

Food Addicts in Recovery Anonymous

Public Information Kit



FOOD ADDICTS
in recovery anonymous

This Public Information Kit applies only to

Food Addicts in Recovery Anonymous (FA)

Created 1998 (last revised 2005, updated April 2010 and May 2013)

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Introduction

The purpose of this kit is to furnish FA Public Information Representatives and FA members with written information produced solely for informing the public about FA. The information in this kit contains resources for all FA members who may wish to share the FA solution with the public.

Kit Organization

- I. Public Information Standards**
Explains general principles to guide all FA Public Information Representatives when communicating with the public.
- II. FA Website**
Explains the purposes of www.foodaddicts.org.
- III. Health Fairs**
- IV. Weekly Meetings**
Explains how to inform the public about weekly FA meetings.
- V. Information Sessions for Established FA Meetings**
Explains how to plan and conduct an FA Information Session meeting, which has a specific format designed to explain FA to the general public.
- VI. Informing Local Professionals About FA**
Explains how to inform local doctors, medical groups, professional associations, and public or private healthcare professionals about FA.
- VII. Information Sessions for Non-FA Audiences**
Explains how to plan and conduct an FA Information Session for groups that are not affiliated with FA.
- VIII. Working With Media: Interviews and Photographers**
Provides tips on how to prepare and how to talk about FA during a media interview (such as television, newspaper, magazine and radio interviews), as well as guidelines to ensure that the Twelve Traditions and the anonymity principle are protected when working with television cameras, and newspaper and magazine photographers.
- IX. WebLinks**
Informs members on how to add FA's website link to other websites.
- X. MediaWatch**
Shows members how to help FA respond to stories in the press where it would be beneficial to educate the media on the existence of FA.
- XI. Appendices**

This Public Information Kit may be downloaded from www.foodaddicts.org. Please send feedback regarding this kit via email to: pi@foodaddicts.org

Food Addicts in Recovery Anonymous
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I. Public Information Standards

Although no one member ever represents FA as a whole, whenever we contact people about FA, we leave a lasting impression about our organization. To preserve the integrity of FA's image, it is important that FA Public Information Representatives follow these guidelines:

1. Keep Records Organized
 - a) Keep clearly-organized records of all your Public Information activities, so that the group has a record of the Public Information Representative's role even after you are no longer in this position. (Appendix H)
 - b) Keep a three-ring binder to archive what you have done (your notes, news clippings, pertinent articles, etc.) which you can then pass on to the next Public Information Representative. S/he will find the position much easier to undertake, because your notes and other documents will help to provide an understanding of this service role.

2. Use a Computer

Public Information document templates may be modified with your meeting's information and distributed by members of local meetings. Pertinent documents may be accessed at www.foodaddicts.org under the Public Information section under the "For Members" section of the Members tab.

3. Adhere to the Twelve Traditions (Appendix R). These Traditions guide all FA public information activities.

- a) Tradition Three: The only requirement for FA membership is a desire to stop eating addictively.
- b) Example: When talking with non-FA members, communicate that FA is for anyone who is addicted to food, not just for those who are overweight. Food addiction is manifested in many ways.
- c) Tradition Five: Each group has but one primary purpose – to carry its message to the food addict who still suffers.
Examples:
 - i. The only reason for doing any PI or outreach work is to help the still-suffering food addict.
 - ii. Larger meetings or media interviews should not be our goal. If these are achieved by skirting the Traditions, individual recovery or FA as a whole may be adversely affected.
- d) Tradition Ten: Food Addicts in Recovery Anonymous has no opinion on outside issues; hence the FA name ought never be drawn into public controversy. Examples:
FA does not endorse a specific food plan.
FA does not have opinions about controversial or cultural issues (i.e. why obesity is increasing in the USA, etc.)
FA does not have opinions about the food plans of weight-loss programs.
When speaking of a Higher Power or God, avoid religious terminology or jargon that might lend the appearance of an affiliation with any religion.

- e) Tradition Eleven: Our public relations policy is based on attraction rather than promotion; we need always maintain personal anonymity at the level of press, radio and films.

Examples:

FA members never use their full names or faces when speaking about FA with the media.

While at their jobs, FA members only identify themselves as FA members if their primary purpose is to do FA service. For example, if an FA member is a nutritionist, s/he should not endorse FA to his/her clients. Instead, s/he may present FA as an option among many options, for people to lose weight.

An FA member's tone in all communications should be professional and informational, not promotional. FA members should not aggressively pursue media attention, interviews or media appearances. FA members do the groundwork and let their Higher Power do the rest.

- f) Tradition Twelve: Anonymity is the spiritual foundation of all our Traditions, ever reminding us to place principles before personalities.

Example:

When speaking to groups, remember that none of us represent FA as a whole. We are only sharing our personal stories and experiences. Be sure the reporter/producer/audience understands this as well.

If you need help applying the Traditions to your activities, support is available from the WSI Public Information Committee via pi@foodaddicts.org, or by asking the WSI Traditions Committee Chair at traditions@foodaddicts.org for assistance.

4. Represent FA Effectively

- a) Remember that Public Information work is a service: Conduct the FA Public Information Representative duties with the humility, sense of usefulness and gratitude that guide all FA service work.
- b) Dress nicely. Remember that when representing FA, we are not professionals, but we do need to present a polished appearance.
- c) Use a professional demeanor on the phone and in person.
- d) Ensure that the FA literature you use is current and appropriate. Do not photocopy literature (except the Meeting Lists and tri-fold brochures), but rather use the Literature Order Form at <http://www.foodaddicts.org> to order what you need, i.e. pamphlets.
- e) Do not use self-designed flyers to publicize FA meetings. Use the approved flyers and Meeting Announcement Brochures developed by the PI Committee found on www.foodaddicts.org in the Public Information section under the Members tab.

5. As stated in the FA bylaws, no materials may be offered for sale or distribution at an FA meeting, except as follows:

- Conference-approved literature (as listed below)
- Conference-recognized literature (i.e. connection magazine)
- WSB-approved literature (i.e. qualification CD's approved by WSI)
- Materials distributed by the boards or committees of WSI, FA intergroups, or FA chapters (i.e. WSB reports, the flyers and signs included in this PI Kit, edited with your meeting's information)
- Telephone lists (of registered FA meetings)
- Meeting directories (of registered FA meetings)
- FA Information Session notices

FA Conference-Approved Literature includes:

1. Twenty Four Hours A Day book (Hazelden)
2. Alcoholics Anonymous (the "Big Book") (AA)
3. The Little Red Book (Hazelden)
4. The Twelve Steps and Twelve Traditions (AA)
5. All FA pamphlets and books that have been approved by the World Service Conference, including those translated into other languages.

In keeping with the spirit of both Traditions 8 and 11, FA does not use business card handouts. The professional feeling associated with business cards (and cards of similar size and appearance) may convey to the recipient a professional, for-profit impression that is not in keeping with our Traditions.

We are neither a diet company nor a counseling organization. We are simply folks who have found a way to live contentedly while not eating addictively a day at a time. The way we found that solution is passed on one-to-one, face-to-face. Personally writing our phone number on a pamphlet will go farther than handing out a business card. The personal touch of writing your number for someone will touch their heart, plus the recipient has a piece of literature to study!

II. FA Website: www.foodaddicts.org

FA World Service has one website which represents and supports FA groups worldwide and is the most visible representation of FA to the public: www.foodaddicts.org

Give this address to anyone inquiring about FA: food addicts, friends and families of food addicts, medical professionals or the media.

Documents found on the public-facing pages of this website include:

- What is FA?
- The 20 Questions
- Worldwide Meeting Directory
- How to Order Literature and Speaker Tapes and CDs
- Media section including press coverage video
- Convention Information

Currently the Members tab section of the website is password-protected (where you must sign in with a username and password) and contains documents to be used by FA members only to carry out FA service work. Until this changes, please do not distribute the username and password to enter the Members section of the website to people outside of the FA fellowship. If these were the only pages used by someone inquiring about FA, they would miss the complete and accurate representation of FA as a whole. Always direct non-members (including media) to the main site: www.foodaddicts.org.

Members doing PI work will find the Public Information section under the Members tab on www.foodaddicts.org particularly useful, because many of the documents discussed in this Kit are posted there and are ready to be personalized for each individual meeting.

Documents available to FA members in the Public Information section under the Members tab include:

- Public Information Kit
- Meeting Announcement tri-fold brochures for new and weekly meetings and for information sessions
- Calendar Meeting Announcement for placement in calendar/community events sections about FA meetings and Information Sessions in newspaper, radio, tv, cable and/or their corresponding online calendar/event sections
- Calendar announcement instructions
- Letter to the Healthcare Professional
- Letter to the Clergy

- Public Service Announcements – hard copies of the letter, the PSA scripts and the letter to send with the PSA on CD if you don't want to send the MP3 file digitally and need to mail a CD to a particular media outlet
- Sample script for speaking with a radio or tv station's PSA coordinator
- Flyers for meetings that have been approved by WSI
- Non-FA information session meeting format
- Record of media and PI contacts to keep track of media contacts at newspapers, radio stations, etc. in your area
- FA Information Session meeting format
- Typical questions (Frequently Asked Questions-FAQ's) at an Information Session
- Information session calendar announcements - long & short version
- Information session evaluation form and task list

Submitting documents for upload to the website:

World Service Inc., Intergroups or Chapters may submit documents for FA members to access on the Members pages only. Your Intergroup or World Service Inc. must approve the document before it is posted. Send the WSI Office the document you want to have posted, along with any specific directions necessary for use of that document. The World Service Office email is office@foodaddicts.org. The FA office will review the document with the appropriate committees prior to posting to ensure that the *Twelve Traditions* and FA unity are protected.

III. Health Fairs – General Guidelines, Booth & Banner Availability

Health Fairs & College Campus Health Fairs: Note: We have no control over how health fairs advertise, so sometimes college health fairs are not very well attended. If you do help at a health fair that has low attendance, know that your time spent there may still have made an impact. What we are learning is that some specifically titled health fairs with names such as “Eating Disorders Health Fair” can be intimidating, especially to students. These types of health fairs may not draw large crowds, particularly at schools, because of the shame associated with this disease. The mentality might be, “Who wants to be seen looking for help at a public event about eating disorders?” In some cases you may end up only interacting with the person organizing the event or with exhibitors at other booths at the health fair. That’s okay, because you are still educating others and building awareness in the community about FA. The people you come into contact with may well tell other people they know about FA. Exactly that happened recently at a college health fair in California. So, don’t be alarmed if there is low attendance. You still may be helping to save a life.

Here are some recommended ways to represent FA at a health fair:

- a) Please stand behind the table, as opposed to in front or to the side.
- b) Try to make eye contact and offer tri-fold brochures to those passing by (from behind the table). Again, please do not stand in front of the table or around the area passing out tri-folds. It appears too promotional.
- c) Take literature to display at the booth or table. The "Food Addiction: There is a Solution" pamphlet and the Teens & Twenties tri-fold brochure can be passed out at your discretion depending on your copying costs and budget for the tri-folds and pamphlets.
- d) Take your pictures with you, but don’t display them on the table. Have them available to show anyone who might be interested.
- e) Have two people at the table at all times. Sometimes we schedule three to cover for lunches—please eat away from the table.
- f) If there are extra volunteers, some go around to other tables with brochures and make contact with other exhibitors. Occasionally this results in connecting with other organizations who are willing to host a tri-fold brochure rack, i.e. at the hosting school or community organization. It may also be a good time to communicate with the health fair coordinator at the host college or organization.
- g) Ask the host organization if they would be interested in putting FA's website link on their school or organization's website if they don't already have a link to FA's website. Follow up with the FA WebLinks sub-committee at weblinks@foodaddicts.org (refer to point X. WebLinks)

- h) If your area has a chapter or intergroup with Health Fair or Teens & Twenties Area Coordinators, make sure they email a list of instructions to the FA members volunteering with the following:
- i. parking passes information
 - ii. names and the phone numbers of others who will be working at the booth
 - iii. designated people in charge of set-up and tear-down
 - iv. reminder to take a bag of supplies and to make sure to let the area coordinator know who has it and how to get it back to the coordinator
 - v. reminder to take the FA banner
 - vi. reminder to take the table cloth
- i) Keep a careful record of who keeps the banners in your area.

