



Strategic Plan for ACA Monterey Bay Intergroup Outreach

Revised 8/8/19

Adult Children of Alcoholics and Dysfunctional Families is a Twelve Step, Twelve Tradition program that was founded on the belief that family dysfunction is a disease that infected us as children and continues to affect us as adults. Our membership includes adults from other dysfunctional upbringings where alcohol or drugs were not present; however, abuse, neglect, mental illness or other behaviors adversely affected our adult patterns of interaction.

Our Primary Purpose

Tradition 5 states that “Each group has but one primary purpose – to carry its message to the adult child who still suffers.” It was with this mission in mind, that an Outreach Committee was established by the Monterey Bay Intergroup (June 2019).

Our Vision

This plan is designed to clarify an organizational vision of Adult Children of Alcoholics in our community as an independent 12 step program that provides:

1. **Awareness** of the existence and mission of ACA for target groups, service agencies and the general public.
2. **Accessibility** to ACA meetings and events for the general public
3. **Literature** to professionals who serve adult children

Primary Objectives and Initial Action Steps

Primary Objective 1: To increase **awareness** of ACA as an independent 12-step program in the Monterey Bay Intergroup (MBIG) service area.

Initial Action Step 1.1: Establish a set of targeted events for 2019 where literature tables are provided to increase public awareness of the ACA program.

Initial Action Step 1.2: Implement public service announcements (PSA's) on local radio stations.

Initial Action Step 1.3: Expand printed media announcements.

Initial Action Step 1.4: Introduce ACA on social media.

Primary Objective 2: To provide increased **access** to ACA meetings and events to the general public in the Monterey Bay Intergroup service area.

Initial Action Step 2.1: Establish a count of the current number of ACA meetings and average attendance within the MBIG service area and establish a target for future growth.

Primary Objective 3: To provide information about ACA to professionals in our service area who serve adult children of alcoholics and dysfunctional families.

Initial Action Step 3.1 : Provide information letters to professionals in our service area who serve adult children of alcoholics and dysfunctional families with trifolds and information about requesting a free basic text (BRB).