

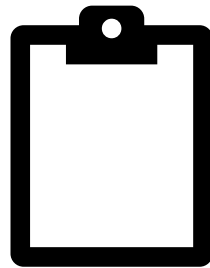
Spreading the OA Message

Highlights from the 2025 PIPO Survey



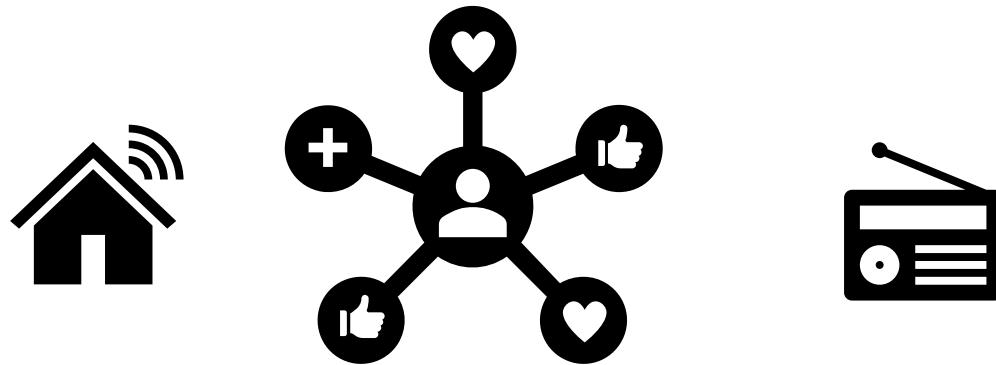
Survey Process

- from SOAR8 PIPO Committee
 - using SOAR8 emailing list
 - survey sent in April 2025
- PIPO Committee chair tabulated June 2025



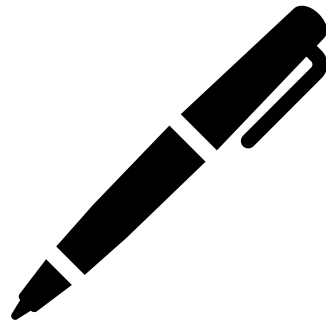
Ad Campaigns

- TV, radio, and social media campaigns
- Audio and visual ads available at oa.org
- Radio stations interviews with OA members



Promotional Materials

- Hand out ink pens and business cards with OA/Intergroup info
- Include links/QR codes to meetings & websites
 - *'Sprinkle'* them around town



Outreach to Professionals

- Send letters to medical professionals, schools, and faith leaders
- Share OA publications with your own doctors
- Explain the program in-person where possible



