

# Spreading the Message: Looking for the Compulsive Eater who still suffers

## CEA-HOW Public Information Workshop

*Presented by the CEA-HOW 2011-2012 Public Information Committee  
World Service Organization (WSO)  
July 2012*



# Welcome to everyone!

- The mandatory Workshop reading

# **Spreading the Message: Looking for the Compulsive Eater who still suffers**

The purpose of this Workshop:

1. To define what it means to provide the Public with information about CEA-HOW.
2. To give our Fellowship a vision of the practical ways we can bring our message of Recovery to the Public (and ultimately the Compulsive Eater who still suffers).

# Introductions

- Who am I?
  - ◆ A compulsive eater 😊
  - ◆ I'm also a member of this year's CEA-HOW World Service Organization (WSO) "Public Information Committee"
- One of our projects this year was to create a "Public Information Guidelines" document, to help educate our fellowship
  - ◆ What does that mean?? 😊
  - ◆ How the Guidelines were developed:
    - ▶ The vision: produce a document that summarized our approach to PI
    - ▶ Use the PI work that AA had already done as a guide
    - ▶ Interviews conducted with long time Abstinent CEA-HOW members
    - ▶ The CEA-HOW "Public Information Guidelines" Document was created
- This Workshop summarizes the Public Information Guidelines that this year's PI Committee produced

# Who is this Workshop really for?

- Someone who is not even here today.
  - ◆ The Compulsive Eater who still suffers...



...and who hasn't yet heard about CEA-HOW.

# What is the goal of this Workshop?

- To inform and educate you, the Fellowship of CEA-HOW, about the need to make the public aware of our program of Recovery
  - ◆ What does this really mean?
  - ◆ What are the ways we can reach the Compulsive Eater who still suffers?
  - ◆ How might you/we accomplish this?
- Ultimately, YOU decide if and how you want to reach the public with information about CEAHOW
  - ◆ “Our leaders are but trusted servants; they do not govern.”
- But ideally, this Workshop will give you a Vision for how you can carry the message of recovery to the Compulsive Eater who still suffers

# What about 'Attraction vs. Promotion?'

- This is often the first issue that comes up when we talk about communicating with the Public about CEA-HOW
- So let's open it up to you in this Workshop...
  - ◆ What do you think about the concept of 'Attraction vs. Promotion'?
  - ◆ How should that guide us when we think about telling the public about CEA-HOW?

Let's get a few people to share their thoughts; 2-3 minutes each

- Please sign the release form first
- Then speak in to the microphone

# What do our Traditions tell us?

- Tradition Eleven
  - ◆ “Our public relations policy is based on attraction rather than promotion; we need always maintain personal anonymity at the level of press, radio, and films and other public media of communication.”
- Long Form of Tradition Eleven (page 192 of the Twelve and Twelve)
  - ◆ “Our relations with the general public should be characterized by personal anonymity. We think A.A. ought to avoid sensational advertising. Our names and pictures as A.A. members ought not be broadcast, filmed, or publicly printed. Our public relations should be guided by the principle of attraction rather than promotion. There is never need to praise ourselves. We feel it better to let our friends recommend us.”

implies that we promote the program publically, but that as we do so, we maintain *personal* anonymity

It is our duty to carry *the message*, not our personalities, to the Public



## And Tradition Five states...

This is  
foundational to  
our program!

**EACH GROUP HAS  
BUT ONE PRIMARY  
PURPOSE –  
TO CARRY IT'S  
MESSAGE TO  
THE COMPULSIVE  
EATER WHO STILL  
SUFFERS.**

## Other quotes from Conference-approved Literature

- Regarding Tradition Eleven on Page 181 of the Twelve and Twelve:
  - “Obviously, A.A. had to be publicized somehow...”
- Tradition Twelve: “Anonymity is the spiritual foundation of all our traditions, ever reminding us to place principles before personalities.”
  - ◆ Page 186 of the Twelve and Twelve: “But it became apparent that the word-of-mouth method was too limited. Our work, as such, needed to be publicized. The A.A. groups would have to reach quickly as many despairing alcoholics as they could.”

## Other quotes from Conference-approved Literature

- Alcoholics Anonymous Comes of Age, Page 144
  - ◆ “We could therefore no longer be a seldom heard of secret society. Word-of-mouth communication with the few alcoholics we could contact by our then-current methods would be not only be slow but dangerous; dangerous because the recovery message in which we now had such high confidence might soon be garbled and twisted beyond recognition. Clearly our budding society and its message would have to be publicized.”

