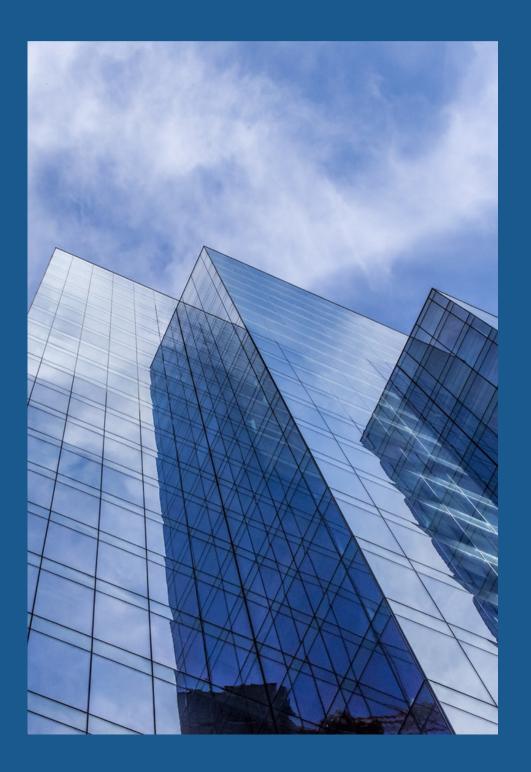
Cooperation with the Public Community



CPC



 Directs communication to organizations that have contact with alcoholics
 through their profession:
 Universities

- Medical
- Law enforcement
- Legal
- Military

Strategy **Communicate that:**

Alcoholism is a disease Alcoholism can be treated AA is successful in helping alcoholics recover



Alcoholism is a Disease

- 140,000 people die from alcohol-related illnesses in the US every year per the CDC.
- Alcoholism is the leading cause of preventable death in the US per the CDC.
- Globally, approximately 237 million men and 46 million women suffer from AUD per WHO.
- 13.5 percent of all deaths for 20-39 year olds is due to **AUD according to Statista**

Alcoholism is Treatable

- According to the NIH most people with AUD benefit from some form of treatment.
- About 1/3 of people treated for alcohol problems have no further symptoms 1 year later - NIH
- Types of treatment include behavioral, medication, and support group modalities - NIH
- Persistence is key. It's rare to go to treatment once and never drink again. Usually is takes repeated tries to quit or cut back - NIH

AA is a Successful Treatment Option for Alcoholism

- AA is the most effective path to abstinence according to analysis conducted by Standford School of Medicine in March 11, 2020 report.
- AA was found to be 60 percent more effective than other interventions - Stanford report.
- AA participation also lowered healthcare costs per the Stanford study - Stanford report.

Methods of Communicating

Presentations
Social Media
E-mail
AA.org Website