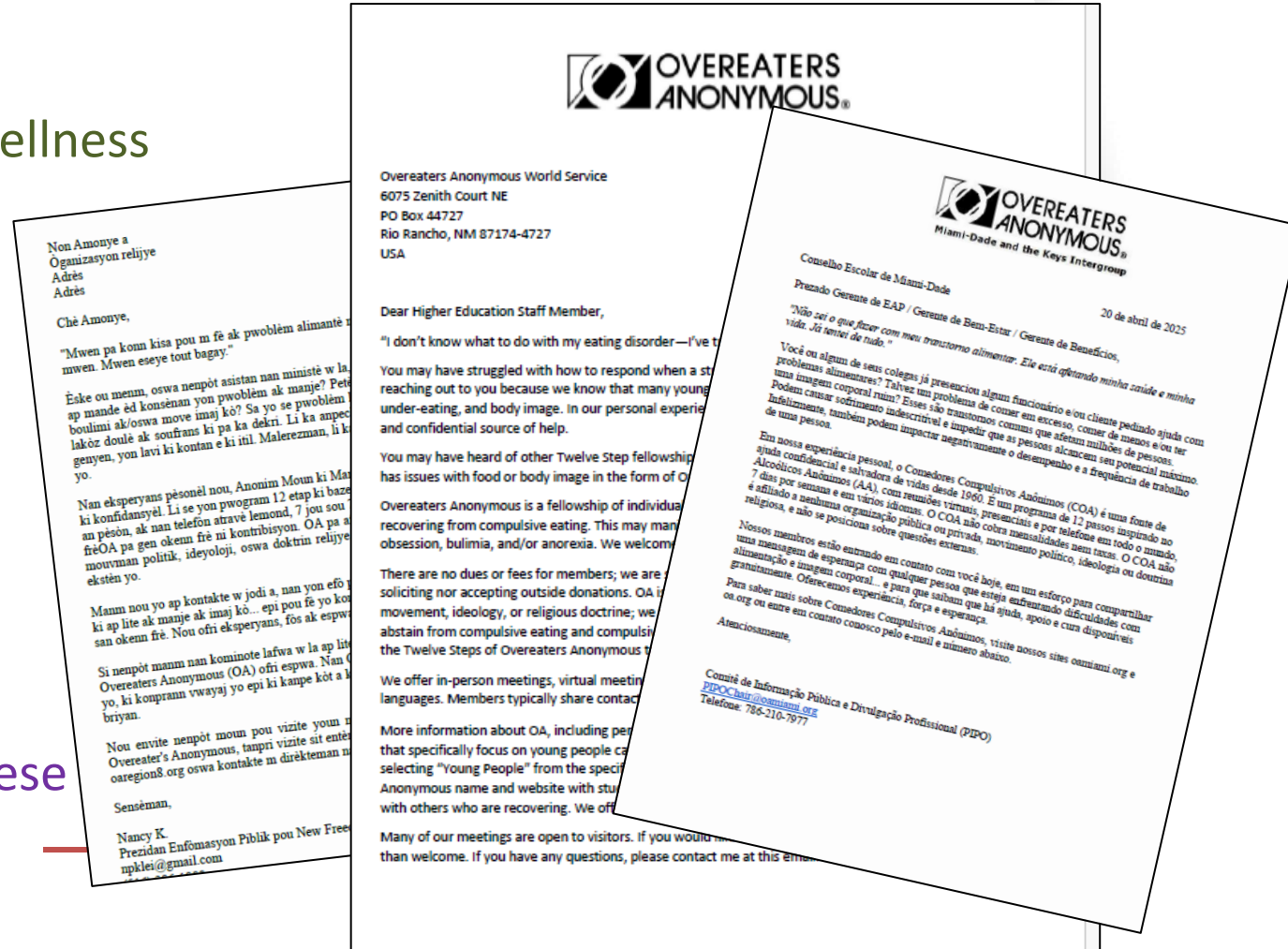
Outreach Letters

Audiences

- EAP*/Benefits/Wellness
- Faith Leaders
- Higher Education

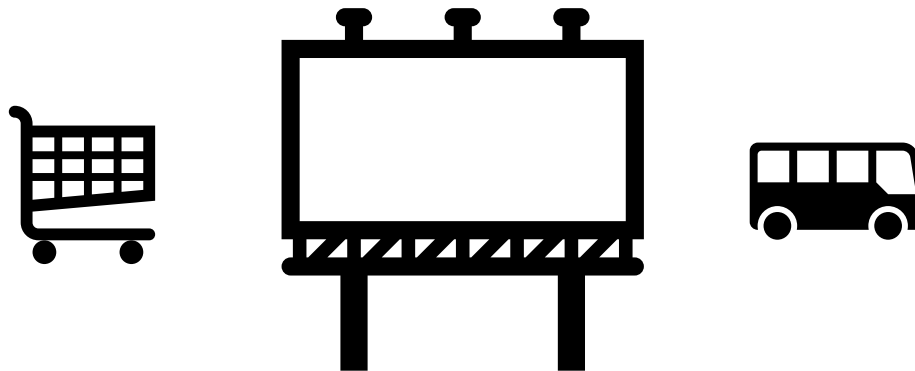
Languages

- English
- Spanish
- Haitian Creole
- Brazilian Portuguese



Public Ads

- Sponsored bus wraps
 - Billboards
- Cart-vertising



Public Information Campaign

Use streaming devices to directly 'target':

Weight loss

Food obsession

Dieting

Weight loss shots

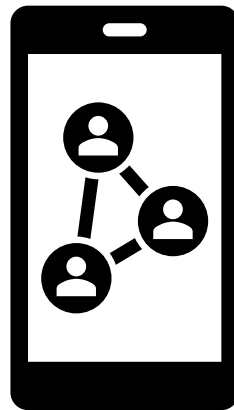
Diet pills

'Tracking' data measures campaign effectiveness



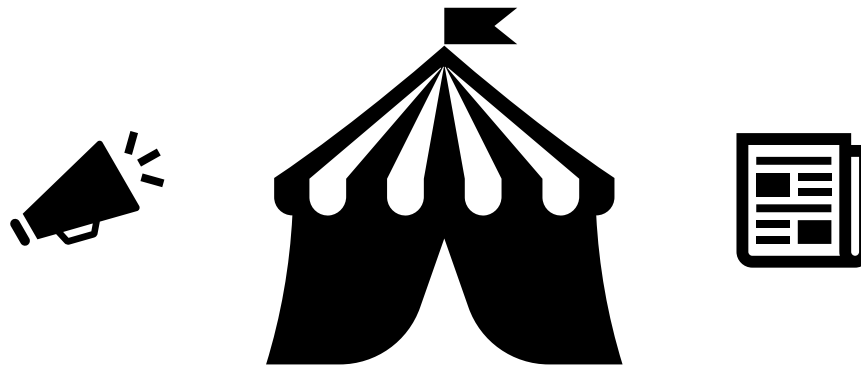
Online Tools

- Use EventBrite to list meetings
 - Share on the Patch app
 - Provide direct Zoom links



Community Presence

- Participate in health fairs and expos
- Provide pamphlets/flyers at 12-step clubhouses



OA Document Library

Assisting Medical and Health Care Students and Professionals	ONLINE	
<u>Assisting Staff Responsible for Student Well-Being at Higher Education Institutions</u>	ONLINE	
Coming In Young	ONLINE	
Focus on Reaching Out	PDF	
Forewords and Appendices from the Overeaters Anonymous, Third Edition Book	ONLINE	
Guidelines for Health Fair Participation	ONLINE	
Guidelines for Professional Outreach Committees	ONLINE	
Guidelines for Public Information Events	ONLINE	
OA Press Kit	PDF	
One-on-One Professional Outreach: Demonstration Video and Talking Points	ONLINE	
Professional Community Courier	PDF	

- check for translation options



SOAR8 PIPO Resources



- <https://oaregion8.org/committees/pipo>



Questions and Comments

- pipochair@oaregion8.org



THANK YOU



Hop on the PIPO bus!