## Other quotes from Conference-approved Literature

- As Bill Sees It, Page 255
  - ◆ “Nothing matters more to A.A.’s future welfare than the manner in which we use the colossus of modern communication. Used unselfishly and well, it can produce results surpassing our present imagination.

Should we handle this great instrument badly, we shall be shattered by the ego manifestations of our own people. Against this peril, A.A. members’ anonymity before the general public is our shield and our buckler.”

*Taken from the Grapevine, November 1960*

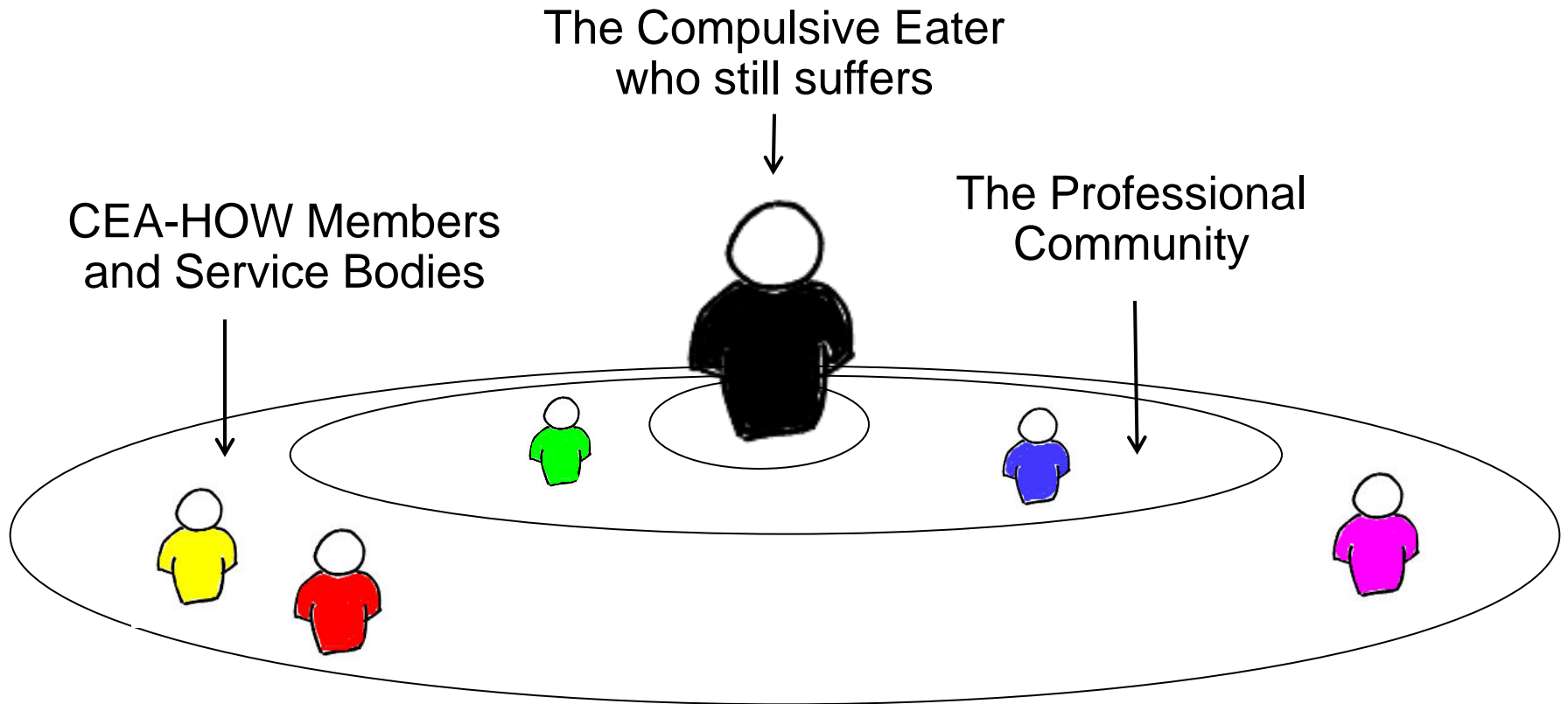
# So what is the message?



