

HOW TO HELP YOUR OA GROUP CARRY THE MESSAGE



A Handy Set of Tools To Reach Out and Help Build Our Fellowship

Tradition 5*

'Each group has but one primary purpose-to carry its message to the compulsive overeater who still suffers'.

It only takes an OA group a few hours of effort each month to reach people who still suffer. Please consider helping the fellowship.

What simple few things can your OA group do to carry the message to those in your community who might need our fellowship?

CONTENTS OF TOOLS

- A. Put up OA posters in your local area
- B. Speak to Health Care Professionals about OA
- C. Post information about OA on local council websites
- D. Post adverts about OA on free websites
- E. Resources and links page
- F. FAQ's

OA 12 & 12, p. 99*.

'...we now have a message of hope to carry to other compulsive overeaters....'

This literature has been locally produced by OA South and East England Intergroup. The content reflects the experience, strength and hope of our local members. It is not OA Conference- or Board-approved and does not represent OA as a whole.



*From 'The Twelve Steps and Twelve Traditions of Overeaters Anonymous', copyright 1995, Overeaters Anonymous Inc. Reprinted by permission of Overeaters Anonymous Inc.

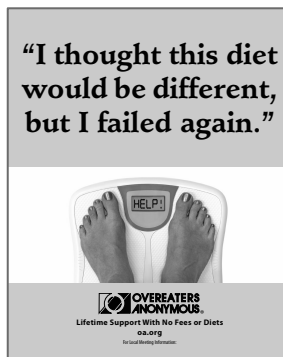
A. PUT UP OA POSTERS IN YOUR LOCAL AREA



Some ideas

1. Print off some of the OA posters which are available online for you to download - see below or resources section at the back of the pack for details.
2. Place small or large posters on noticeboards.
3. Place half-page flyers in public information holders in your local area, such as libraries, places of worship, supermarkets, cafes, rehab centres, doctors' surgeries, gyms or community centres. (Ask a member of staff for permission). Most people welcome our information.
4. Call or go back regularly and check if your poster is still on display or if more flyers are needed - replace if necessary.

Here are some visual examples of posters and flyers that can be found online.



Encourage others in your meeting to do the same so that you can cover a wider area

For more information and posters go to:

<http://www.oasouthandeastengland.org.uk/group-resources/>

Click on Letting Others Know About Your Meeting

Or go to **www.oa.org/documents**

Click on Public Information Posters



B. SPEAK TO HEALTH CARE PROFESSIONALS ABOUT OA



Reaching out to Health Care Professionals

1. Identify opportunities to speak to healthcare professionals and their patients, together or separately about OA.
 - For example, you might **talk to your GP in person** or to the administrator of the surgery to tell your story of recovery and how the program works. Many **GP surgeries and hospitals have patient forums** where **you can give a talk** about OA. Some surgeries or hospitals have **staff lunch and learn meetings** which need speakers.
2. Speak to the forum organiser and request 15 minutes to speak about OA.
 - At a GP surgery, the organiser would usually be the Practice Manager. At a hospital the organizer might be the learning and development manager.
 - Consider asking if they will allow you to record the session and they can post it on their website. (Stay anonymous-see OA Traditions).
3. Before your talk, look over the following websites:
 - www.oa.org/documents/ Click on Media/Professionals
 - <http://www.oasouthandeastengland.org.uk/health-care-professionals-pi/>
 - https://oa.org/files/pdf/intro_to_hc_professionals.pdf
 - <https://oa.org/newcomers/for-the-professional/>
4. Prepare what you will say. Consider including the following key highlights of:
 - The 12 steps as a program of recovery.
 - The physical, mental and spiritual malady that we suffer from.
 - The applicability of the 12-step program to compulsive overeating – see reference 'Professionals Opinions', Overeaters Anonymous (Brown Book), 3rd edition, 2014.
 - Key elements of the 12 traditions and how OA operates.
 - Be ready to share about your recovery and give your experience, strength and hope.
 - Consider taking some photos of you which show your physical recovery, if appropriate.





B. CONTINUED

Reaching out to Health Care Professionals

A guide to...