Protocol: One person manning the booth must have 2 years, while others accompanying the person with 2 years may have a minimum of 90 days of abstinence.

It's not always easy to give your time to be at these events, but it is one way many of us can give back and get the word out. Grab a friend, and volunteer when you can—you will feel good afterwards.

2. Banners

Tri-fold banners are now available for \$345 from the FA office. These banners are 6-foot-high replicas of the FA tri-fold brochure and are chartreuse with black lettering. They were first introduced at the 2009 World Service Business Convention. Please email pi@foodaddicts.org for details.

3. Tri-Fold Display booth

If you would like to use the FA display booth, which is in a roll-away case that is sent around the country in certain cases for larger health fairs or relevant trade shows, please email pi@foodaddicts.org

IV. Weekly Meetings

The Public Information Representative's responsibilities focus on publicizing your regularly-held weekly meetings.

1. Calendar Announcements: Announce your weekly meeting in Community Event Calendar Listings, i.e., newspaper calendar event sections, including the newspapers' online calendar or community events sections, cable and radio stations, including their websites' online calendar event sections also. Frequently, community events are publicized for free, and when newspapers don't offer PSA or Calendar sections, often the website/online version of their newspapers or stations do have free calendar sections where they will post your weekly FA meeting or where you can post it directly.

- a. Inventory community media resources and develop press lists. A local list of your area's newspapers, college newspapers, radio and tv stations, etc. can be requested by emailing the PI Committee at: pi@foodaddicts.org. They will look in a database of media professionals across the U.S., and send you a list of media in your area. You can also ask other FA members, friends, and neighbors what publications and broadcast media they read/view, and the look into who the reporters or writers are for those media. Use the phonebook or an online directory service to compile a list of additional media resources on top of the list you request from the PI Committee. You can also note down your media list contacts and keep track of them using the "Record of media and PI contacts" (Appendix H) form found under the PI section under the Members section of the FA website.
- b. Contact newspapers, magazines, cable TV, radio stations, and community websites, and ask to have a community calendar listing, on a regular basis, for your FA meeting, which is considered a non-profit organization, so a lot of times they'll let you post it in the PSA or calendar section on an ongoing basis.
 - i. Ask for the name of the person in charge of the calendar or events section, so that you are able to speak with the correct person.
 - ii. Typically, you will need to fax or e-mail the meeting's information to the specified contact on a regular basis. Make sure you know the frequency for which this information must be communicated to keep an uninterrupted listing. If you notice the FA meeting gets dropped, all you need to do is contact the calendar/events person again to remind them about FA.

- c. Use the approved *Meeting Calendar Announcement Templates* from the PI Kit under Appendix A and Appendix B and also under the PI section of the FA website. Modify with your meeting's information using Microsoft Word.
- d. Mail, e-mail or fax the *Meeting Calendar Announcement* to the name of the calendar item editor/coordinator at your local newspaper and radio/tv stations: Attention XXXX (insert name of Calendar Events Contact Person).
- e. About 3-4 days after you've sent the listing, call the calendar section editor to ensure that they have received the information you sent over, and be prepared to answer their questions. Do not be pushy or "sales-y" during this phone call, keeping Tradition Eleven in mind. ("Our public relations policy is based on attraction rather than promotion...") Most of the time, you will have to re-send it.
- f. Use the *sample Script for Speaking with a Radio Public Service Announcement Coordinator* (Appendix C and also under the PI section of the FA website) to determine what questions to ask and how to respond to their questions.

2. PSA's: Provide Radio, local TV and Cable Stations with the FA Public Service Announcements about your meeting.

Many radio and tv stations are required by the U.S. government to make regular public service announcements about organizations that benefit the community.

- a) Modify the Public Service Announcement Letter to Radio/Local TV/Cable Stations (Appendix D) with your meeting's information and send out the CD or digital file (i.e. the MP3 format files from the FA website are under the Public Information tab called "Public Service Announcement in MP3 format" and the letter is under the PI section of the FA website or in Appendix E.)
- b) Use the phone book or an online directory service to compile an address list of local radio, television or cable stations or request the media list for your area from the PI committee who can look it up for you. Email: pi@foodaddicts.org
- c) Call the station and ask for the name of the Public Service Announcements (PSA) editor/contact. Speak with that person, and tell them you will be sending a PSA announcement letter. Verify the address and spelling of the contact person's name.
- d) Email, fax or mail the Public Service Announcement Letter to Radio/Local TV/Cable Stations (Appendix C or under the PI section of the FA website) to the local stations: Attention (insert PSA Contact Person's name)

- e) About 3-4 days after you've sent the letter, call the PSA editor/contact, to ensure that they have received the information and be prepared to answer their questions. Do not be pushy or "sales-y" during this phone call, keeping Tradition 11 in mind. ("Our public relations policy is based on attraction rather than promotion...")
- f) See Appendix C for the sample Script for Speaking with a Radio Public Service Announcement Coordinator to determine what to ask and how to respond (also located under the PI section of the FA website).
- g) The FA Public Service Announcement (PSA) MP3's also offer information about how to find out about FA. Typically media outlets like radio stations or websites will accept MP3's. If for some reason the media outlet requires a CD, please contact pi@foodaddicts.org. You can use the accompanying letter to local radio, cable and television stations along with the text of those PSA's on the MP3's. (Appendix E)

3. Tri-Fold Brochures: Distribute *Meeting Announcement Tri-fold Brochures* throughout your community.

To download and print out the tri-fold brochure for publicizing weekly meetings, go to www.foodaddicts.org under the Members tab in the Public Information section and select Meeting Tri-fold Template.

- a) Download and save the tri-fold to your computer and edit it with your meeting's date, place and time in the appropriate place on the back of the brochure, using a computer or neat printing.
- b) Committed meeting members should distribute brochures to public locations. Explain at your business meetings that each FA member should ask for management's permission before posting a tri-fold brochure in a public place (i.e. community bulletin board, cafe, gym, library, school, bus station, supermarket, etc.).
- c) Ask many different places for permission to post, including gyms, places of worship, laundromats, supermarkets, hospitals, cafeteria or coffee shop bulletin boards, colleges and community or senior centers.

4. FA Worldwide Meeting Directory: Keep your Meeting Current on the FA Worldwide Meeting Directory so that the correct information for your meeting is accurate on the FA website as well as on the paper version of the Worldwide Meeting Directory.

- Make sure the appropriate designated contact person at your meeting, usually the Web Directory Contact, or in some cases the WSI or Intergroup contact person for your meeting, is keeping the information for your meeting current. They can update your meeting's details by logging in at the www.foodaddicts.org Members section and then by selecting a Meeting Registration/Change Form under the "FA Meeting Information" tab. Keep in mind the location, day, time and contact people should all be accurate. Sending in the meeting change form will automatically update both the online and the paper version.
- A hard-copy stapled paper version of the Worldwide Meeting Directory can be ordered for \$1.50 on the literature order form in the Members section, or print the electronic format by going to www.foodaddicts.org/meetings and clicking on "Print Version" and then select "All Chapters" in the pull down menu (which is the default) and then click the Search button, and then print.
- If the meeting is new, or for whatever reason has not been listed, complete the Meeting Registration/Change form (available from www.foodaddicts.org/members), save it, and email it or print it out and mail it to your Intergroup or Chapter. Remember, send this form to your Chapter or Intergroup office when you register a new meeting or change the information for an existing meeting. You can find the addresses of all of the existing Intergroups and Chapters on the form. Please do not send this form to the FA World Service Office.

5. Tri-Fold Rack: Establish and manage your Meeting's Sponsored Tri-Fold Brochure Rack.

- This is a brochure rack of FA literature that is set up in public establishments, i.e., local libraries, gyms, and doctors' offices, with the permission of the establishment's management.
- Meeting members must vote to sponsor a local brochure rack, and a member(s) must take responsibility for keeping it updated with new tri-folds and keeping the rack replenished.
- Racks are available for purchase at office supply stores.

Keep track of where your racks are placed using the **Record of Media and Public Information Contacts and Tri-Fold Racks** (Appendix H).

V. Information Sessions

An Information Session meeting uses a specific format designed to educate the general public about FA. FA recommends that established meetings hold at least one Information Session per year, to provide the greatest opportunity for the community to hear the FA solution. Critical to the success of this meeting is the effort members take to announce the Information Session to the public via the media. The more public awareness of the Information Session, the better for FA, but exposure takes time and effort. Creating awareness should start at least four weeks prior to the date of the Information Session. (*An Information Session Task List* can be found in Appendix I and under the PI section of the FA website).

1. Use the Information Session Task List located under the PI section of the FA website under the For Members tab (Appendix I). **Tasks to complete before the Information Session primarily involve raising awareness. The PI Representative coordinates this effort, but needs the help of other meeting members to organize and publicize the event.** Use the approved *Meeting Announcement tri-fold Brochures* or Information Session flyers (see point 1a below) as the primary means to raise awareness for the Session. (The *Information Session Brochure* is identical to the *Meeting Announcement tri-fold Brochure*, but you must edit it as well as the flyer to indicate that it's for an Information Session, not to announce a new or weekly meeting.)

- a) *Meeting Announcement brochures for Information Sessions (the same tri-fold brochures used for weekly meetings)* and Information Session flyers can be downloaded under the Announcement Flyers tab of the FA website under the PI section under For Members. Insert the Information Session's date, place and time in the appropriate place, on the front of the flyer or on the back of the tri-fold meeting announcement brochure using a computer. If necessary, use a typed sticker or neat printing.
- b) Identify several places to post the brochures, i.e., gyms, places of worship, laundromats, supermarkets, hospitals, colleges and community or senior centers. Obtain permission from management before posting.

2. Four weeks prior to the event, announce the Information Session in publications and broadcast media (tv, cable, radio) in the meeting's area and surrounding communities. Often local newspapers publish information and upcoming events for free. Local cable and radio stations also announce community events regularly. Craigslist and newspapers online community sites and the online version of local newspapers and stations have also been good sources.