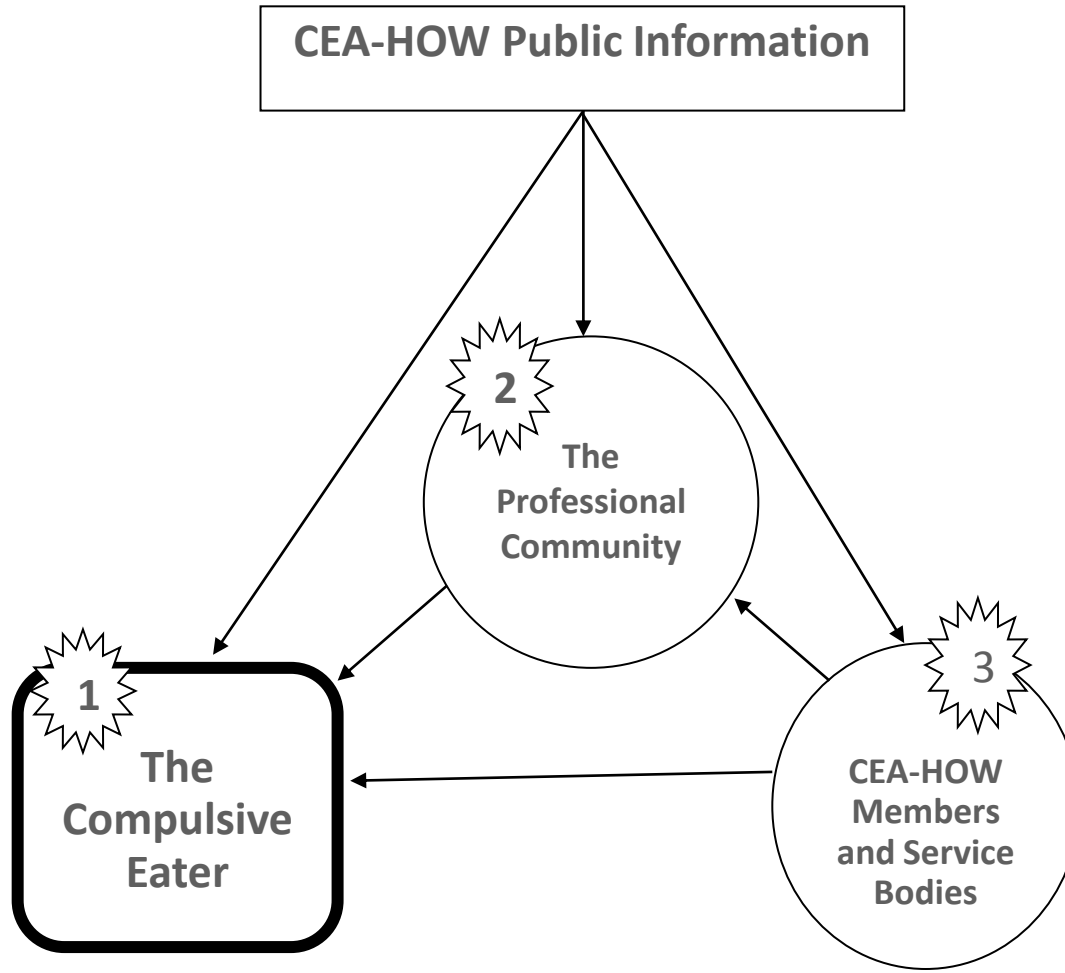
- **That there is recovery possible from Compulsive Eating!**
- But we also realize:
  - ◆ Our competence to speak about compulsive eating is limited to CEA-HOW and its recovery program.
  - ◆ We are not the only solution being offered to the compulsive eater.
  - ◆ We've found our program to be effective, and so we want to make the Public aware of it.

# Who are we trying to reach with that message?

*There are three main groups*



# Let's consider the needs of each of the three groups



# The Compulsive Eater

Definition of this group	Men, women and young people from all walks of life, ages, nationalities and religions who suffer from compulsive eating
What is their need?	<ul style="list-style-type: none"><li>• To know that there is Recovery from compulsive eating (<i>"Does it work?"</i>)</li><li>• Information about CEA-HOW in general: who we are, our history, how our program works (7 Tools. 12 Steps. 12 Traditions. "No Fees. No Dues. Just results," etc.)</li><li>• What we offer (Acceptance, Understanding, Communication, Relief and Power)</li><li>• Where and when the meetings are.</li><li>• Info on how to acquire Program Literature.</li></ul>
What are they ultimately looking for?	Relief from compulsive eating
How can we help?	Provide the info they need through the CEA-HOW website, or contacting or WSO or a local CEA-HOW office, or CEA-HOW members



# The Professional Community

Definition of this group	Doctors, Therapists, Clergymen, Counselors, Student Health Departments, who seek to help the Compulsive Eater
What is their need?	<ul style="list-style-type: none"><li>• An overview of CEA-HOW (our history, how the program works, what is required of Members, etc.)</li><li>• Information on our success rate (“<i>Does it work?</i>”)</li><li>• Where and when our meetings are</li><li>• Possibly a recording of a sample meeting or workshop to give them a feel for what happens in meetings</li><li>• Info on any upcoming events</li><li>• Contact names and numbers in case they have questions</li></ul>
What are they ultimately looking for?	A viable, successful solution that can help the people they seek to help: the Compulsive Eater.
How can we help?	<ul style="list-style-type: none"><li>• Maintain a place where the Professional Community can go to find out more about CEA-HOW (i.e., our CEA-HOW website).</li><li>• Have Members and Service Bodies proactively reach out to this Professional Community, to make them aware of our program.</li></ul>

