

## Dialogue with the Delegate 2020 Fall Assembly

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### Topic: “How is Al-Anon going to reach new members in the 21<sup>st</sup> century and the millennial generation? (Chosen Agenda Item 1 from the 2020 World Service Conference)

#### Why the CAI is important:

- “The average age of Al-Anon members is 56 – 60 years old. If we continue doing the same things, Al-Anon Family Groups will struggle with difficult times. It is important for Al-Anon to explore new ways to reach out to potential members.”

#### Some Conference members’ responses:

- “We need to collaborate better with A.A. through public outreach efforts at the local, District, and Area levels.”
- “Run PSAs on game apps or other electronic media that young people frequent. Make information available to colleges.”
- “New members are *new*. Constantly repeating that the average age of a member is 56 – 60 seems to be disrespectful and irrelevant. People come into Al-Anon when their lives have been affected and they learn about Al-Anon – the two circumstances *intersect*. If a newcomer who is 55 comes into Al-Anon and is constantly hearing how we want new, young people, why would they stay?”
- “Reaching millennials is a different topic. Do we understand how important *intersectionality* is to younger people?”
- “We need to ask the young people...It would make sense to ask the young people who are in the program what keeps them in and what might bring others who need it into the program.”
- “Having a Mobile App is definitely a great way to make Al-Anon and meetings accessible to younger generations.”
- “Instant availability to online meetings is a must. This generation is not going to wait; they fly through their cell phones and tablets to get the information they are looking for immediately.”
- “Encourage and publicize the formation of more Young Adults in Al-Anon meetings (open to any Al-Anon or Alateen member).”
- “I would like to look at this from a slightly different perspective, and that is *name recognition*. A.A. has name recognition; Al-Anon does not. Maybe looking at this from a meta-view can help us see what we need to add to what we already do to reach both potential members and younger members.”
- “Al-Anon has slowly grown over the years to accept people who are different. This remains a challenge today. I say this as a woman of color in this fellowship. I have been made to feel (on occasion) that people who look like me are not welcome here and it is 2020.”
- Comments from a fellow Delegate who labels herself as “non-white,” yesterday, on Diversity: “I was inspired today when he (a white, middle-aged, well-educated, upper-middle-class heterosexual male) shared his thoughts about the lack of diversity in the rooms and how he wanted to do something but because of the personal characteristics named, he felt he may not be the right person to carry the message to those who are not in the rooms. Those people were the underrepresented people not counted as members in the 2018 Membership survey. I encouraged him to consider serving in a public outreach capacity. More will be revealed.”

## From the 2018 Al-Anon Membership Survey:

Go to the WSO website>Members>WSO>Research & Surveys.

WSO website: [www.al-anon.org](http://www.al-anon.org)

### Some key points from that survey:

**1. Page 1: Methodology** - Data was collected from January 10 to February 27, 2018. 13,395 Al-Anon Family Group members participated.

**2. Page 5: Age of Survey Participants** - The average age of female members is 61, males on average were 2 years older. Females accounted for 85% of all survey participants.

**3. Page 7: Age Comparison** - 58% of survey participants are between the ages of 57 and 72; 56% were between the ages of 25 and 48 when they attended their first Al-Anon meetings.

#### 4. Page 8: Demographic Profile

Females	Males
59% Married	63% Married
65% College Graduate	73% College Graduate
92% White	92% White
25% Have partners who are A.A. members.	21% Have partners who are A.A. members
7% Are also A.A. members	16% Are also A.A. members
10% Have partners who are actively drinking.	6% Have partners who are actively drinking

**5. Page 11: Generational Trends of Alcoholism** - Approximately 7 in 10 members have been affected by alcoholism that spans 2 or more generations.

- 44% their parents and their own generation
- 32% their own generation and their children
- 20% their parents and their children

**6. Page 14: Professional Advocacy of Al-Anon** - 28% of members initially heard about Al-Anon from a professional. 84% began attending Al-Anon meetings because of the professional's referral.

## Discussion Questions

**1. What strategies have you seen or experienced in your meetings that welcomed the people categorized in Question 2? Or alternatively, what strategies have you seen or experienced that turned these categories of people away?**

**2. Do we need differing strategies to attract a). new members (of any demographic); b). millennials; and c). people other than the typical member, i.e. female, white, and over 60?**