



## What's been happening?

We have had our second Public Information (PI) Working Group meeting with the core team – Richard, Bob, Kay, Alexis, Charlotte, Linda, Jon, Denzil and Jackie.

We have prioritised re-initiating the **School Talks program** and setting up a small team to assess the **local ESIG website** now that the new AA website is up and running – watch this space!

We also decided to create a **regular newsletter** to keep you up to date on what's happening in PI – and this is the first one!

**Please let us have feedback on the content and what you would like to see in it. We hope you find it useful!**

In the meantime, we continue to work with several Health & Care agencies and have made great strides into the Criminal Justice area through East Sussex police.

We have a few people who have expressed interest in being part of the PI group, so we will be calling on your services soon!

If you have discovered that you may want to be part of this service, then please contact Dawn at [pi.esussex@aamail.org](mailto:pi.esussex@aamail.org)

## East Sussex Police



We have gained access to all police stations in East Sussex!  
And not through our drinking habits this time!

AA will become part of the police officers daily briefing, hard copy posters will be displayed in all stations and officers will carry AA contact cards.

## To All GSR's

Please don't forget we have lots of posters available for distribution in your local areas e.g.

- **GP Surgeries**
- **Pharmacies**
- **Churches**
- **Foodbanks**
- **Rehabs**

Contact Dawn on 07738 699624





# ESIG PI News ... at a glance



## Healthcare NICE Work!



### Alcoholics Anonymous/12-Step Facilitation (AA/TSF) NICE Recommendation and Cochrane Evidence Review

“Evidence demonstrates that AA confers long-term benefit by simultaneously boosting relapse prevention coping skills, enhancing and maintaining recovery motivation, reducing craving and impulsivity, and increasing spirituality, which can help people to reframe and better cope with stress. Since AA is widely available and accessible for free in most communities, this new evidence indicates AA may be the closest thing public health has to a ‘free lunch’.”

**John F. Kelly, Professor of Psychiatry, Harvard Medical School, Cochrane Evidence Soundbite**  
News Post:

<https://www.alcoholics-anonymous.org.uk/2024/09/17/nice-recommendation-boosts-alcoholics-anonymous-recognition/>

Web Article:

<https://www.alcoholics-anonymous.org.uk/professionals/health/nice-work/>

**The recognition of the benefits of AA by the Health Service has increased the number of enquiries we are now receiving in East Sussex Intergroup.**

**Health and care organisations we are already working with are: East Sussex Rehabilitation Pathway/NHS, Age UK, Seaview, Rehabs and Foodbanks.**

**If you have some spare time to help, then please give Dawn a call on 07738 699624 or message on WhatsApp**

### What is PI?

It is the public relations work of AA and aims to:

- promote goodwill and,
- provide a network of services for all professional organisations and the media.

Being of service means helping other alcoholics get and stay sober, either directly or indirectly.

**Service is a core principle of AA, and a vital part of recovery.**

### PRISON POSTAL SERVICE



Would you like to help support a prisoner, but haven't got the time for prison visits?

#### How about becoming an AA prison postal sponsor?

Alcoholics Anonymous has been continuously present in UK prisons for more than 50 years and many people, both within the walls and on the outside, have found that AA has made a difference to their lives.

The Prison Postal Service enables inmates to correspond with prison sponsors - via our service address – so that we may share our strength, hope and experience.

For further details contact Steve:

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