# CEA-HOW Members and Service Bodies

Definition of this group	Members of the CEA-HOW fellowship who have found Recovery through working the CEA-HOW Concept
What is their need?	<ul style="list-style-type: none"><li>• <b><i>Note: This group already knows the program works!</i></b></li><li>• Information and documents they can use to reach out to the Compulsive Eater (handouts, brochures, flyers, etc.)</li><li>• Information they can give to the Professional Community to help <i>them</i> reach the Compulsive Eater.</li><li>• Any tools that will help educate them on <u>how</u> to reach out to the compulsive eater (e.g., workshops that explain how to conduct public outreach, etc.)</li></ul>
What are they ultimately looking for?	Training and tools to help them carry the message of Recovery to both the Compulsive Eater, and the Professional Community who is trying to help the Compulsive Eater.
How can we help?	<ul style="list-style-type: none"><li>• Give the Members and Service Bodies a vision of how they can carry the message</li><li>• Give them tools to carry the message</li></ul>

# What about the Media?

- CEA-HOW (and AA) have enjoyed excellent relationships with print, radio and television journalists.
- But there are certain guidelines we follow:
  - ◆ Anonymity is a basic tenet of our fellowship
    - ▶ It gives us the freedom to talk about our shared disease since we know our anonymity will be respected.
    - ▶ Anonymity also acts as a restraint upon our Members (we have no spokesman or leader of our Fellowship).
  - ◆ Therefore, if we are identified in the media, we ask that you use first names only, and do not use photographs or electronic images in which an individual's face may be recognized.
- NOTE: 'Public media of communication' includes many social networking sites such as YouTube, Facebook, Twitter, etc.

# Reminding the Media about our Anonymity...

## Sample Anonymity Letter for the Media



World Service Office  
CEA-HOW Inc.  
3371 Glendale Blvd, Suite 104  
Los Angeles, CA 90029  
Phone: 323 660-4333, Fax: 323 660-4334  
e-mail: [info@ceahow.org](mailto:info@ceahow.org)

## Compulsive Eaters Anonymous-HOW

### MEDIA LETTER

#### *A NOTE OF THANKS – AND A REQUEST FOR CONTINUED COOPERATION*

From time to time we write our public media friends to thank them for helping us observe our long-standing tradition of anonymity for members of Compulsive Eaters Anonymous-HOW.

First, let us express our deep gratitude to you. From the beginning, our members have recognized that word-of-mouth is not sufficient by itself to carry the program's message of hope and recovery to the many people still suffering from compulsive eating. The public media has been a vital part of this effort, and today we estimate that there are thousands of compulsive eaters around the world successfully recovering as a result of finding CEA-HOW.

Second, we respectfully request that you continue to cooperate with us in maintaining the anonymity of CEA-HOW members. The principle of anonymity is a basic tenet of our fellowship. Those who are reluctant to seek our help may overcome their fear if they are confident that their anonymity will be respected. In addition, and perhaps less understood, our tradition of anonymity acts as a restraint on CEA-HOW members, reminding us that we are a program of principles, not personalities, and that no individual CEA-HOW member may presume to act as a spokesman or leader of our fellowship.

If any CEA-HOW member is identified in the media, we ask that you please use first names only (e.g., Judy L. or Tom S.) and that you not use photographs or electronic images in which members' faces may be recognized.

Again, we thank you for your continued cooperation. Those who wish to know more about our fellowship are welcome to visit our website, [www.ceahow.org](http://www.ceahow.org). Our fellowship does not comment on matters of public controversy, but we are happy to provide information about CEA-HOW to anyone who seeks it.

Sincerely,

Public Information Committee  
of Compulsive Eaters Anonymous

# So what are the ways we can reach the Public with the CEA-HOW message of Recovery?

- There are many, many ways! 😊
- The following slides provide just some examples of:
  - ◆ Things that other Members *have* done, plus...
  - ◆ Things that we *could* do
- Just a reminder...
  - ◆ We're sharing this info with you so that you (or your CEA-HOW Service Body, i.e., a Meeting or Intergroup or Area) might consider if and how you can carry the message of Recovery to the Public (and especially Compulsive Eaters) in your own communities

# How to read the next few slides

*Each of the following “Ways” are presented in a Table format...*

The intended audience:	Method of Communication:	The goal:	Perspective:
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Who are we trying to reach?



