

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 it 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 Stanford 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

