flyers: FA for the **Black & African American Food Addicts**; FA for **Food Addicts with Mental Health Issues**; and for sponsors, **The FA Member — Medications and Other Drugs - Questions and Answers on Sponsorship.**”*

*“More **virtual content**; **online resources** like podcasts; **virtual meetings**; **up-to-date recordings** of speakers. **Improve and update website** to make it easier to use, especially to read...the writing is too small.”*

*“It is glaringly noticeable to those of us in multiple 12 step programs, that **a 12/12 type book for food addicts is desperately needed.** For being a 12 step program, the steps are very, very little represented. Tools are nearly worshiped, but hardly any mention of the steps at all.”*

Online / digital and PDF are highly important to members as formats for FA literature

- Though less important than online / digital, PDF, and audio formats, paper pamphlets and videos are important to most members.
- Majority of members also rate audio files as highly important as a format for FA literature.



Digital access to literature (online, PDFs, audio) is more important to younger members; paper pamphlets are more important to older members.

Important Literature Formats (% Highly Important)



Online / digital for viewing on a web browser / FA web site

86%



PDF files that can be viewed or downloaded as they appeared in print

83%



Audio files for listening online or through podcast – recordings of pamphlets being read

74%



Paper printed pamphlets

69%

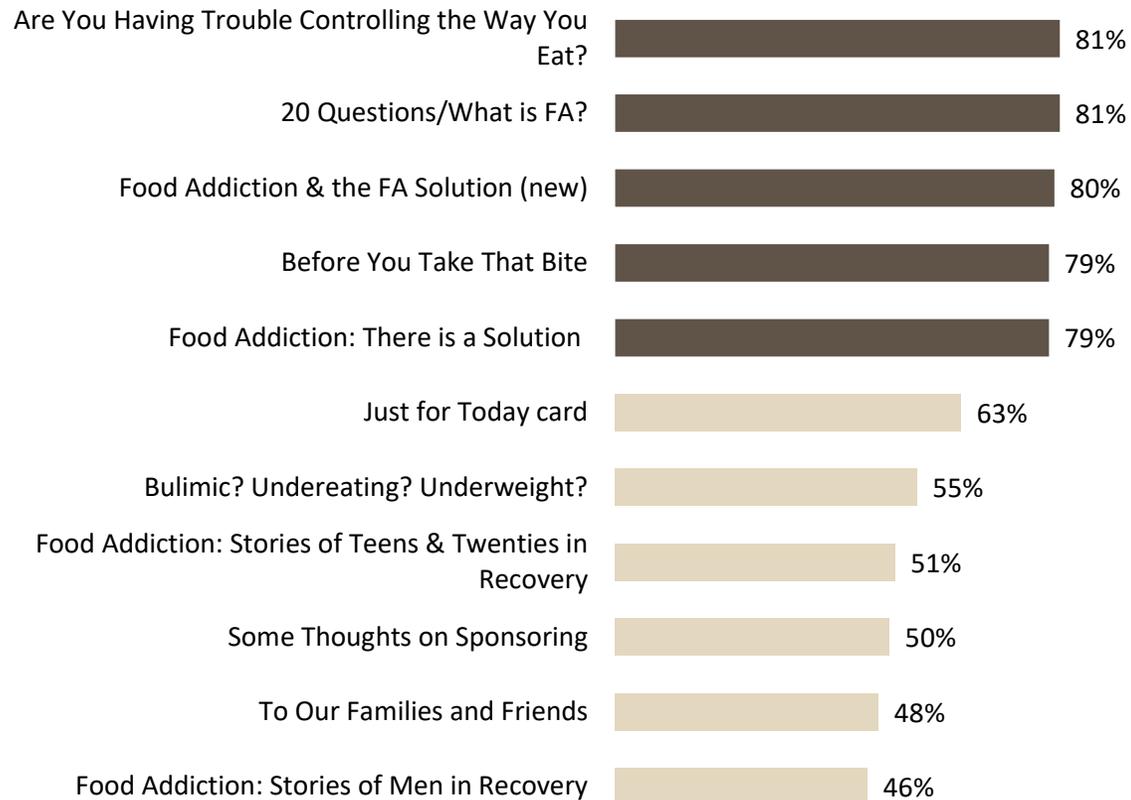


Videos for watching online or in a presentation

66%

High priority for digital format: *Are You Having Trouble Controlling the Way You Eat?, 20 Questions/What is FA?, Food Addiction & the FA Solution, Before You Take That Bite, and Food Addiction: There is a Solution*

Converting to Digital Format Priority (% High Priority)



- Low priority for digital format:
 - *Food Addiction: Stories of Teens & Twenties in Recovery*
 - *Some Thoughts on Sponsoring*
 - *To Our Families and Friends*
 - *Food Addiction: Stories of Men in Recovery*