What's the way we're trying to reach them?



What are we ultimately trying to accomplish?



Are we doing this Reactively, or Proactively?

# Way #1

The intended audience:	Method of Communication:	The goal:	Perspective:
Everyone: the Compulsive Eater, the Professional Community, CEA-HOW Members and Service Bodies, and the general public	The CEA-HOW Website ( <a href="http://www.ceahow.org">www.ceahow.org</a> )	Provide a central source of information for anyone who's looking to find out information about CEA-HOW.	Reactive

## Way #2

The intended audience:	Method of Communication:	The goal:	Perspective:
The Compulsive Eater	<p>Personal Relationships.</p> <ul style="list-style-type: none"><li>• Word of mouth is obviously one way to share the message of Recovery with another Compulsive Eater. Some Members have made business cards with the CEA-HOW website and local office phone number on it, to give to anyone who is interested.</li></ul>	Point people where to go to get information on CEA-HOW	Both Reactive and Proactive



## Way #3

The intended audience:	Method of Communication:	The goal:	Perspective:
The Compulsive Eater	Posting information on a bulletin board in Public places (e.g., a Library, Grocery Store, Local Hospital, Laundromat, Community Center, Student Union Building, etc.)	Provide information about CEA-HOW in a place where people go to get announcements about current local events	Proactive

# Sample documents to post on the Bulletin Board

## Sample "Dear Neighbor" Letter

Your Name  
Your Intergroup Public Information Committee  
Mailing Address  
Phone number - Email address

Date:

Dear Neighbor: (Dear Friend is another option)

There's a lot of talk about obesity these days. It's in the news, on the talk shows, and advertisements for lap bands are everywhere we look. Diet plans have new programs and there are new low fat products on the market every time we go to the grocery store. There are suggestions about getting more exercise, eating moderately, and ideas about to eat in a healthier way. There's a lot of good information out there.

But if you are like many of us in Compulsive Eaters Anonymous HOW, you've heard it all before. You've tried diets, weight loss programs, pills, and even surgery. You know what you should do but can't seem to do it for more than a short period of time (a month, a week, a day, 10 minutes...) It's a constant battle that you just can't win. We may be able to help.

CEA-HOW is a fellowship of individuals who have been where you are. We understand your struggle with food weight. We tried everything else, too. We are not affiliated with any other weight loss program; there are no fees for members. Our program is patterned after the 12 Steps and 12 Traditions of Alcoholics Anonymous. We apply those principles to our addiction to food.

We welcome the opportunity to provide you with information about our program of recovery. We have enclosed following in the enclosed packet:

Food Addict  
New of the 12 Step Program  
CEA-HOW Concept and What It Means

For more information about our fellowship, phone bridge meetings and how to obtain a local meeting, visit our website at [www.ceahow.org](http://www.ceahow.org). If you would like to speak to somebody, please feel free to contact the phone number listed above.

We look forward to hearing from you and joining you on your path to recovery.

John Doe  
Your Intergroup Public Information Committee  
COMPULSIVE EATERS ANONYMOUS - HOW (Honesty, Open Mindedness, Willingness)

## Sample 13 Questions Handout

### Are you a Compulsive Eater?

1. Do you get hungry when things don't go your way?
2. Do you get hungry when there doesn't seem to be anything to do?
3. After you have been frightened or scared about something that has happened, do you find yourself hungry?
4. When you feel "all alone" do you sometimes use food to get over the feeling?
5. After an argument with someone, do you find yourself wanting to eat?
6. Have you ever found yourself eating two breakfasts, lunches, or dinners because you felt the first one was inadequate?
7. Do you find yourself planning the next meal before you have finished eating?
8. When you sit down to a meal, do you find you eat more than you want to?
9. Do you ever have a sense of being out of control during a meal?
10. Do you ever have a sense of being out of control during a meal?
11. Do you ever have a sense of being out of control during a meal?
12. Have you ever sought outside help to deal with your eating?
13. Have you ever sought outside help to deal with your eating?
14. Have you ever sought outside help to deal with your eating?
15. Have you ever sought outside help to deal with your eating?
16. Have you ever sought outside help to deal with your eating?
17. Have you ever sought outside help to deal with your eating?
18. Have you ever sought outside help to deal with your eating?
19. Have you ever sought outside help to deal with your eating?
20. Have you ever sought outside help to deal with your eating?

If you answered yes to any of these questions, you may have a problem with compulsive eating. You are not alone. There is recovery. We welcome you to attend a meeting of CEA-HOW.

