

**Raising awareness
of the
Twelve Traditions**

THIRTY NINTH GENERAL SERVICE CONFERENCE 2004

COMMITTEE No.5 – INTERNAL

CHAIRMAN JOHN D SOUTH EAST REGION

SECRETARY BARBARA G CONTINENTAL EUROPEAN REGION

The Chairman opened the meeting with a moment's silence and the preamble.

1. The Twelve Traditions are the spiritual foundation of our Fellowship. How can we best encourage groups to reflect the Tradition of attraction rather than promotion?

For clarity, in relation to attraction rather than promotion, the individual is anonymous but AA is not. The long form of Tradition 11 states: "Our relations with the general public should be characterised by personal anonymity. We think AA ought to avoid sensational advertising. Our names and pictures as AA members ought not to 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."

Groups are responsible for the awareness of personal anonymity, and the need to "publicise its [AA's] principle and its works." (Twelve Steps and Twelve Traditions)

In order to reflect the tradition of attraction, groups become attractive by showing love and a strong service ethic. The committee suggests reference to Guidelines 1, 16 and 17 and implementation of the recommendation of Conference 2000, Committee 1, Question 1.

This committee recommends that the Board organise and implement before Conference 2005 an Awareness Campaign on the 12 Traditions. This would involve all existing internal communications, and should include suggestions to aid groups in implementing their own campaigns.

This was the committee's unanimous decision.

General Service Board Workshop

9/10 July 2004

Suggested ways of raising the awareness of the Traditions

1. Creating a Steering Group to focus the campaign.
2. Raise the awareness of relevant parts of the existing literature.
(List attached)
3. Encouraging Groups, Intergroups and Regions to discuss Traditions topics at groups and workshops. Suggested themes/topics. (Attached)
4. Regional Forums.
5. How could we deliver?
 - Direct to the groups via GSR's, to, Intergroup and Regional Chairpersons or Secretaries.
 - Publication of findings and outcomes of workshops and discussions.
 - AA News – 12 Traditions Check List and 12 Concepts Check List. Traditions Long form. Highlight existing literature relevant to raising the Traditions awareness.
 - Share and Roundabout – Already running Traditions. Perhaps trustees could help by writing their experiences of the Traditions.

Attached are some suggested topics and ideas for workshops.

We would like to suggest that, we could begin the awareness campaign by discussing some of the Traditions at our sharing meeting before the GSB meeting.