5. Print some OA posters and get some OA leaflets to take with you (see the Resources Page for more details.)



6. On the day:
 - If you are asked any questions you don't have the answer to, offer to take contact details and get back to them once you have the information.
 - After your talk, hand out flyers and ask if your posters can be displayed in the surgery or hospital.
 - Ask if information about your talk and also OA leaflets can be passed on to members of staff who did not attend the forum.
7. After your talk:
 - Keep in contact with the organiser and offer to visit again.
8. Repeat this process in other suitable locations.

*Consider talking to faith based professionals such as clergy, rabbis and imams.
Go to https://oa.org/files/pdf/intro_to_the_clergy.pdf*



C. POST INFORMATION ABOUT OA ON LOCAL COUNCIL WEBSITES



How to...

Many local councils are happy to display information about support groups like OA on their websites. Also, many have community directories or similar where OA meetings can be publicized.

1. Browse or search your local council website to find sections with information about support groups, about health and wellbeing or about local community groups and services
2. Make a request to add information about OA. This might be by filling in a form, or sending an information.
3. Below is some example wording you can use. You can also post information about local meetings.

Are you obsessed with food, eating, or your weight?
Are these thoughts affecting how you live your life?

Whatever your problem with food, you are welcome in Overeaters Anonymous (OA).

OA offers a programme of recovery from compulsive eating, binge eating, anorexia, over-exercising, bulimia and other eating disorders using the 12 Steps of OA. We have local and worldwide meetings. We support each other as we recover physically, emotionally and spiritually by sharing our experience, strength and hope with each other and working a simple 12 step programme. All members respect one another's anonymity.

OA does not charge any fees, we are self-supporting through members' contributions.

Overeaters Anonymous
Telephone: 07583 533090

Website: www.oasouthandeastengland.org.uk



D. POST ADVERTS ABOUT OA ON FREE WEBSITES

There are many websites which have free classified advertising for local groups.

Note: In line with Tradition Six, OA and OA Southeast England Intergroup do not endorse, finance or lend their name to the organisations that run these websites.

Totally Free Local Ads



streetlife

freeads
your local marketplace

Locanto

facebook



Step by step instructions for posting an advert on Gumtree.

1. Go to www.gumtree.com/uk and **Login**.
2. Enter your email address and select the option “No, I am new to Gumtree” then click Continue.
3. In order for information to display correctly on your advert, enter Overeaters Anonymous Helpline under **First Name** and your Surname under **Last Name** (your last name will not show in the advert).
4. Click **Post an Ad** in the top right of the page.
5. Now you need to select a Category for your advert. Click on **Community**, then **Groups and Associations** and then click **Continue**.
6. Enter the details for your ad.
 - **Post code:** Use the post code of your meeting location.
 - **Ad Title:** Use something general that will get people’s attention, e.g. “**Is food a problem for you? You are not alone...**” rather than OA or Overeaters Anonymous.
 - **Images:** You can add an OA related image here, for example the ‘knife and fork’ poster adapted with our Intergroup details. This is a good option as it also features the OA website address, which Gumtree would usually charge you to include in your advert. See Resources Page for where to find this poster.





D. POST ADVERTS CONTINUED

Entering the details for website ad continued



Add a YouTube video or audio link:

We have created a brief video about OA which you can use. Copy and paste this YouTube link into your search box.

<https://www.youtube.com/watch?v=KBAjstIS1og>

or

Add an audio file link:

<https://oa.org/podcasts/oa-podcast-24-hearing-is-believing-oa-members-speak/>

Description: Following is the main text of the advert. Here, put some information about the OA programme and also about your specific meeting place and time

Add OA website link: We didn't think this was worth a £5.00 charge, so have included our web address in the image and YouTube video.

**Do you spend too much time thinking about food and weight?
Are these thoughts affecting the way you live your life?**

Overeaters Anonymous (OA) offers a program of recovery from compulsive eating, binge eating and other eating disorders using the 12 Steps of OA. We have local and worldwide meetings, and provide a fellowship of experience, strength and hope where members support each other through their recovery. Whatever your problem with food, you are welcome here.

Your local meetings are:
Day and time of meeting:
Address of meeting including post code:

OA does not charge any fees, we are self-supporting through members' contributions. If you think OA could help you, just come along to a meeting to find out more.



D. POST ADVERTS CONTINUED

Entering the details for website ad continued



Add your contact details: If you are happy to be contacted by email, you can tick this box. Your email address will not be shown on the advert. Users will need to click a button to send you a message through the website which will be forwarded to your email address.