For more information call (xxx) xxx-xxxx or visit our website at [www.ceahow.org](http://www.ceahow.org)

## Sample 3x5 Card

### ARE YOU A COMPULSIVE EATER?

- Do you eat when you're not hungry?
- Do you hide your eating from others?
- Do you overeat and then starve yourself, purge, take laxatives or exercise for hours?
- Do you promise yourself you won't overeat and then do it anyway?
- Is your weight affecting the way you live your life?

If you answered yes to any of these questions, you may have a problem with compulsive eating. You are not alone. There is recovery. We welcome you to attend a meeting of Compulsive Eaters Anonymous-HOW (Honesty, Open Mindedness, Willingness). For more information: (xxx) xxx-xxxx or visit [www.ceahow.org](http://www.ceahow.org)

- Don't forget to provide a local CEA-HOW office phone number in case anyone has questions


## Way #4

The intended audience:	Method of Communication:	The goal:	Perspective:
The Compulsive Eater	Local Phonebooks: Be sure that CEA-HOW is listed in your local yellow pages under appropriate headings (e.g., “Eating Disorders Information and Treatment”, or “Recovery Center”, etc.)	Make sure we can be found where people look for information on our disease	Proactive

## Way #5

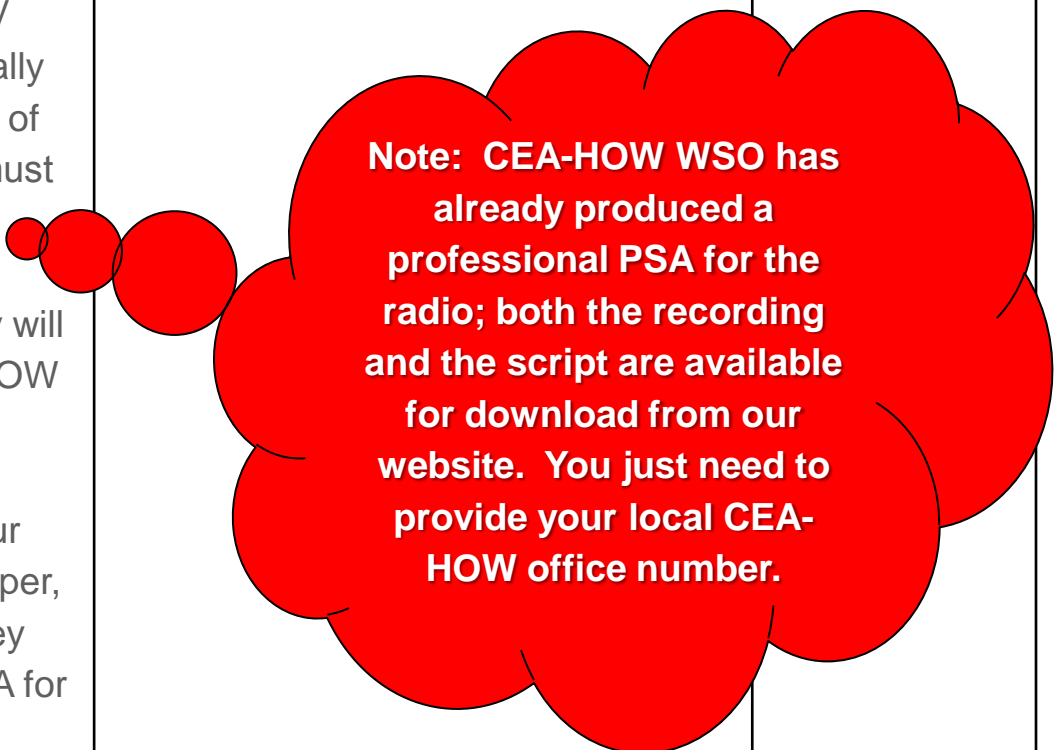
The intended audience:	Method of Communication:	The goal:	Perspective:
The Compulsive Eater	<p>YouTube: Create a video that communicates the message of Recovery through working the CEA-HOW concept, also providing our website and local CEA-HOW office number.</p> <p><i>NOTE: In accordance with our Tradition of Anonymity, please do not use photographs or images in which any members' faces may be recognized, and use first names only (e.g., Judy L., or Tom S.).</i></p>	Make sure CEA-HOW can be found when people are just surfing the internet	Proactive