- a) For a list of community media resources, contact the PI Committee, so they can pull a media list for you for your area. They can provide a local list of your area's newspapers, college newspapers, radio and tv stations, etc. Email: pi@foodaddicts.org. They will look in the a database of media professionals across the U.S., and send you a list of media in your area. You can also ask other FA members, friends, and neighbors what publications and broadcast media they read/view, and the look into who the reporters or writers are for those media. Use the phonebook or an online directory service to compile a list of additional media resources on top of the list you request from the PI Committee. You can also note down your media list contacts and keep track of them using the "Record of media and PI contacts" form (Appendix H) found under the PI section under the Members section of the FA website.
- b) Designate who will contact the newspapers, magazines, cable TV, radio stations, and community websites and suggest they keep track of who they've contacted so they'll know where call for follow-up calls. You must have at least two years of abstinence to conduct an interview with the media, but not simply to contact them. However, it is suggested that FA members contacting the media have at least 90 days and then pass the contact off to a member with over two years of abstinence (even if FA members with longer-term abstinence can only be located outside your area) if a media editor/reporter requests a story or interview as a result of your contacting them to let them know about your Information Session. Don't hesitate to ask experienced FA members outside of your area for help and additional support.
- c) Ask how to have information about a community event published. Clarify the name of the events editor/coordinator who organizes these listings, so you get to the right person.
- d) For print publications such as newspapers, download and modify the templates for the *Information Session Calendar Announcements – Long and Short Versions* (Appendices M & N) under the PI section of the FA website under the Members tab).
- e) Request that the notice be published on a regular basis until the date of the meeting.
- f) Email infosession@foodaddicts.org to place your Information Session on the Information Session Calendar section of the FA website.

3. Recruit Information Session speakers at least four weeks prior to the Information Session.

- a) Identify two to four members with 90 days or more of continuous FA abstinence from your local meeting or the broader FA community. They should demonstrate physical, mental and spiritual recovery, and have sufficient knowledge of the FA program and the *Twelve Steps and Twelve Traditions*. It's helpful if the speaker panel represents a wide range of demographics in addictive behaviors, age, gender, socio-economic background, race, etc.
- b) Invite these members to serve as a panel of speakers at the Information Session, and give each of these individuals the *FA Information Session Meeting Format* (Appendix J) and the *Frequently Asked Questions (FAQ's) about FA* (Appendix K) to review. (These are both also located on the FA website under the Members tab in the PI section.)

Critical to the success of the Information Session is the welcoming of newcomers to the meeting. The first impression a newcomer has of FA is influenced by the interactions that occur with FA members. For this reason, it is vital that FA newcomers be greeted with warmth and humility, never with a feeling of elitism or cliquishness.

- a) Literature should be setup and displayed in an organized way.
- b) Nametags and pens should be available to FA members, so that they can be identified as FA members as opposed to newcomers.
- c) Estimate the number of newcomers in attendance and, if possible, find out during conversation how they heard about the Information Session. Remember, however, that the newcomers' comfort and sense of anonymity should come before collecting this data.
- d) The session is led by a moderator, following the *FA Information Session Meeting Format* (Appendix J and under the PI section of the FA website under the Members tab), introducing each panelist.
- e) Each panelist shares experience, strength and hope using their own personal history. Each panelist shares for 10-20 minutes depending on the number of speakers. The focus should be on food addiction in each panelist's own life without a lot of time spent explaining the details of the program, i.e. daily use of tools, etc. Stay within the allotted amount of time.
- f) Moderator or panelists should answer questions during the Q&A period. Remember that we are not authorities on the subject of food addiction. Don't be afraid to say that you don't know the answer to a question asked of you.
- g) Refer to the fact that FA is a *Twelve Step* Program, patterned after Alcoholics Anonymous. This will answer many questions.

- h) If you state an opinion of your own, explain that it is your experience and not necessarily representative of FA as a whole.
- i) Remember that FA is not in competition with anyone and that we are not a professional organization.
- j) Remember the importance of your non-FA listener. They may know food addicts as friends, acquaintances, relatives, neighbors or colleagues. They may pass on information that can help someone else.
- k) Ensure that the *Information Session Evaluation Form* (Appendix L and under the PI section of the FA website under the Members tab) is completed and returned to the FA World Service PI Committee.
- l) Members may spend their own money on items for the Information Session, and they should be reimbursed later from the monies collected during the regular meeting's passing of the basket for the Seventh Tradition. Information Sessions are funded either by a specific meeting, groups of meetings or their chapter or Intergroup.

VI. Informing Local Professionals about FA

We educate those professionals (doctors, public or private health classes, health fairs, health support groups, clergy, and professional associations, to name a few.) who are in a unique position to advise many suffering food addicts, who might benefit from FA. Professionals have been recommending AA to alcoholics since before “The Doctor’s Opinion” was written in the 1930s. FA cannot be recommended to clients and patients if professionals haven't even heard of FA. The goal is to educate professionals so they can help their clients and patients also.

We contact a variety of the above professionals, with an emphasis on contacting healthcare professionals, because the side effects of food addiction can be life-threatening. Many healthcare providers find themselves strongly suggesting for their patients and clients to lose weight to no avail.

Examples of professionals in your area who benefit from knowing about FA:

Mental health therapists, counselors	Physicians
Employee Assistance Program professionals (EAP)	Social workers
Nurses	Physical therapists
Massage therapists	Health aides at schools and corporations
Dietitians/nutritionists	Exercise physiologists
Chiropractors	Dermatologists
Acupuncturists	

1. Start with the professionals in your own life. Experience shows that personal one-on-one contact is one of the most effective ways to connect with professionals. On your next visit to your church, temple, professional organization, doctor or physical therapist, take along the Letter to the Healthcare Professional or Clergy Member and tell them how FA has helped you. If you have friends in these professions, talk about FA as a way to help their clients and patients. Give them a letter and some literature to reinforce your discussion. This gives them something to refer to when talking with their constituency.

2. Put together a list of professionals to contact. Personally deliver or mail the “Letter to the Healthcare Professional” (Appendix F) or the “Letter to the Clergy” (Appendix G) along with the *FA Meeting List* and selected FA literature, i.e. the *Are You Having Trouble Controlling the Way You Eat?* pamphlet. The pamphlet can be ordered from the online Literature form on the FA website. Order pamphlets through www.foodaddicts.org so that the literature looks professional, instead of making copies. The letters are located under the PI section of the FA website under the Members tab.

VII. Information Sessions for Non-FA Audiences

When requested, we provide speakers (more than one) to participate in information sessions at outside entities in order to inform a specific audience. We avoid panel discussions so that we do not engage in controversial issues and debate. Our purpose is to inform and not to be compared to different groups. Also, when only one FA member serves on a panel, it may give the false impression that that person is a spokesperson or representing FA as a whole.

1. Any requests for speaking to external groups should be given to your local Intergroup or Chapter PI Committee. The committee determines whether it's appropriate for FA to speak at the event and, if appropriate, also helps coordinate the event.
2. Get all the information needed to schedule the event: name, location, date, time and length of the event, as well as information about the group that FA will be addressing.
 - a) Learn about the group's purpose and demographic makeup including average age, size of group, special interests i.e., diabetic support group, etc.
 - b) Make sure the event's time doesn't conflict with regular meeting times or meal times for the FA members who will be speaking.
3. The local Intergroup or Chapter PI Committee will schedule speakers for the event. Requirement: A minimum of 2 speakers with at least 2 years of continuous FA abstinence, completion of an FA AWOL and currently being sponsored by an FA member.
 - a) Choose speakers who best fit the demographic of the group to be addressed, i.e., if it's a diabetic support group you might have a speaker who has experienced recovery from diabetes as a result of working the FA program, if it's a bariatric surgery support group, you might suggest a speaker who has had the surgery.
 - b) Be aware of the race, ethnicity and cultural background of the group, and if speaking to a group of young people, have one speaker in a similar age range, if possible.
 - c) Most important is to have good solid recovery presented in a clear and confident manner, representing a range of FA experience. A diversity of speakers shows the breadth of the disease and the depth of our recovery.
 - d) Protect The Twelve Traditions by having FA speakers who are NOT also members of, or affiliated with, the organization of the non-FA entity that is holding the event. This prevents one's status within the organization from interfering with how FA is perceived. It also protects the member's anonymity.

4. Set up an area for literature at least one half-hour prior to the Public Information Session. At a minimum, provide the following literature, **if appropriate**:

- Meeting Directory Lists
- Letter to the Healthcare Professional (Appendix F)
- 20 Questions

5. Dress appropriately. Business casual is suggested. Remember that we are the first impression of FA. Keep track of the number of people in attendance. Review the list of *Frequently Asked Questions (FAQ's) about FA* (Appendix K and on the FA website under the Public Information section under the For Members tab) and be prepared to answer these questions.

6. Follow the *Non-FA Information Session Meeting Format (Appendix P)* when presenting to a specific audience.

- a) Coordinate with other speaker(s) to determine who will give the introduction about FA and who will share their experience, strength and hope.
- b) Assume you are the first FA member this group has met, and convey enthusiasm and confidence. A smile, good posture, and a relaxed tone may help.
- c) Speak clearly and concisely, make eye contact with the audience. Be attentive when anyone else is speaking.
- d) Try to provide contrasting stories to give a full picture of food addiction, FA, and recovery.
- e) Use experience to illustrate, not to sensationalize. Avoid FA jargon, i.e. "in the food," "bingeing my brains out," "I had a break," etc. Refrain from profanity. Avoid prolonged monologues and other types of self-indulgence and general melodrama. Keep it simple and focused on addiction.
- f) Within a week, follow up with a thank-you note to the person(s) who invited you. Politely thank the individual or organization for the opportunity to share how FA is helping many people recover from food addiction and let them know that FA is available if they have more questions.

VIII. Working with Media: Interviews and Photographers

1. Responding to media requests and securing an interview. If the media requests an interview with FA members, return inquiries promptly. Reporters are often racing against deadlines. However, do not let this sense of urgency pressure you into an interview before you are prepared. Remember, you need two years of abstinence to be interviewed (see point h below), or members outside your area can be made available.

Anonymity is #1! Anonymity is often difficult for the press to deal with since they are in the business of having “on-the-record” sources.

- a) FA members who are asked to speak to the media should contact the WSI PI Committee prior to the interview for additional tips and support. Contact the committee through the FA Office (781-932-6300) or via email: pi@foodaddicts.org.
- b) If the interviewer pushes to have a name and face associated with the interview, offer suggestions on how they can protect your anonymity while still telling a compelling story, i.e. blurring faces in photography, pixilation, using “fake names,” silhouette lighting, shooting from the neck down or from the back.
- c) Only changed names are acceptable, i.e. you may use a pseudonym or use your middle name.
- d) Anonymity can make a reporter who is completely unfamiliar with FA uncomfortable or even suspicious. If they will only run a story with full names used, then the article wasn't meant to be. However, you can alleviate their concerns by providing FA literature, the website address (www.foodaddicts.org), and/or the FA World Service phone number. You can also refer them to articles that their own paper may have written in the past about AA and their respect for anonymity in those articles. Additionally, on the AA website, there is a statement to the media about their anonymity policy to which journalists can be referred.
- e) If, in the end, the reporter is not willing to accommodate anonymity, then the interview is not meant to be. There will be other opportunities.
- f) Have support for yourself! Bring two members to the interview, because this gives one member an opportunity for reflection while the other member is being interviewed. It also gives you both an opportunity to support each other. It can make the interview a little more relaxed.
- g) While it is preferred by FA to bring two members to the interview, if the media will only allow one person to be interviewed or if there is only one eligible person available, one person may participate in the interview after discussing it with the WSI PI Committee at pi@foodaddicts.org.
- h) Members speaking with the media should have a minimum of 2 years of continuous FA abstinence, have completed an FA AWOL, and should currently be sponsored by an FA member.
- i) Be sure to mention the www.foodaddicts.org website. Mention it repeatedly, if possible.