Add phone: If you have used OA Helpline as your name when you created an account, it will show this as your contact name here. The OA Helpline number is 07853 533090. You don't have to use this, but it is recommended as individual OA members may come and go, change numbers etc. The idea with the Helpline is that it will stay constant.

7. Click **Post my Ad** in the bottom right hand corner.
8. Your ad is now live on the site! To see how many people are viewing your ad, click **My Gumtree** in the top right hand corner and select **Manage My Ads**. From here you can edit or delete your adverts, and also see an overview of the stats for page views. Click **Stats**, to get more information.

“Views” tells you the number of people who have clicked on the advert summary and viewed the full ad. **“Listing Views”** tells you how many people have seen your advert summary while browsing the site.




Resist the temptation for you and your group members to view the ad too often yourselves, as this will be added to your stats and make them less accurate!

9. It is important **to maintain your advert**. Your ad will be posted for 30 days. At the end of that time, it will expire. You will be offered the chance to repost the ad for a fee, but we have found it easier to simply cut and paste the details from the original advert into a new advert for free.

D. POST ADVERTS CONTINUED



Here is an example of an advert summary:




No Picture	Cineworld. I have had my card for a while and sometimes go with friends but... Greenwich, London	★
	Is food a problem for you? You are not alone... Do you spend too much time thinking about food and weight? Are these thoughts affecting the way you live your life? Overeaters Anonymous (OA) offe... Eltham, London	21 days ago ★
1  1 	Buggy Klub Playgroup New playgroup opened in Eltham for pre school children parents and carers all welcome. It runs every Tuesdays from 10 am to 11am. Come along to meet oth...	27 days ago


An example advert:

[Back](#) | [United Kingdom](#) / [England](#) / [London](#) / [South East London](#) / [Eltham](#) / [Community](#) / [Groups & Associations](#)

Is food a problem for you? You are not alone...

Eltham, London



Is food a problem for you?


- Do you eat when you're not hungry?
- Do you binge, purge or restrict?
- Is your weight affecting your life?

Contact **OVEREATERS ANONYMOUS**

Telephone 07583 533090

www.oasouthandeastengland.org.uk

1 of 1



Contact OA Helpline

Posting for 2+ months

0785353XXX

★ Save

Report

Hurry, ends Thursday

Free LG 32" TV or Samsung GALAXY Tab 4 when you join Sky TV online

Find out more

Click for Legals

Share:

Stay Safe

"Meet face to face, never send payment for items you've not seen"

Posted 21 days ago

Description

Do you spend too much time thinking about food and weight? Are these thoughts affecting the way you live your life?

Overeaters Anonymous (OA) offers a program of recovery from compulsive eating, binge eating and other eating disorders using the 12 Steps of OA. We have local and worldwide meetings, and provide a fellowship of experience, strength and hope where members support each other through their recovery. Whatever your problem with food, you are welcome here.

Your local meetings are:

Mondays and Thursdays, 8.00-9.15pm
Parish Office (building to rear of church)
Holy Trinity Church
Southend Crescent
Eltham, London
SE9 2SU

OA does not charge any fees, we are self supporting through members' contributions.
If you think OA might help you, just come along to a meeting to find out more.

Ad ID: 1134209886

E. RESOURCES AND LINKS



GENERAL INFORMATION

<http://www.oasouthandeastengland.org.uk/wp-content/uploads/2011/01/Public-Information-ideas.pdf>
outreach@oasoutheastengland.org.uk
<https://oa.org/media/>

POSTERS

<http://www.oasouthandeastengland.org.uk/group-resources/>
Click on Group Resources, then click Letting Others Know About Your Meeting

Or go to www.oa.org/documents Click on Public Information Posters
Here you will find many posters that have already been created.

SPEAKING TO HEALTH PROFESSIONALS

Go to www.oa.org/documents/ Click on Media/Professionals
or go to https://oa.org/files/pdf/intro_to_hc_professionals.pdf
Or <http://www.oasouthandeastengland.org.uk/wp-content/uploads/2015/03/Professional-Outreach.pdf>
More information at www.oa.org/pdfs/po_manual_app1.pdf

SPEAKING TO CLERGY

www.oa.org/documents/ Click on Media/Professionals
or go to https://oa.org/files/pdf/intro_to_the_clergy.pdf

FREE WEBSITES TO POST AN OA ADVERT (OA nor SEEIG does not endorse, finance or lend it's name to any outside enterprise).