## Way #6

The intended audience:	Method of Communication:	The goal:	Perspective:
The Compulsive Eater	<p>Internet Search Sites.</p> <ul style="list-style-type: none"><li>▪ Make sure that internet search engines are finding CEA-HOW when someone enters likely keywords (e.g., “Compulsive Eater”, “Eating Disorder”, etc.)</li><li>• Make sure that any info sites (e.g., Wikipedia, etc.) reference CEA-HOW as a link for topics like “Compulsive Eating”, “Eating Disorder”, etc.</li></ul>	<p>Make sure CEA-HOW can be found when people are specifically looking for relief from our disease</p> 	Proactive

## Way #7

The intended audience:	Method of Communication:	The goal:	Perspective:
The Compulsive Eater	<p>Public Service Announcements (PSAs)</p> <ul style="list-style-type: none"><li>• Radio and TV Stations usually have a quota of PSA's they must provide</li><li>▪ Ask a local station if they will run a CEA-HOW PSA for free.</li><li>▪ You can also approach your local newspaper, and see if they will run a PSA for free.</li></ul>	Get the message about CEA-HOW out to the general Public	Proactive



**Note: CEA-HOW WSO has already produced a professional PSA for the radio; both the recording and the script are available for download from our website. You just need to provide your local CEA-HOW office number.**

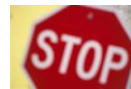
## Way #8

The intended audience:	Method of Communication:	The goal:	Perspective:
The Compulsive Eater	<p>Buy Advertising</p> <ul style="list-style-type: none"><li>▪ Newspapers</li><li>▪ Radio Commercial</li><li>▪ TV Commercial</li><li>▪ Billboards</li><li>▪ Bus stop Advertising Spaces</li><li>▪ Car Wash Advertising Spaces</li><li>▪ Gas Station Advertising Spaces</li><li>▪ Etc.</li></ul>	Get the message about CEA-HOW out to the general public	Proactive

## Examples of how Billboards have been used...

*One Member let us know that she came into 12 Step Recovery as a result of a Billboard that provided a message of hope of recovery from compulsive eating. A simple billboard, with a local phone number, and that was enough to bring her into the rooms.*

*Another Member shared how (in a different instance), their Intergroup bought Billboard space with a message similar to the one below. They ran the Billboard in November and December (around the holidays), and their “meeting rooms were full through the following March.”*



**Compulsively Eating**

**(XXX-XXX-XXXX)** *the local phone #*



## Way #9

The intended audience:	Method of Communication:	The goal:	Perspective:
The Compulsive Eater	Using modern media capabilities <ul style="list-style-type: none"><li>▪ Create a Podcast that explains what CEA-HOW is all about, and make it available online.</li><li>▪ Create handouts that contain a barcode which people could then scan and listen to that Podcast</li></ul>	Get the message about CEA-HOW out to the general public	Proactive

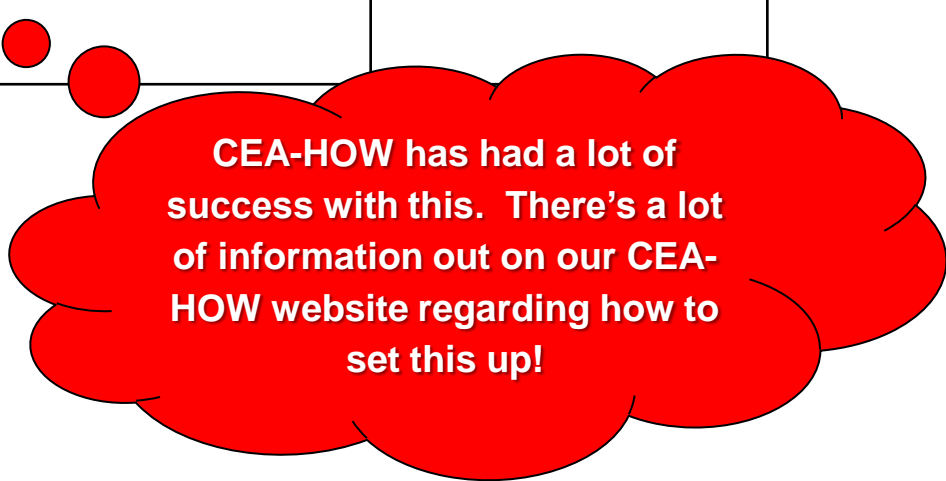
## Way #10

The intended audience:	Method of Communication:	The goal:	Perspective:
The Compulsive Eater, and the Professional Community	Conduct a “Public Information Meeting”	Get the public to come to a special CEA-HOW meeting, to see what it’s all about.	Proactive

- ✔ Invite lots of people who might want to learn more about CEA-HOW
- ✔ Have it in a nice location, and dress nicely ☺
- ✔ Have 1 or 2 Speakers with long term Abstinence
- ✔ Have lots of support people there to answer questions
- ✔ Have brochures or handouts that explain our program (e.g., Meeting Locations and Times, CEA-HOW Pamphlets, etc.)