2. Once you have secured the interview:
 - a) Try to ask members who have varied stories and backgrounds to share for the interview.
 - b) Stick to your own FA experience and story, no need to embellish. Our stories speak for themselves.
 - c) You do not need to be an expert on FA to interview. As a general rule, it's best to comment on your own personal story of recovery from food addiction, rather than on the FA fellowship as a whole. If you are asked a question about FA that stumps you, try not to refuse to answer a question or to say "no comment," but simply let the reporter know you'll follow up later with the answer, i.e.
"I don't know the exact statistics for long-term recovery in FA, but I can try to find the answer to that for you. What I can tell you, is that in the meetings that I attend, there are many members with over three and some with as many as ten years of abstinence."
 - d) Think of an interview with the media as if you are speaking directly to a newcomer, for that is who you are really talking to – the newcomer who reads the article or listens to the station's program, etc.. This can help you relax and get to the heart of your message – your own experience, strength and hope, as a recovering food addict.

3. Prepare for interview by reviewing FA literature and using the tools of the program.
 - a) Read FA pamphlets before the interview to remind you of the purpose and focus of FA. Also, you can study The Twelve Traditions. The relevant Traditions are summarized at the beginning of this kit.
 - b) Read over Frequently Asked Questions (FAQ's) About FA (Appendix K). If you're unable to answer them, ask the WSI PI Committee, or other FA members with experience and recovery for help.
 - c) If you can, take some quiet time before the interview and ask God to speak through you and to help you "lighten up." Service is a privilege, and there is nothing to be afraid of or anxious about. You are the expert of your own story. If, at the end of the interview, all that you've communicated is the www.foodaddicts.org website, that is enough.
 - d) If you are doing an on-air (TV or radio) interview, it is likely that the questions will be discussed with you briefly before you go on. If you have not spoken much with the interviewer, this is your chance to help him or her get a basic picture of FA. The interviewer wants to ask good questions and the better they understand FA, the easier their job will be.

4. Focus on the fact that FA is an addiction program, not a diet program.

- a) Wherever possible, stress the benefits of FA rather than the process we use.

For example, if you are asked, “What does your ‘diet’ consist of?”

Benefits of FA answer (preferred):

“The food I eat is simple and nutritious. I eat plenty of fresh fruits and vegetables, grains and protein.”

as opposed to a process-oriented answer like (this is not the better answer):

“We eat three weighed and measured meals a day; no flour, no sugar and no individual binge foods.”

If you are asked about getting on the scale:

Process Answer:

“I weigh myself once a week to keep the weight from creeping back.”

Benefits of FA answer (preferred):

“I maintain a healthy weight and at the same time, I’m finding peace around food and my weight I never had before.”

- b) Try not to get into specifics of the actual food plan, beyond no flour, no sugar. We don’t want to suggest a specific food plan.
- c) Use tact when sharing the spiritual aspects of the program. Be sure to keep your language neutral around any specific religious tradition. FA is a spiritual rather than a religious program, and we need to keep the two separate when we share.

Rather than:

“I pray everyday to God to give me one more day of abstinence.”

A more neutral answer might be:

“Because FA focuses on recovery from an addiction, I work on my spiritual development every day through meditation and prayer.”

There is a quote from The Big Book, which although written as guidance for making amends, is instructive:

“To some people we need not, and probably should not emphasize the spiritual feature on our first approach. We might prejudice them...Why lay ourselves open to be branded fanatics or religious bores? We may kill a future opportunity to carry a beneficial message.”

- d) Help the reporter refrain from framing FA as a diet. Anyone not familiar with FA would gravitate toward a diet discussion. You can help the reporter tell a more accurate story by focusing on addiction. Emphasize the three-fold nature of addiction (spiritual, mental, physical), and avoid statements that speak exclusively of weight changes. The analogy of being an “alcoholic with food” can be useful in getting the idea across.

For example, if you are asked, “How long you have kept the weight off?” “I have enjoyed the physical benefits of FA for about two years, but without the change in my mental and spiritual state, which comes with FA, this wouldn’t be happening. Food addiction affects every part of me.”

One way of reminding the reporter and readers that FA is about addiction recovery, not just weight loss, is to say something like:

“As a food addict, I am like an alcoholic with food. FA helps people with food addiction the way AA helps people with alcoholism. Send us your desperate and hopeless; that is who we best help.”

- e) Do not discuss other programs (i.e. OA, FAA, etc.) or compare them to FA, other than to say we deal with food problems as an addiction. Highlight FA’s great gifts rather than naming specific programs that may have not worked for you.
- f) Don’t allow yourself to be drawn into controversial issues. Interviewers may want to practice their journalistic integrity by asking about views that do not support FA. Don’t debate. Simply restate the fact that FA has worked for many addicts who tried every other approach. If others find peace with food through some other means, we can be happy for them.

5. Keep your language clear and simple.
 - a) Keep it light. Keep it positive. As it says in The Big Book, “We have ceased fighting anything or anyone.” Keep your comments and tone on the lighter side. A stone-serious interview sounds boring. Relate personal experience briefly; answer the interviewer’s questions candidly, but succinctly.
 - b) In FA, we have jargon that most of us easily relate to, but avoid this, i.e.
 - “Bingeing my brains out...”
 - “In the food...”
 - “Eating...” (as in “When I was eating...”)
 - “Abstinence” and even the word “insanity.”
 These words may not be understood by the audience, or may have a different meaning to them. It is better to stick to simpler terms. For example:
 - “Bingeing all day long...”
 - “When I was eating addictively...”
 - “Avoiding flour and sugar and quantities...”
 - “My life was completely out of control...”

6. Remember to provide the FA website address and FA literature.
 - a) Write down the website address for the interviewer (www.foodaddicts.org) and ask him or her to include it in the story. Most reporters will want to include it in their article, but if they don’t have it by their deadline, it may not appear.
 - b) Leave FA pamphlets, as well, if necessary. Reporters like to have easy access to this kind of information when they are writing or editing. It also takes some of the pressure off you during the interview. You are not alone in this; other voices of experience can help them.
 - c) Double-check to be sure that the interviewer has the correct name of our fellowship. It can easily be confused with other food addiction programs (like FAA).

7. Pray and then LET GO AND LET GOD.
 - a) Leave your expectations with God. If you are misquoted, misunderstood, and misrepresented in some way in the article, relax. This is an opportunity to thank God for anonymity. Media often bring in opposing views to an article. This is nothing to be stressed over. The newcomer, who needs your message, and is ready for this program, will get it and will show up at a meeting, regardless of what the article says. Remember, you’re planting seeds, and God is in charge. Just like a meeting – people hear what they are ready to hear.

- b) You may offend the journalist if you ask to see or approve their piece before it gets published, so, once the interview is done, let it go and let God do the work. Treat it as you would any service: Pray, show up, do your 1% - then get out of the way, and let God do the rest.

8. Photographers at Meetings: Photographers occasionally ask for photographs or video to accompany newspaper articles about FA. This is a routine aspect of newspaper journalism. However, the presence of a photographer or video camera at an FA meeting raises questions about anonymity. We must ensure that FA groups adhere to The Twelve Traditions.

- a) **PHOTOGRAPHERS AND JOURNALISTS MAY NOT BE PRESENT DURING FA MEETINGS WITHOUT PRIOR DISCUSSION WITH THE WSI PI COMMITTEE.** The primary purpose of meetings is to help the newcomer who still suffers from food addiction. The presence of a photographer will interfere with this purpose, distract the focus from sharing and recovery, and endanger the anonymity of any member present.
- b) Ask the WSI PI Committee how to accommodate where photographs or shooting video is appropriate. i.e. one area got around this by holding a separate meeting specifically for a photo shoot where members all agreed to be there, and they were photographed only from the neck down in a group setting.
- c) You can take a group conscience vote about the timing of a photographer's visit. Each member who has a voice and a vote should be given the opportunity to decide whether or not to allow a photographer to take pictures before or after the meeting, or not at all.
 - i. Take a group conscience vote several weeks or at least several days, before the photographer would be scheduled for the shoot.
 - ii. Remind people in the FA announcements each week, and on the day of the shoot announce it again, to give any people who may wish to leave the chance to do so.
 - iii. Respect the anonymity of group members. To ensure adherence to the Eleventh Tradition (Appendix R: The Twelve Traditions), make sure that the photographer is briefed about the fact that no pictures are to be taken of member's faces. Pictures may be taken from the back or from the neck down.

IX. WebLinks – How to link FA websites to other websites where it would be appropriate for www.foodaddicts.org to be listed in other organizations' Resources or Links section.

The goal of the FA PI WebLinks sub-committee is to have FA's website listed as a link on other organizations' websites where relevant and appropriate. Many websites offer sections called "Resources," "Links for Members," "Related Links" or "Support/ Help," etc. We want to make sure that the link to FA's website is included in those sections wherever possible.

a) Why WebLinks?

Service to the still suffering food addict:

- (1) Raising awareness and broadening access to information about FA.
- (2) Increasing the presence of FA on the internet so that we are even more likely to be found in other searches (i.e. in search engines).

b) Examples of websites currently listing the FA website:

MGEDT - Men Get Eating Disorders Too

www.mengetedstoo.co.uk/index.php/getting-support/national-organisations.html

National Eating Disorders Association (NEDA)

www.nationaleatingdisorders.org/information-resources/resources-and-links.php

BulimiaHelp.org

www.bulimiahelp.org/page/links-resources

dmoz Open Directory Project

www.dmoz.org/Health/Addictions/Food/

c) Which sites?

For the most part, any site that will host us. Those with a "competing" offering are unlikely to be interested (e.g., they sell a solution or special food products for weight loss, etc.)

Typical categories:

- Community Groups / Local and Regional (e.g., State / City)
- Religious Organizations
- Other Organizations & Associations - Women's/Men's/Young People/Mother's groups talking about eating issues, etc.
- Companies with internal sites or health insurance for employees
- Health Clubs / Gym
- Health/Wellness sites
- Media Websites (e.g., tv news stations, radio stations, magazines, etc.)
- Universities, Schools and Other Learning Institutions (overlap here with former Teens and Twenties efforts)
- EAP's (Employee Assistance Programs) of corporations

d) Can I find a website and contact them directly myself?

You must (1) have a year of continuous abstinence in FA and (2) in order to avoid duplication, make sure that the website has not already been/is not currently being approached before contacting a website.

Before doing so, please contact the WebLinks sub-committee at: weblinks@foodaddicts.org. They keep a Global Tracking spreadsheet where FA members can simply type in the site and your name, so the sub-committee can be aware that an FA member is in contact with the desired website. (We want to represent FA well in the world and not pester anyone with multiple contacts.)

e) Who should I contact at the website and how?

Generally sites will have a spot at the top, bottom or side with something like "Contact us" or "Who We Are" or "About."

- i. Pull names, email addresses and phone numbers and use what's available to follow up with them.
- ii. The WebLinks sub-committee has other documents providing scripts for both phone calls and emails to make it easy, along with the Individual Tracking sheet for your records (Appendix H).

NOTE: It's not always simple/easy to get through to the right person at a website. However, it's important that we do our best before we scratch a website off the list. It would be a shame to miss an opportunity to help another food addict because we gave up too soon – follow up and persistence are big here. Try to contact your site/s at least three times with email and calls if you don't hear from them – people are busy, and we want to make it easy for them.

f) What if they ask for us to post a link on the FA website as well in reciprocity?

Typically, sites will only ask us to consider doing that at best and rarely insist on the exchange. While we'd like to offer it, we absolutely cannot in accordance with our Traditions. You can simply be polite--thank them, and let them know that you will forward that request to the Committee Head (and please do).

g) What if I have more questions?