Q7. The Literature Committee is considering putting FA literature online and into other formats such as digital, audio or podcasts, or video. In doing so they may need to prioritize the order in which items are converted. How high or low a priority are of each of the following pamphlets? Scale: 1=Very low priority; 5=Very high priority. Base: Active with sponsor respondents answering. (ns range from 1,192 to 1,279)

One-third of member respondents are currently or have been a Literature Person in the past year

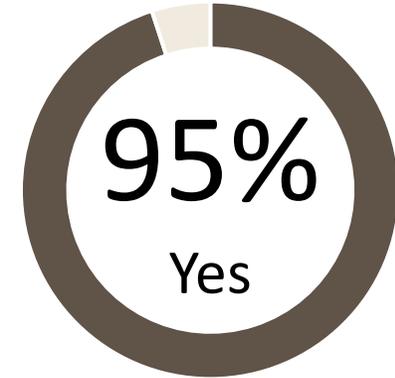
- Literature Persons use FA pamphlets in a variety of ways including in newcomer packets.



33%

Are currently or have been a Literature Person in the past year

Does Your Meeting Order FA Pamphlets for Newcomer Packets?



Other Times Pamphlets are Used

Mostly for newcomer packets, but occasionally other uses (i.e., read aloud at meetings)

51%

For newcomer packets and other times equally

39%

Only for newcomer packets

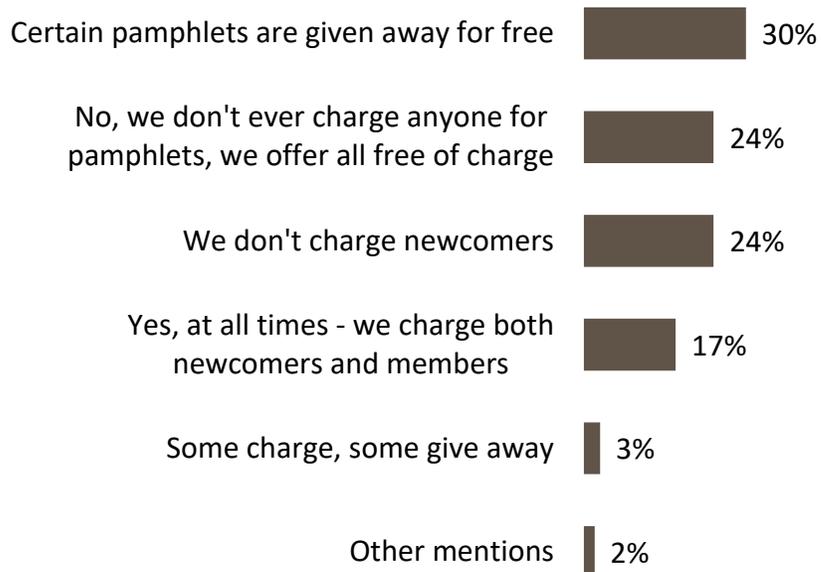
10%

Q13. Are you currently or have you been the meeting Literature Person in the past year? Base: Active with sponsor respondents. (n=1,441) / Q14. Does your meeting order FA pamphlets for newcomer packets? Base: Those who are currently or have been a Literature Person. (n=474) / Q15. At what other times do you use the pamphlets? Base: Those whose meeting orders FA pamphlets for newcomer packets answering. (n=444)

Most FA meetings give some literature away for free

- *20 Questions/What is FA?, Food Addiction: There is a Solution, Are you Having Trouble Controlling the Way You Eat?, Before You Take That Bite, and Just for Today card* are the most often pamphlets given away for free.

Do You Charge for Literature at Meetings?



Top Pamphlets Provided Free of Charge

(Those who do not charge newcomers or give certain pamphlets away for free)

20 Questions/What is FA?	68%
Food Addiction: There is a Solution	54%
Are you Having Trouble Controlling the Way You Eat?	55%
Before You Take That Bite	47%
Just for Today card	43%
Food Addiction & the FA Solution (new)	29%
To Our Families and Friends	24%
Food Addiction: Stories of Men in Recovery	17%
Bulimic? Undereating? Underweight?	17%
Food Addiction: Stories of Teens & Twenties in Recovery	17%
Some Thoughts on Sponsoring	13%

Q18. At your meetings, aside from books and booklets, do you charge for literature? Base: Those who are currently or have been a Literature Person. (n=474) / Q16. As Literature Person, which pamphlets does your meeting provide at no charge? (Multiple answers were accepted.) Base: Those who do not charge newcomers for FA pamphlets or give certain FA pamphlets free answering. (n=255)