www.gumtree.com/uk
www.gumtree.com/kent (or add your county)
www.streetlife.com
www.mumsnet.com/
www.freadads.co.uk/london/

VIDEO AND AUDIO

Video: <https://www.youtube.com/watch?v=KBAjstIS1og>
Audio: <https://oa.org/podcasts/oa-podcast-24-hearing-is-believing-oa-members-speak/>

(All information was current at time of printing)

F. FREQUENTLY ASKED QUESTIONS FOR CARRYING THE MESSAGE



Q: If I have an opportunity to do a Public Service Announcement, such as a radio or TV spot, should I take that opportunity?

A: Perhaps. Intergroup has experience in this opportunity. Speak to an experienced Public Information member first or speak to your Region Representative. Remember anonymity. You may only use your first name. See the OA 12 Traditions. There is more information about how to do a Public Service Announcement at : www.oa.org/documents/

Click on Public Information Suggestions

Click on Instructions for Getting OA's PSA Aired

or go to https://oa.org/files/pdf/psa_airing_inst.pdf

Q: Can our OA group participate in a health or trade show?

A: Yes. If your OA group would like to host an exhibit at a professional tradeshow in your area, consider applying for funding assistance through the Professional Exhibits Fund from the World Service Office. Submit this application to the WSO as far in advance of the event as possible.

In addition, a **Professional Tradeshows Manual for Service Bodies**, <https://oa.org/files/pdf/SB-PT-Manual-2-16.pdf> is available for download. It provides over 40 pages of valuable information for service bodies participating in professional tradeshows. Topics include criteria for selecting appropriate tradeshows, budgeting for a tradeshow, organizing volunteers, and closing the tradeshow.

Q: Is there more information I can use for doing outreach or speaking publically to any group?

A: Yes. There is a whole manual on the OA World Service website at www.oa.org/pdfs/po_manual_app1.pdf, or <https://oa.org/documents/> or

<http://www.oasouthandeastengland.org.uk/wp-content/uploads/2011/01/Public-Information-ideas.pdf>

Read as much of this as is necessary to uphold the OA traditions.

Q: Where do I go to get general information on What is OA?.

A: There is a whole manual on the OA World Service website at www.oa.org/pdfs/po_manual_app1.pdf or go to <http://www.oasouthandeastengland.org.uk/wp-content/uploads/2011/01/Public-Information-ideas.pdf> or go to <https://oa.org/newcomers/how-do-i-start/program-basics/>

Q: I would like to provide Public Information but how can I keep the balance between anonymity and revealing who I am?

A: OA Tradition 11 states: Our public relations policy is based on attraction rather than promotion; we need always maintain personal anonymity at the level of press, radio, films, television and other public media of communication.* By keeping strict anonymity at the public level for ourselves and everyone else in OA, we prove our commitment to the humbling principles of Traditions Eleven and Twelve. For the press, radio, TV and films, we never reveal last names or any other identifying facts about any OA member. In notices... Which the general public might see, we omit last names and identifying titles of all members. Television shows and news photographs black out members' faces or use rear views. We are identified by first name and last initials only in newspaper or magazine articles... In personal, private, face-to-face relationships with non-OA members, we may feel free to say we are... members of OA. These people may later refer others needing help to us. Our tradition about public anonymity is not broken when we tell the facts about ourselves privately. + Read more at www.oa.org/pdfs/po_manual_app1.pdf.

*'The Twelve Steps and Twelve Traditions of OA', © Copyright 1996-2012. Reprinted by permission of Overeaters Anonymous., Inc.

+ 'OA Handbook for Members, Groups and Service Bodies', © Copyright 2015. Reprinted by permission of Overeaters Anonymous., Inc.



Get in touch!
We'd love to hear from you!



We welcome your feedback.

If this guide has helped you spread the word in your local area, we would love to hear the story. We may even include it in our OA newsletter.

Any comments, suggestions or ideas you may have on how to spread the word please get in touch. Email **outreachchair@oasouthandeastengland.org.uk**

You are also most welcome to come along to our (PI) Public Information Committee which meets every other month in central London, just Email us to let us know that you are coming.

www.oasouthandeastengland.org.uk
07583 533 090
outreachchair@oasoutheastengland.org.uk

Thank you for your service
OA South and East Intergroup
May 2016