E-mail: weblinks@foodaddicts.org

X. MediaWatch

Often members of the FA fellowship watch a tv show, notice a newspaper article, read a magazine article, see a relevant story on the web or hear a segment on the radio where they think, “I really wish they had mentioned FA in that story,” or, “I wish I could let those people know about FA,” or, “That doctor who was interviewed should receive a letter from FA so they can know about us.”

1. When this takes place, there is a place to contact FA so that we can send out a letter to educate the media and other professionals mentioned in these stories.

Please contact:

mediawatch@foodaddicts.org

If you notice newspaper or magazine articles, TV or radio shows that you feel could benefit from hearing about FA or to respond to stories that might be relevant to educate people about FA.

2. The MediaWatch sub-committee will then email out or mail out the MediaWatch letter.

If possible, when you email mediawatch@foodaddicts.org, include:

- When you saw or read the story (exact date or approximation)
- The station/website/paper/publication, etc.
- Name of the show/segment
- Any other details you can get, i.e.:
- Producers listed at the end of the show
- Names of people mentioned on the show
- Contact info. for the show, website, magazine, etc.

If you don't have any of that information, don't worry! We can try to find it through the Cision database, which is a database we have access to which lists nationwide media contacts.

So, if all you email us is...

“I saw this show on TLC and I think it was last Thursday, and the person interviewed weighed 600 pounds, but I forget the name of the show.”

...we'll do the best we can to get contact info. to send out the MediaWatch letter. Since responses are usually time-sensitive, it's best if we can have as much contact information as possible, because that saves time in having to look up the information.

XI. Appendices

Appendix A	Meeting Calendar Announcement – Long
Appendix B	Meeting Calendar Announcement – Short
Appendix C	Script for Speaking with a Public Service Announcement (PSA) Coordinator
Appendix D	Public Service Announcement (PSA) Letters & PSA Text to Radio/Local TV/Websites/Cable Station(s) for Regular Weekly Meetings
Appendix E	Public Service Announcement (PSA) Letter & PSA Text for MP3's for radio & instructions for CD format requests
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Appendix I	Information Session Task List
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Appendix K	Information Session Frequently Asked Questions (FAQ's) about FA
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Appendix Q	WebLinks How-To & Scripts
Appendix R	The Twelve Traditions

Appendix A

Meeting Calendar Announcement – Long Version

Instructions: The long version of the Calendar Announcement will work fine for print, radio, websites, or tv. Email or call stations and newspapers and ask for the Calendar or Events section editor (see Appendix C). Occasionally, i.e. with public access cable channels who require a short slide, a maximum number of characters is allowed, in which case use the short version in Appendix B.



FOOD ADDICTS *in recovery anonymous*

Calendar Announcement
For Immediate Release

Who: Food Addicts in Recovery Anonymous

What: Weekly meetings are free and available for anyone suffering from food addiction, food obsession, obesity, bulimia or under-eating. There are no dues or weigh-ins.

When: [Day of Meeting]
[Time of Meeting]

Where: [Location]
[Address]
[City]

Web Site: www.foodaddicts.org

Press: To request additional information about FA, please call the FA World Service Office at 781-932-6300 or by emailing fa@foodaddicts.org. To speak with a local member of FA, contact (First name only) at xxx-xxx-xxxx.

ABOUT FOOD ADDICTS IN RECOVERY ANONYMOUS

Food Addicts in Recovery Anonymous is a 12 Step fellowship based on the principles of Alcoholics Anonymous (AA). FA is a tax-exempt, non-profit Twelve Step program that helps people of all ages who have issues with food. There are no dues or fees for members. Anyone, from any walk of life, who seeks recovery from their problems with food, is welcome.

Appendix B

Meeting Calendar Announcement – Short



FOOD ADDICTS
in recovery anonymous

To:
From: Food Addicts in Recovery Anonymous
Date:
RE: Calendar or Community Announcement Submission

As a service to the community, we would appreciate it if you would place the following notice in the Calendar/Events section of your publication and/or post it on your website:

Are you having trouble controlling the way you eat? Food Addicts in Recovery Anonymous (FA) is a free Twelve Step recovery program for anyone suffering from food obsession, overeating, under-eating or bulimia. Meetings are held (day of the week) at (location, address) in (town/city) at (time). For more information or a list of additional meetings throughout the U.S. and the world, call 781-932-6300 or locally at XXX-XXX-XXXX, or visit: www.foodaddicts.org.

The following meeting is held in [name of town] every week:

**[Day of meeting]
[Location and Address of Meeting]
[Time of Meeting]**

Thank you,

[Local Contact]
[Local Contact's Phone Number]

FA World Service Office
400 West Cummings Park, Suite 1700
Woburn, MA 01801
fa@foodaddicts.org
<http://www.foodaddicts.org>

Appendix C

Script for Speaking with a Radio or Newspaper Public Service Announcement (PSA) Coordinator

Instructions: Email or call the radio station you wish to have play the PSA (using the script below). Check their website for contact information. Usually you can find the PSA Coordinator contact info or other relevant person you can ask on the station/newspaper website. Once you have had email or live phone contact with the appropriate PSA contact person, ask them if you can have the correct email to send in a PSA. Email them the appropriate PSA for either an information session (Appendix O) or for a regular weekly meeting (Appendix D). Often times radio dj's want to record the PSA's in their own voices, so they will use the PSA's you send. Other times they want something pre-recorded and will ask you to send a pre-recorded file. If that is the case, let them know we can send an MP3 and attach the MP3 from our website (see Appendix E). If they say they don't accept MP3 files and need a CD, please contact the PI Committee at pi@foodaddicts.org for approval to burn a CD. Otherwise, please send the MP3's.

You: Hi, can you please connect me to the PSA coordinator?

Then ask them for their contact information where you can send the PSA.

Send PSA via email or per the instructions the station/website gives you.

Follow up:

Days later...call or email again (they get hundreds of PSA's a week and frequently lose them or need a reminder):

You: "Have you received the PSA about Food Addicts in Recovery Anonymous that I emailed?" (or "faxed," if you sent it via fax)

If the answer is "Yes"...

You could respond: "Great. When do you expect the PSA to run? Thanks so much. Please let us know if we can answer any questions or provide you with further information about meetings in our area."

If the answer is "No"...

You could respond: "OK. To whose attention should we send the email? Thanks again. This will help a lot of food addicts and their loved ones."

Click. That's it!

Appendix D

PSA & Letter to Radio/Local TV/Cable Stations, Websites & Newspapers for Regular Weekly Meetings

Date

Public Service Announcement Coordinator [Name, if available]

Radio Station or Television and Cable Station

Address

Address

Dear [Name of Station's Public Service Announcement Coordinator],

As a service to the community, we'd appreciate it if you would please make the following public service announcement and/or list this information in your online community events calendar.

START DATE: [Month, Day, Year]

END DATE: [Month, Day, Year]

Public Service Announcement #1: 45 seconds

Are you having a hard time controlling the way you eat? Are you severely overweight? Underweight? Bulimic or obsessed with food or weight? FA offers help and hope. Food Addicts in Recovery Anonymous, "FA", holds weekly meetings in [city] on [Day Name], from [Time] at [Location and Brief Address]. FA is a recovery program for people who suffer from food obsession, overeating, bulimia and under-eating. The program is based on the Twelve Steps of AA. Everyone is welcome to this free meeting, including those who think they may have a food problem or those who are concerned about someone who may. FA is FREE and open to all women, men, and teens that want to stop eating addictively. For a list of regular, weekly meetings in the [city] area, visit www.foodaddicts.org.

Public Service Announcement #2: 20 seconds

Are you having trouble controlling the way you eat? Food Addicts in Recovery Anonymous-FA-holds weekly meetings on [Day] from [Time] in [City], at [Location, Address]. Call XXX-XXX-XXXX or visit www.foodaddicts.org.

Thank you,

PI Intergroup/Chapter Chair
[Phone Number]

Appendix E

Public Service Announcement (PSA) Letter to accompany digital MP3's via email & accompanying text of the PSA Scripts

Instructions: Email or call the radio station you wish to have play the PSA (See Appendix C). Once you have had email or live contact with the appropriate PSA contact person at the station, ask them if they'd like to have the PSA in MP3 format. If they say yes, email them the MP3's. Often times radio dj's want to record the PSA's in their own voices, so be sure to attach the second page of the PSA letter, which includes the PSA text which they can then record or read on air. Note: If a media outlet requires a CD and won't accept the PSA in MP3 format, please contact the PI Committee at pi@foodaddicts.org for approval to burn a CD. Otherwise, please send the MP3 files.

(Date)

(Radio Station Address)

Dear (Name of Radio Station Programmer/Station PSA Coordinator):

Food Addicts in Recovery Anonymous (FA) has prepared MP3's to carry its message of recovery from food addiction to the many people who still suffer. Our MP3's contain 10-, 20-, and 30-second PSA's. We have also included with this letter a set of text scripts for different FA PSA's if you prefer to read them yourselves. As a service to the community, we hope you will help others by carrying this crucial PSA on your station.

About FA

Experts have come to understand that sugar and flour can set up cravings in some people. A Twelve Step program designed to target this problem has proven extremely effective. Food Addicts in Recovery Anonymous can help people suffering from this misunderstood problem.

Many of our members have weight losses ranging from ten to over two hundred pounds and have maintained normal and healthy body sizes for many years. Many others are in recovery from undereating or bulimia. Newcomers to our program may be startled to learn that some members have maintained normal body sizes and freedom from obsession with food for 10, 15, even 25 or more years.

FA has a substantial presence in many states, as well as in Canada, Germany and England. FA is a tax-exempt, non-profit organization. There are no dues or fees for membership. Anyone, from any walk of life, who seeks recovery from food addiction, is welcome in FA.

We appreciate your consideration and hope that you will air our PSA on your station as frequently as possible. We would be happy to answer any questions you may have about FA. Please email us at fa@foodaddicts.org, call our World Service Office at (781) 932-6300 or view our web site at www.foodaddicts.org.

Sincerely,

[Name/Title of Local Chapter or Intergroup PI Chair]

[Number of Local Chapter or Intergroup PI Chair]

Food Addicts in Recovery Anonymous PSA Scripts on attached MP3's:

30 seconds

A message from Food Addicts in Recovery Anonymous: I came to Food Addicts in Recovery Anonymous overweight and depressed. I was dieting, bingeing, stealing food and lying about it for years. For help call, 781-932-6300. I knew I had a weight problem, I didn't know I was addicted to food. The FA program gave me a healthy body. I'm free from obsessing about my weight or food. call FA: 781-932-6300 or visit our website: www.foodaddicts.org

20 seconds

A message from Food Addicts in Recovery Anonymous: I knew I had a weight problem, I didn't know I was addicted to food. I'm free from dieting and overeating. I've lost the extra pounds and kept it off for over sixteen years. call FA: 781-932-6300 or visit our website: www.foodaddicts.org

10 seconds

I knew I had a weight problem, I didn't know I was addicted to food. Food Addicts in Recovery Anonymous: 781-932-6300 website: foodaddicts.org

Appendix F - Letter to the Healthcare Professional

Letter to the Healthcare Professional and its Use

A suggested version of the letter to the healthcare professional follows. Dentists, doctors, nurse practitioners, physical therapists, yoga teachers, and others may find information about FA helpful. Here are some suggested uses:

- The PI rep for your meeting is responsible for preparing packets for the healthcare professional to be placed on your meeting's literature table. In order to assemble the packets, PI reps should print the letter on resume-quality paper, per the instructions below, and include the letter, a tri-fold brochure with your local meeting's information on it or the pamphlet "Are you Having Trouble Controlling the Way You Eat?" in an envelope, preferably a 6 x 9 booklet envelope so that you can fold the letter in half and easily include the pamphlet or tri-fold. Keep a supply of these healthcare packets in envelopes on the literature table for members at your meeting to take to their healthcare practitioners.
- Take the letter with you to your appointment with your healthcare professional, talk about FA, and ask if information is desired. If yes, give the letter with several tri-folds, which include explanations of FA and a listing of local meetings.
- If you meet a healthcare professional socially or elsewhere, and he or she expresses interest in FA, offer to mail further information. Send the letter with a personal cover note and use the person's title, i.e. "Dear Dr. Smith," "Dear Nurse Johnson," etc. instead of the generic "Dear healthcare professional."
- Do a large mailing to healthcare professionals in your local area.