# Way #11

The intended audience:	Method of Communication:	The goal:	Perspective:
The Compulsive Eater, and the Professional Community	A Local Health Fair - Health Fairs are put on by a number of organizations: it could be a local hospital or medical group, a local employer, Universities, etc.	As people are browsing by the Booths, make them aware we are here	Proactive



**CEA-HOW has had a lot of success with this. There's a lot of information out on our CEA-HOW website regarding how to set this up!**

## Way #12

The intended audience:	Method of Communication:	The goal:	Perspective:
The Compulsive Eater, and the Professional Community	A Booth at the County/State Fair	This is similar to the CEA-HOW booth set up for a Health Fair (mentioned above)	Proactive

*One Member shared how they had 20,000 visitors a day at their State Fair. The cost to set up a Booth was \$150, plus they had to man it. It was a wonderful way to “rev up the old timers” in program. They set up shifts with a long time Member as well as a newer member, passing out CEA-HOW pamphlets and answering questions.*

## Way #13

The intended audience:	Method of Communication:	The goal:	Perspective:
The Professional Community	<p>Outreach to the Health Care Community</p> <ul style="list-style-type: none"><li>- You can approach your own medical doctor and/or health care professional, and ask if they would allow you to provide CEA-HOW pamphlets in their waiting room</li><li>- You could also send a letter to various local health care providers (telling them who we are, our meeting list, invite them to come to a meeting, etc.)</li></ul>	Make sure your local Professional Community knows about us	Proactive

- *One Member mentioned how her Doctor had been very impressed with how she was managing her weight.*
- *When the Doctor asked how she did it, the Member told her about CEA-HOW, and asked if she could provide some CEA-HOW brochures in the waiting room.*
- *The Member ultimately approached her Dentist and her Endocrinologist to do the same thing.*
- *As a result, their local meeting had 6-10 newcomers a week.*

## What are other Ways you can think of?

Let's get a few people to share their thoughts; 2-3 minutes each

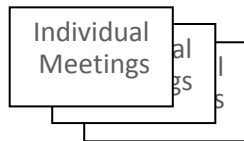
- Please sign the release form first
- Then speak in to the microphone

# What's the best way to accomplish all of this?

- There's no one 'best' way; any and all efforts are good!
- But generally, we've found this to effective...



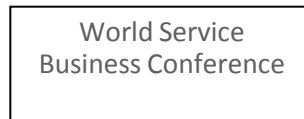
*There are individual CEA-HOW Members that may, on their own, decide to try to carry the message of recovery to the Public.*



*Individual CEA-HOW meetings may also have one or several people responsible for Public Information.*

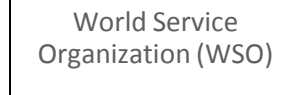


*More commonly, there is a committee of 5-6 people responsible for Public Information at the Intergroup or Area level.*



*At the annual CEA-HOW Business Conference, there are 5-13 Delegates assigned to the Public Information Committee that work throughout the year on developing coordinated public information efforts.*

*WSO maintains the CEA-HOW Website, a central source of information for the Compulsive Eater looking for a solution, for the Professional Community, and for our own Fellowship.*



# How all these groups can work together

- Local Public Information Committees can build an understanding within the Fellowship of the Twelve Traditions and the part that Public Information plays.
- Special meetings can be held to explain the difference between spreading the message through attraction and “promotion.”
- Tradition Eleven workshops can be held to help the Fellowship gain interest and insight.
- An individual meeting, or Intergroup or Area could create a Public Information newsletter that includes a list of upcoming Health Fairs, projects, or other information on how the word is being spread. For example, if members have been asked to share their experience, strength and hope on the radio or other media, this information could be included in the newsletter.
- Individual members can visit local groups to give brief talks about Public Information service.
- Public Information workshops can be conducted at Assemblies, Conventions, Conferences and other CEA-HOW get-togethers 😊 **Just like this one!**



## In summary...

- We hope this has helped you better understand what it means to provide the Public with information about CEA-HOW.
- Again, these are just guidelines, based on our Traditions, and our own collective experience.
- We encourage all of you to look for ways to share our message of hope and recovery with the Public, ultimately to help the Compulsive Eater who still suffers.
- If you have any questions, or want help to conduct your own Public Information outreach, please send an email to [gso@ceahow.org](mailto:gso@ceahow.org), and asked to be put in touch with this year's CEA-HOW Public Information Committee.
- Thank you for joining us at today's PI Workshop!

## In Closing...

- The mandatory Workshop reading
- The Serenity Prayer