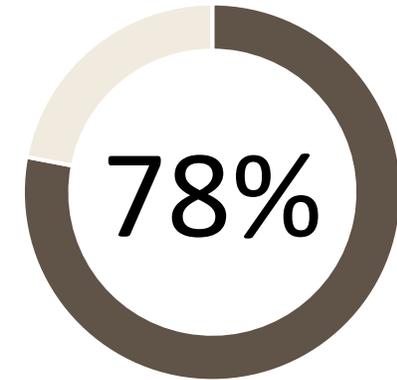
Just for Today card and *Food Addiction: There is a Solution* are the most often ordered pamphlets

- Most Literature Persons find having printed paper pamphlets at meetings highly important; 6% do not find it important.
- Majority are willing to make an announcement on FA literature twice a month at meetings.

Top Pamphlets Reordered Most Often

Just for Today card	53%
Food Addiction: There is a Solution	52%
Living Abstinently: A Guide to the Tools	45%
Before You Take That Bite	45%
Are you Having Trouble Controlling the Way You Eat?	42%
20 Questions/What is FA?	40%
FA and the Health Care Professional	28%
Food Addiction & the FA Solution (new)	25%

Importance of Having Printed Paper Pamphlets at Meetings (% Highly Important)



Willing to Make an Announcement Twice a Month Highlighting a Piece of Literature



93% Yes

Q17. Which ones do you need to reorder most often? (Multiple answers were accepted.) Base: Those who are currently or have been a Literature Person answering. (n=462) / Q19. As literature person, how important do you think it is that FA continue to have printed paper pamphlets at meetings? Scale: 1=Not at all important; 5=Extremely important. Base: Those who are currently or have been a Literature Person answering. (n=469) / Q21. If you were the literature person when we have meetings again, would you be willing to make an announcement twice a month highlighting a piece of literature? Base: Those who are currently or have been a Literature Person answering. (n=474)

Members provide a variety of additional comments, with “Make it easy to find & get online/downloadable/digital format/video” being the most common mention

Top Additional Comments

Make it easy to find & get online / downloadable / digital format / video	15%
Grievances / Praise	10%
Emphasize BIPOC / Diversity & inclusivity	6%
Would like new pamphlet topic	5%
Go paperless	4%
Free: Literature should be free	3%
Make online / phone and zoom meeting formats / How to connect online / Validate online meetings	3%
Haven't heard whether there's an audio book / make one (didn't know)	3%
More translations + easier to get overseas / More translations online	3%
Relapse prevention / When you have a break / For returning members / Losing a sponsor	3%
Keep paper version / Continue to have all formats: digital for younger, paper for older	3%
Written food plan / What foods are allowed / Which aren't / Macronutrients	2%
Print own pamphlets	2%

“Much of the younger generation gains their information through technology. I think this is a positive step in serving that population.”

“It seems like digital versions of literature would be more and more important as we are no longer meeting in person, and this could take another year or two before we can meet in person once again.”

“No, I think our literature is great and your ideas for improvement are interesting, and probably will be helpful as we move into more of a digital society.”

“Having audio versions of the pamphlets would be helpful for people with visual disabilities.”

Key Insights



How is FA literature being used by the fellowship?

- FA pamphlets are used by nearly all members in a variety of ways, including to read, for newcomer packets, to give to others (doctors, spouses, family, community), and for meetings.
- Not wanting to pay for pamphlets and a preference for digital access to the literature are the main reasons members do not use FA literature.



What literature should be continued, edited, or developed?

- Continue (top FA pamphlets used and reordered most often): *Just for Today card, Living Abstinently: A Guide to the Tools, 20 Questions/What is FA?, FA and the Health Care Professional, Before You Take That Bite, Food Addiction: There is Solution, and Are you Having Trouble Controlling the Way You Eat?*
- Edit: *Some Thoughts on Sponsoring* is used fairly frequently and is most common piece of FA literature members feel needs updating. Respondents also asked for updated stories and these revisions are currently underway.
- Most appealing topics for new literature: *Service in FA, What makes an FA meeting effective?, Senior Citizens, and FA Slogans.*
- Members also express wanting literature that is inclusive of minority group content (race and LGBTQ).



What are best formats and practices for literature (e.g., electronic v. print, free v. charge)?

- Having FA literature in a digital format is very important to members (especially to young members); however, paper formats are also important to members.
- Top pamphlets to be digitized: *Are You Having Trouble Controlling the Way You Eat?, 20 Questions/What is FA?, Food Addiction & the FA Solution (new), and Before You Take That Bite.*
- Though most FA pamphlets are given away for free, some members choose not to use the literature because they think they need to pay for it, particularly young members. Communicating that the pamphlets are all available online for free may encourage usage.