Copy the letter into Word. Read the entire letter very carefully to see where it needs to be edited for your particular use or area.

- Include an identifying title for yourself or the group doing the mailing (eg "Public Information Committee" or "Chair, Public Information Committee")
- Always provide means of contact through a phone number or email.

Please contact the World Service Public Information Committee at pi@foodaddicts.org to share your experience or if you have other suggestions regarding the use of this letter. Thank you!

Instructions: When handing out or mailing the letter to the healthcare professional, maintain the professional message of the letter by following these guidelines:

- 1) copy the letter onto resume-quality paper
- 2) include your area's meeting directory, where relevant. (If you are in an area with few or no meetings, no need to include a meeting list.)
- 3) include either the pamphlet "Are you Having Trouble Controlling the Way you Eat?" or include a tri-fold brochure (You or your meeting can decide which one. Many areas choose the tri-fold brochure to limit costs of ordering the pamphlet.)
- 4) place the letter, directory, and pamphlet in an envelope, preferably a 6 x 9 booklet envelope



[Date]

Dear healthcare professional,

We believe that you may have some patients or clients who are unable to make the changes necessary to support their health, despite obesity or complications related to unhealthy eating or inappropriate weight. Many of us with this problem have found help in Food Addicts in Recovery Anonymous (FA). We hope you and those you serve will find information about FA useful.

What is FA?

FA is a program based on the Twelve Steps of Alcoholics Anonymous. We offer help and recovery to those whose connection with food can be understood as a form of addiction. We are not a medical group, nor are we connected with hospitals or surgical clinics. We charge no dues or fees and our meetings include no weigh-ins. Our membership is international and includes men and women, adolescents, and the elderly. All are welcome.

Who might benefit from FA?

People who find help in FA vary greatly. Some of us have been diagnosed as morbidly obese while others are undereaters. Among us are those who were severely bulimic, who have harmed themselves with compulsive exercise, or whose quality of life was impaired by constant obsession with food or weight. We tend to be people who, in the long-term, have failed at every solution we tried, including therapy, support groups, diets, fasting, exercise, and in-patient treatment programs.

Does FA work?

Some of our members have been in continuous recovery (maintaining a stable, healthy weight and enjoying freedom from obsession with food, weight, bingeing, or bulimia) for over twenty-five years. Members with five to ten years of recovery are increasingly common.

Would you like more information?

We would be happy to answer any of your questions or to speak with your staff, clients, or patients. Please contact us via [use the appropriate identifying information/name, phone number, and/or email. For examples: intergroup phone number, pi@foodaddicts.org, chapter PI chair's phone number, or your own name and contact information]. We have enclosed descriptive material. Additional information is available at the FA website: www.foodaddicts.org.

Thank you for your consideration.

Sincerely,

Name

[Add identifying info here—eg: Intergroup or Chapter PI Committee chair, meeting PI rep.]

Enclosures

Appendix G

Letter to the Clergy and its Use

A suggested version of the letter to the clergy follows. Faith community leaders, priests, ministers, rabbis, imams, parish nurses, and others may find information about FA helpful. Here are some suggested uses:

- The PI rep for your meeting is responsible for preparing packets for the clergy to be placed on your meeting's literature table. In order to assemble the packets, PI reps should print the letter on resume-quality paper, per the instructions below, and include the letter, a tri-fold brochure with your local meeting's information on it or the pamphlet "Are you Having Trouble Controlling the Way You Eat?" in an envelope, preferably a 6 x 9 booklet envelope so that you can fold the letter in half and easily include the pamphlet or tri-fold. Keep a supply of these packets for the clergy in envelopes on the literature table for members at your meeting to take to their clergy members or religious leaders. For the generic letters on your literature table, use the title "Dear Faith Community Leader."
- Take the letter with you when meeting with clergy or religious leaders, talk about FA, and ask if information is desired. If yes, give the letter with several tri-folds, which include explanations of FA and a listing of local meetings.
- If you meet a member of the clergy socially or elsewhere, and he or she expresses interest in FA, offer to mail further information. Send the letter with a personal cover note and use the person's title, i.e. "Dear Father Michael," "Dear Rabbi Mintz," etc. instead of the generic "Dear Faith Community Leader."
- Do a large mailing to clergy in your local area. When you do a mass mailing, be sure to use the generic title "Dear Faith Community Leader."

Copy the letter into Word. Read the entire letter very carefully to see where it needs to be edited for your particular use or area.

- Include an identifying title for yourself or the group doing the mailing (eg "Public Information Committee" or "Chair, Public Information Committee")
- Always provide means of contact through a phone number or email.

Please contact the World Service Public Information Committee at pi@foodaddicts.org to share your experience or if you have other suggestions regarding the use of this letter. Thank you!

Instructions: When handing out or mailing the letter to the clergy, maintain the professional message of the letter by following these guidelines:

- 1) copy the letter onto resume-quality paper
- 2) include your area's meeting directory, where relevant. (If you are in an area with few or no meetings, no need to include a meeting list.)
- 3) include either the pamphlet "Are you Having Trouble Controlling the Way you Eat?" or include a tri-fold brochure (You or your meeting can decide which one. Many areas choose the tri-fold brochure to limit costs of ordering the pamphlet.)
- 4) place the letter, directory, and pamphlet in an envelope, preferably a 6 x 9 booklet envelope



[Date]

Dear faith community leader,

We believe that some people in the community you serve may be unable to make the changes necessary to support their health, despite obesity or complications related to unhealthy eating or inappropriate weight. Many of us with this problem have found help in Food Addicts in Recovery Anonymous (FA). We hope you and those you work with will find information about FA useful.

What is FA?

FA is a program based on the Twelve Steps of Alcoholics Anonymous. We offer help and spiritually based recovery to those whose connection with food can be understood as a form of addiction. We are not a medical group, nor are we connected with any particular form of religion. We charge no dues or fees and our meetings include no weigh-ins. Our membership is international and includes men and women, adolescents, and the elderly. All are welcome.

Who might benefit from FA?

People who find help in FA vary greatly. Some of us have been diagnosed as morbidly obese while others are undereaters. Among us are those who were severely bulimic, who have harmed themselves with compulsive exercise, or whose quality of life was impaired by constant obsession with food or weight. We tend to be people who, in the long-term, have failed at every solution we tried, including therapy, support groups, diets, fasting, exercise, and in-patient treatment programs.

Does FA work?

Some of our members have been in continuous recovery (maintaining a stable, healthy weight and enjoying freedom from obsession with food, weight, bingeing, or bulimia) for over twenty-five years. Members with five to ten years of recovery are increasingly common.

Would you like more information?

We would be happy to answer any of your questions, to speak with your colleagues, or to any groups within your worship community. Please contact us via [fill in the appropriate identifying information/name, phone number, and/or email, eg: intergroup phone number. pi@foodaddicts.org, contact information for a Chapter public information chair, individual name and contact information]. We have enclosed descriptive material. Additional information is available at the FA website: www.foodaddicts.org.

Thank you for your consideration.

Sincerely,

Name

[Add identifying info here—eg: Intergroup or Chapter PI Committee chair, meeting PI rep.]

Enclosures

Appendix H

Record of Media, Public Information Contacts, & Tri-Fold Racks (for your meeting area and to keep track of literature/tri-fold racks)

MEETING	DAY	TIME

Local Weekly Newspaper	
Newspaper Name	
Publication Date	
Contact Information	
Calendar Items Submitted to	
Phone number	
Fax Number	
Email	
Date Submitted	

Regional Daily Newspaper	
Newspaper Name	
Publication Date	
Contact Information	
Calendar Items Submitted to	
Phone number	
Fax Number	
Email	
Date Submitted	

Radio Station	
Station Call Letters Name	
City	
Contact Information	
Submit PSA's to	
Phone number	
Fax number	
Email	
Date Submitted	

College or University Newspaper	
Newspaper Name	
Publication Date	
Contact Information	
Calendar Items Submitted to	
Phone number	
Fax Number	
Email	
Date Submitted	

Public Info Rack – Tri-Fold Meeting Announcements

Location	
City	
Contact Information	
Phone number	
Fax number	
Email	
Date rack placed	

Teens & Twenties Rack	
Location	
Address	
Contact Information	
Phone number	
Fax Number	
Email	
Date Established	

Appendix I

Information Session Task List

Task	Date Due	Who Will Do It	Date Done
Acquire facility and recruit speakers.			
Distribute WSI-approved Info Session Announcement tri-fold brochures or flyers from www.foodaddicts.org under Public Information under "For Members."			
Email infosession@foodaddicts.org to place your information session on the events Calendar on www.foodaddicts.org			
Place Calendar Announcements in community publications.			
Send the Public Service Announcement (PSA) letter to local tv/cable stations, radio stations and newspapers, including their corresponding websites and online calendar or community events sections.			
Help local radio stations broadcast Information by providing them with PSA scripts, if necessary.			
Find a moderator.			
Make sure ample literature is available for your literature table.			
Print telephone lists and a list of available sponsors for newcomers.			
Have markers and stickers available to make name tags (for first names only).			
If desired, have a sign-in sheet, the FA banner, and a tablecloth for the speaker table or literature table.			
Greet newcomers.			
Ensure that the Q&A Session is informative.			
Moderate the Info Session.			
Coordinate the Treasury: Keep track of expenses.			
Complete and return evaluation form.			

Appendix J

FA Information Session Meeting Format

Note to the Meeting Organizer: During this meeting, there are several places where newcomers can ask questions. Sometimes, newcomers are reluctant to ask questions before a group. You might have a few FA members stand and ask a planned question, especially if no one volunteers a question during the Q/A period. Or, if this seems artificial, the speakers can come prepared with a couple questions they have been asked often. They can present a question this way: “I have often been asked...”

Moderator:

Welcome to this Information Session of Food Addicts in Recovery Anonymous. My name is XXXX and I’ll be your leader for this meeting. We customarily begin our meetings with the Serenity Prayer. If you would like, please join us in a moment of silence and the Serenity Prayer.

The agenda for this meeting includes a brief introduction to FA, a panel of FA members who will speak, and an opportunity to ask questions. After the meeting, we will be available for individual questions. The meeting will last until XXXX.

You may ask yourself, “What is FA?” Some of the answers to that question are found in the FA Preamble:

- **Food Addicts in Recovery Anonymous, or FA, as we are informally called, is a fellowship of individuals who, through shared experience and mutual support, are recovering from addictive eating.**
- **We welcome all who want to stop abusing themselves with food. There are no dues or fees for members; we are self-supporting through our own contributions, neither soliciting nor accepting outside donations. FA is not affiliated with any public or private organization, political movement, ideology or religious doctrine. We take no position on outside issues. Our primary purpose is to abstain from addictive eating and to carry this message of recovery to those who still suffer.**

Through years of experience, we have developed a definition of food addiction.

• Food addiction is a disease of the mind, body, and spirit for which there is no cure; but it can be arrested a day at a time, by our adapting to a disciplined way of eating and using the Twelve Step program of Food Addicts in Recovery Anonymous. When we abuse food by using it as a drug, our lives become unmanageable. Food addicts have an allergy to flour, sugar, and quantities, that sets up an uncontrollable craving. The problem can be arrested a day at a time by weighing and measuring our food and abstaining completely from all flour and sugar.

This definition of food addiction speaks of a disciplined way of eating and using the Twelve Steps. The disciplined way of eating which – like the definition of food addiction – evolved over many years, now has a long record of working in the lives of FA members.

• This disciplined way of eating, which we call abstinence, consists of weighed and measured meals, eating nothing in-between our meals, no flour, no sugar, and avoidance of individual binge foods.

To be abstinent from food addiction, and remain so, we use the Twelve Steps as originally established in Alcoholics Anonymous and – with AA’s permission – adapted for FA.

- 1. We admitted we were powerless over food – that our lives had become unmanageable.**
- 2. Came to believe that a Power greater than ourselves could restore us to sanity.**
- 3. Made a decision to turn our will and our lives over to the care of God as we understood him.**
- 4. Made a searching and fearless moral inventory of ourselves.**
- 5. Admitted to God, to ourselves, and to another human being the exact nature of our wrongs.**
- 6. Were entirely ready to have God remove all these defects of character.**
- 7. Humbly asked Him to remove our shortcomings.**
- 8. Made a list of all persons we had harmed, and became willing to make amends to them all.**
- 9. Made direct amends to such people whenever possible, except when to do so would injure them or others.**
- 10. Continued to take personal inventory and when we were wrong, promptly admitted it.**
- 11. Sought through prayer and meditation to improve our conscious contact with God as we understood Him, praying only for knowledge of His will for us and the power to carry that out.**
- 12. Having had a spiritual awakening as the result of these steps, we tried to carry this message of recovery to food addicts, and to practice these principles in all our affairs.**

In addition to the Twelve Steps, we have a number of tools that help us. You might think of them as strategies that make abstaining from addiction easier. We’ll mention the Tools later.

The people sitting on this panel have a variety of experiences to share. Perhaps their story is not exactly your story. But some parts of their story – particularly where they hurt themselves with food – may feel very familiar.

We will pause for a few minutes after our speakers share, describe the tools and answer any questions about the terms our panelists have used.

I'd like to introduce our first speaker, XXXX.

- **The first speaker speaks.**

(Stand to introduce the second speaker.)

- **The second speaker speaks.**

At the beginning of the meeting, I mentioned the tools. One tool you should be aware of is the tool of Sponsorship:

- A Sponsor is someone who will guide you through the program.

We have people available who will identify themselves at the end of the meeting. If want to be in FA today, you can talk with them after the meeting and get started. Your sponsor will explain the other tools that we use as support.

Another tool that is important in Twelve Step groups is Anonymity. Anonymity means that who we see at a meeting and what we hear at a meeting is not discussed with anyone else. If I see you on the street, I will not mention seeing you at an FA meeting, and I expect that you will not mention my membership in FA.

Does anyone have any questions?

I'd like to introduce our third speaker, XXXX.

- **The third speaker speaks.**

(Stand to introduce the fourth speaker.)

- **The fourth speaker speaks.**

Does anyone have other questions?

Will all sponsors with time available, please stand and identify themselves? If you want to start FA, please talk with one of these people after the meeting.

It is helpful to know the potential of what can happen in recovery. In the *AA Big Book*, there is a description of this potential called the “Promises of the Program”:

- **If we are painstaking about this phase of our development, we will be amazed before we are halfway through. We are going to know a new freedom and a new happiness. We will not regret the past nor wish to shut the door on it. We will comprehend the word serenity and we will know peace. No matter how far down the scale we have gone, we will see how our experience can benefit others. That feeling of uselessness and self-pity will disappear. We will lose interest in selfish things and gain interest in our fellows. Self-seeking will slip away. Our whole attitude and outlook on life will change. Fear of people and economic insecurity will leave us. We will intuitively know how to handle situations which used to baffle us. We will suddenly realize that God is doing for us what we could not do for ourselves.**
- **Are these extravagant promises? We think not. They are being fulfilled among us – sometimes quickly, sometimes slowly. They will always materialize if we work for them.**

We customarily end the meetings in the same way we began, so if you wish, please join us in a moment of silence and the Serenity Prayer.

Appendix K

Frequently Asked Questions (FAQ's) about FA

Recently we have recommended to have the moderator ask some of these questions rather than having people planted in the audience asking these questions. It is suggested to review these questions in order to be prepared with answers before the Information Session.

- How do I know if I'm a food addict?
- Why don't members eat flour or sugar?
- Why do members weigh and measure their food?
- How is FA different from other diet programs? (Although this question may be asked, it is not a good one to introduce ourselves, as we don't want to compare FA to other programs. If it comes up, try answering the question by stating only what FA is/does. Example: "FA deals with food problems as an addiction." The next sentence could be the definition of food addiction, then stop and wait for the next question. There is no need to mention other group(s) or even saying the words "other group(s)." As mentioned earlier in this document, **highlight FA's great gift rather than naming specific programs that may have not worked for you in the past.**)
- What is the difference between OA and FA? (Same as above - it's better not to compare FA with other programs. Try to answer the question by ONLY stating what FA is/does. Don't mention OA, and then move on to the next question.)
- How is FA related to FAA? (Same as above – we don't like to compare with other programs. FA is not affiliated with FAA.)
- Is FA religious?
- Why do members talk about God?
- What is the difference between compulsive overeating and food addiction? Compulsion is a behavior. It's a symptom of the addiction. Addiction is a disease where we become physically addicted to flour and sugar like an alcoholic becomes addicted to alcohol.
- How do you know if your life is unmanageable?
- What if I only have a weight problem?
- Does FA have a website? Email address?
- How did FA start?
- How does it work?
- How is it organized?
- What are the Twelve Steps?
- How does a person join?

Frequently Asked Questions (FAQ's) about FA – con't.

- What does membership cost?
- How is it supported?
- Are there many men in FA?
- Can kids join?
- Does it work for everyone?
- Is it affiliated with any other organization?
- Is there a recommended diet?
- What is food addiction?
- Can family members who are not food addicts, attend meetings?
- What can we do to help other food addicts?

Appendix L

Information Session Evaluation Form

Meeting Date and Time:

Location:

Number of Newcomers in Attendance:

Money Spent for Publicity:

Other Expenses:

What worked well?

What did not work? What would you change or do differently?

Is this an effective means of outreach? Do you recommend it?

Was this packet helpful? What other materials should be included?

Other comments or suggestions?

Your name, phone number and email:

Please return this form via email to pi@foodaddicts.org or mail to:

Public Information Committee
FA W.S.I.
400 West Cummings Park
Suite 1700
Woburn, MA 01801

Appendix M

Information Session Calendar Announcement – Long

Instructions: The long version of the Calendar Announcement will work fine for print, radio, websites, or tv. Email or call stations and newspapers and ask for the Calendar or Events section editor (see Appendix C). Occasionally, i.e. with public access cable channels who require a short slide, a maximum number of characters is allowed. In that case, use the short version in Appendix N.



COMMUNITY CALENDAR ANNOUNCEMENT

For Immediate Release

**FA INFORMATION SESSION
FREE AND OPEN TO THE PUBLIC
(insert TIME here)
(insert DATE here)**

WHO: Food Addicts in Recovery Anonymous (FA)

WHAT: Free yourself from food addiction and food obsession. Come to a community information meeting for anyone suffering from food obsession, overeating, under-eating and bulimia. Everyone is welcome to this free meeting, including those who think they may have a food problem or those who are concerned about someone who may.

WHEN: [Day of Meeting]

WHERE: [Location/Address]

WEBSITE: www.foodaddicts.org

PRESS: Members of the press are encouraged to call the FA World Service Office to request additional information. The FA World Service Office may be reached at 781-932-6300 or by emailing fa@foodaddicts.org. Local contact is ABCD at (XXX) – XXX – XXXX.

ABOUT FOOD ADDICTS IN RECOVERY ANONYMOUS:

Food Addicts in Recovery Anonymous is a 12 Step fellowship based on the principles of Alcoholics Anonymous (AA). FA is a tax-exempt, non-profit Twelve Step program that helps people of all ages who have issues with food. There are no dues or fees for members. Anyone, from any walk of life, who seeks recovery from their problems with food, is welcome.

Appendix N

Information Session Calendar Announcement – Short



FOOD ADDICTS *in recovery anonymous*

CALENDAR ANNOUNCEMENT

For Immediate Release

To:

From: Food Addicts in Recovery Anonymous

Re: Calendar or Community Announcement Submission

As a service to the community, we would appreciate it if you would place the following notice in the Calendar/Events section of your publication and/or post it on your website:

Food Addicts in Recovery Anonymous (FA) is offering a free information session on (date) at (location) in (town/city) at (time) for anyone in the community who may be suffering from overeating, food obsession, under-eating, or bulimia. Everyone is welcome, including those who are concerned about someone who may be suffering. FA is a non-profit Twelve Step fellowship based on the principles of Alcoholics Anonymous (AA). There are no dues or fees for members. For more information call (---) --- - ---- or visit foodaddicts.org.

Thank you,

[Local Contact]

[Local Contact's Phone Number]

FA World Service Office
400 West Cummings Park Suite 1700
Woburn, MA 01801
Email: fa@foodaddicts.org
Website: <http://www.foodaddicts.org>

Appendix O
Public Service Announcements (PSA's) & Letter to Radio/Local TV/Cable
Stations, Websites & Newspapers for
Information Sessions

Instructions: Email or call stations, newspapers and websites and ask for the PSA contact (see Appendix C). Email the following PSA letter. They will either read it on-air, or they will request pre-recorded PSA's, which we have in MP3 format. Follow up via email or call.

Date
Public Service Announcement Coordinator [Name, if available]
Radio Station or Television and Cable Station
Address
Address

Dear [Name of Station's Public Service Announcement Coordinator],

As a service to the community, we'd appreciate it if you would please make the following public service announcement and/or list this information in your online community events calendar.

START DATE: [Month, Day, Year or, 2 weeks prior to information session]
END DATE: [Month, Day, Year of the day following the information session.]

Public Service Announcement #1: 45 seconds

Are you having a hard time controlling the way you eat? Are you severely overweight? Underweight? Bulimic or obsessed with food or weight? FA offers help and hope. Food Addicts in Recovery Anonymous, "FA", will be holding a free community information meeting in [city] on [Day Name], [Date], from [Time] at [Location and Brief Address]. FA is a recovery program for people who suffer from food obsession, overeating, bulimia and under-eating. The program is based on the Twelve Steps of AA. Everyone is welcome to this free meeting, including those who think they may have a food problem or those who are concerned about someone who may. FA is FREE and open to all women, men, and teens that want to stop eating addictively. For a list of regular, weekly meetings in the [city] area, visit www.foodaddicts.org.

Public Service Announcement #2: 20 seconds

Are you having trouble controlling the way you eat? Food Addicts in Recovery Anonymous-FA-is having a free community Information Meeting [Day, Date] from [Time] in [City], at [Location, Address]. Call XXX-XXX-XXXX or visit www.foodaddicts.org.

Thank you,

PI Intergroup/Chapter Chair [Phone Number]

Appendix P

Non-FA Information Session Meeting Format

Note: This is the suggested format for an Information Session for professional non-FA groups. It may not be appropriate to read as a script as we do in our regular meetings. Please try to include the important elements, such as the Preamble of FA, Definition of a Food Addict, Definition of Abstinence, brief discussion of Tools and Steps. Focus on FA being an addiction recovery program, not a weight loss program. Also, be sure to include enough time for questions.

First Speaker:

Introduce yourself by your first name and as a member of FA. Introduce your co-speaker. Thank the group for allowing you this opportunity to share with them the program of Food Addicts in Recovery Anonymous.

Explain your role as follows:

- **We are members, not spokespeople for FA. Official views appear in the FA literature, available over there (Point to the literature.). Our presence does not imply that anyone else here is a food addict. We are here to provide information about FA and to answer any questions you may have.**

If you are speaking at a hospital or church, it is important to say also that we are not affiliated with this institution and that there are meetings at a variety of other locations.

Explain the basic premise of Food Addicts in Recovery Anonymous by saying something like:

- **You may be asking yourself, “What is FA?” Part of the answer to that question is found in the *FA Preamble*:**

Food Addicts in Recovery Anonymous is a fellowship of individuals who, through shared experience and mutual support, are recovering from addictive eating.

We welcome all who want to stop abusing themselves with food. There are no dues or fees for members. We are self-supporting through our own contributions, neither soliciting nor accepting outside donations. FA is not affiliated with any public or private organization, political movement, ideology or religious doctrine. We take no position on outside issues. Our primary purpose is to abstain from addictive eating and to carry this message of recovery to those who still suffer.

- **Through years of experience, we have developed a Definition of Food Addiction:**

Food Addiction is a disease of the mind, body and spirit for which there is no cure; but it can be arrested a day at a time, by our adapting to a disciplined way of eating and the Twelve Step Program of Food Addicts in Recovery Anonymous. When we abuse food by using it as a drug, our lives become unmanageable. Food Addicts have an allergy to flour, sugar, and quantities that sets up an uncontrollable craving. The problem can be arrested a day at a time by weighing and measuring our food and abstaining from all flour and sugar.

Explain that if we eat flour or sugar we cannot limit the amount we eat and/or are unable to stop if we intend to.

Point out that food addiction is not a selective disease. It affects all ages, genders, races, occupations, and professions.

Mention that the symptoms of food addiction include overeating, under-eating, bingeing, bulimia, and constant thoughts about food or body image.

We talk about recovery rather than reform. We see food addiction as a progressive disease, not a moral deficiency.

You may also include some of the following:

Anonymity: We do not talk about whom we see or what we hear in FA meetings, outside of FA. If I see you on the street, I will not mention seeing you at an FA meeting, and I expect that you will not mention my membership in FA.

Abstinence: The definition of food addiction speaks of a disciplined way of eating and using the Twelve Steps. This disciplined way of eating has evolved over many years. It now has a long record of working in the lives of members, some who have weighed as little as 62 pounds, some more than 385 pounds, and those of normal weight who are obsessed with food and/or dieting. This disciplined way of eating, which we call abstinence, consists of eating weighed and measured meals, eating nothing in between meals, no flour, no sugar and avoidance of individual binge foods.

Twelve Steps: To be abstinent and remain so, we use the Twelve Steps as originally established in Alcoholics Anonymous. These Twelve Steps have been adapted by FA with permission from AA.

Meetings: Point out that there are many meetings in your area or near-by areas. The meetings are open to food addicts, friends, and family members, and to those with questions about food addiction. No roll is taken nor is there a list of attendees. No dues or fees are collected.

Tools: In addition to the Twelve Steps, we have a number of tools. They are actions that help members stay abstinent. Some of the tools include daily contact with a sponsor, meditation, phone calls to other members in times of stress, literature, writing, meetings, and service. These tools give us the support and encouragement to not eat addictively, one day at a time.

Second Speaker - Story (10-15 minutes):

Story: Briefly tell your personal story of recovery. Remember to speak in terms of addiction and not just weight management. You may want to use some of the following points as a guide:

- Eating pattern and experience.
- Why you decided to seek help.
- What you found in FA that helped you.
- How do you feel and what your life is like today.

Speaker shares experience of food addiction and recovery in FA.

Conclude with the following points:

- Contacting FA: Give the phone number of the FA WSI Office (781-932-6300) or a local phone number and the web address, www.foodaddicts.org.
- What FA does not do-
 - We do not recruit members or keep lists.
 - We do not sponsor research, make medical or psychological diagnosis, or provide counseling services.
 - We do not accept funding or payment for services.

Q&A Time (Remainder of meeting):

The first speaker will now let the audience know that we are open to any questions they have. Here are some things to remember when you are answering questions:

- Listen carefully. Restate the question if it is unclear or if you believe some people may not have heard.
- Pause to think, and then answer briefly.
- Share from your own experience.
- When done, ask if the question has been answered clearly.
- Check to see if your partner would like to answer or add to your answer.
- Avoid monologues.
- If you don't know the answer, say "I don't know." Try not to give an answer if you're unsure it's correct.
- Avoid legal, medical, psychological, religious, political or non-FA subjects.

Thank the group when you're done!

Appendix Q

WebLinks Scripts

Scripts: Phone Calls and E-Mail

FOR FOLLOWING UP ON WEBSITES TO REQUEST INCLUDING
www.foodaddicts.org AS A LINK IN THEIR RESOURCE SECTION

**If you have any suggestions or changes, please contact
weblinks@foodaddicts.org

PHONE SCRIPT

(Please read through first before dialing.)

“Hi __ (their name if you have it) __. My name is _____ and I understand you are the website contact for __ (their organization) __. I’m calling on behalf of Food Addicts in Recovery Anonymous, a free 12-Step program for people who want help in recovering from food addiction—overeating, under-eating and bulimia. We’re interested in seeing if it’s possible to have the link for Food Addicts in Recovery Anonymous listed as a resource on your site. [“I see that you have a section titled, 'Resources' " (or whatever they call it).]

I have sent/will send an email about it for you. Is ____ (what you find listed on their site, if anything) ____ the best contact or email address? I’d be happy to answer any questions you may have about the program and see what the next steps would be....”

"Thank you very much."

E-MAIL/TYPED SCRIPTS - 2 Versions

A tip before starting:

Copy and paste the entire e-mail into a word doc for yourself. Then type your name and phone number into the “e-mail script” so you can paste it directly into the e-mail you send without having to retype your info every time.

E-MAIL SCRIPT #1 - Full Version

PASTE IN THE SUBJECT HEADING:

Link Request: Food Addicts in Recovery Anonymous

BODY OF THE EMAIL:

Dear XXXX,

This is to bring to your attention an organization that may be a valuable resource for visitors to your site—Food Addicts in Recovery Anonymous (FA)— and kindly request that you include this URL as a link on your site: www.foodaddicts.org

For men and women who have experienced difficulties because they cannot control their eating or are obsessed with food or weight, and have searched for help around diet, weight loss, and certain eating disorders, FA has proven to be an effective and long-term solution, offering hope and recovery. There are no dues, fees, or meeting weigh-ins. FA is based on the Twelve Steps of Alcoholics Anonymous (AA) and membership is open to anyone who wants help in recovering from food addiction (overeating, under-eating and bulimia). For a list of meetings worldwide, visit www.foodaddicts.org or call 781-932-6300.

We look forward to answering any questions you may have and hope that you will post this link, along with the program description if possible, as a service to the community.

Thank you,

YOUR NAME

PHONE NUMBER

On behalf of FA and the FA Public Information Committee

E-MAIL SCRIPT - #2 Short Version

(for when you are only given a limited text box on the site within which to make a request for posting links)

Please include this as a link on your site as a community service:

Food Addicts in Recovery Anonymous - www.foodaddicts.org (a free, effective solution for help in recovery from overeating, under-eating, and bulimia, based on the Twelve Steps of Alcoholics Anonymous.) Pls call __ (your name/#) ____ with any questions. Thank you!

Business Meeting Announcement about WebLinks

(For PI Reps to announce during business meetings as a reminder or announcements about how to carry the message.)

"If you come across websites that have a place for resources where FA might be included -- such as: an obesity site with a list of support groups; a personality's site with tips for members; or a hospital, church, or city with community health resources -- please email the website name and Internet address to: weblinks@foodaddicts.org "

WebLinks Tracker

This is to keep your efforts in communicating with websites structured. Use a copy of this for each site you are approaching.

Date Linked: _____
Or Date Declined _____

*Website: _____

*City/State/Country: _____

*FA Contact (you): _____

*Website Person / Email / Phone # Contacted: _____

*Website URL: _____

*URL Suggested Link Location: _____

WebLinks Correspondence Log

Date I called/emailed: _____
Response from Website: _____
Next Follow-up Action: _____

Date I called/emailed: _____
Response from Website: _____
Next Follow-up Action: _____

Date I called/emailed: _____
Response from Website: _____
Next Follow-up Action: _____

Date I called/emailed: _____
Response from Website: _____
Next Follow-up Action: _____

Additional Questions:

{For Organizations} Can we provide any additional material?

Tell me about what your organization does.

Is there anyone else we should be talking to in order to get the word out?

Action to take:

1. *Email the link for FA and the prepared blurb, if there is room for a description of FA on the site.*

Example script of initial phone call:

Hi my name is _____ and I am a member of Food Addicts in Recovery Anonymous, FA. I was looking at your website and noticed you have an area that provides help to people who may be struggling with food addiction, body image, under-eating, bulimia or over-exercising. Would you be willing to place a link to the FA website on your webpage in the appropriate category? FA is a non-profit 12th step group that offers hope to those who suffer from all manner of food-related issues.

Are you the person who is in charge of adding links to your site? If not, can you tell me with whom I need to speak?

Appendix R

The Twelve Traditions

1. Our common welfare should come first; personal recovery depends upon FA unity.
2. For our group purpose there is but one ultimate authority — a loving God as He may express Himself in our group conscience. Our leaders are but trusted servants; they do not govern.
3. The only requirement for FA membership is a desire to stop eating addictively.
4. Each group should be autonomous except in matters affecting other groups or FA as a whole.
5. Each group has but one primary purpose—to carry its message to the food addict who still suffers.
6. An FA group ought never endorse, finance or lend the FA name to any related facility or outside enterprise, lest problems of money, property and prestige divert us from our primary purpose.
7. Every FA group ought to be fully self-supporting, declining outside contributions.
8. Food Addicts in Recovery Anonymous should remain forever nonprofessional, but our service centers may employ special workers.
9. FA, as such, ought never be organized; but we may create service boards or committees directly responsible to those they serve.
10. Food Addicts in Recovery Anonymous has no opinion on outside issues; hence the FA name ought never be drawn into public controversy.
11. Our public relations policy is based on attraction rather than promotion; we need always maintain personal anonymity at the level of press, radio and films.
12. Anonymity is the spiritual foundation of all our traditions, ever reminding us to place principles before personalities.

Adapted with permission from AA