

**FA Eastern Area Intergroup  
Public Information Committee Minutes  
March 10, 2024**

**Remotely:** Click [here](#) for the direct link on [Zoom.com](#)

Zoom Access – Use [www.zoom.com](#) or the Zoom App on your smartphone and enter Meeting Number 845 8695 6527 and password 2020. For phone only, call 646-558-8656.  
[eaipi@foodaddicts.org](mailto:eaipi@foodaddicts.org)

**7:30 - 8:45 AM**

Serenity prayer

( Kathryn W. Is the chair of this committee. She is not on this early meeting as she is meeting with all the EAI committee chairs.

**Early Call 7:30 - 8:00 AM**

**Moderator:** Joy W (Sharon H) **Note Taker:** Angela L

**Attendees:**

Sabine, NC,  
Anna, MD,  
Ruth, MA  
Joy, GA,  
Lisa, MD  
Aieda, MI,  
Mary Lou,  
Angela L OH,  
Keyonna, OH, Pattie,  
Barbara H. Ontario  
Ericka, MD  
Peter, ME

**Discussion:**

7:30am Sabine - VPIS coming, they did some dry runs

7:35am - Anna - new chair of the Health fair EAI PI support for the Eastern region. Give us your entry form 2 months in advance.

7:37 - Barbara - here to see what PI is about. My group doesn't have a PI person yet.

7:38 - Mary Lou - NYC - Two meetings - monday's Brooklyn meeting and Sunday's meeting at 11am in CA, I'm PI rep. On JAN 12, we had in person health fair in the teacher's union. They had a conference for medical professionals in department of education. CLINICIAL is what it was called. They knew nothing about 12 step programs and fa. We gave 2 flyers and trifolds. Since they like to do service. I said - would you mind putting them in the teacher's lounge or cafeteria. More than 20 gave name and email. I'll be sending them Sabine's VPIS. This week we will have another for school counselors. In May we have two other sessions - May 18th there will be 1,800 people attending members conference of education.

Joy - monthly challenge - seeking health fairs

7:43 - Aeida, MI - PI rep for a zoom, an in person, and a local service group - this Thursday we'll be meeting. Can FA do an animated ad, like AA? I'm trying to get more members in the local members group. We found a health fair, but they wanted more money than what we had.

7:46 Ericka, MD I've recently become PI rep for a couple meetings. I'm here to listen and learn.

7:47 - Ruth, MA - PI rep for in person meeting in Arlington MA. Also here to get info and I've also made phone calls to see if I can find a health fair.

7:48 Keyonna, OH - PI rep for in person that just started 6 months ago. We were trying to attach to another in person meeting to try to go in with google ad. Our meeting is trying to meet the rent of where we meet. So, we're going back to the basics - getting our trifold out. Focussing on smaller grassroot things. I live in Akron, the meeting is in Shaker Heights near Cleveland.

7:50 - lisa L - PI for zoom and in person. I participated in a health fair - I was trying to bring it to both meetings. I'm focused more on health fairs.

Joy - Naples FL meeting had a health fair. We used the VPIS packet which was helpful. It was in person. They passed out a good number of trifolds. They've done it every year for three years. This year, I was on the tech team.

7:52 - Anna - I want to highlight that EAI PI is suggesting to only participate in IN PERSON health fairs. To participate in a Health fair we recommend that 2 people stand in for 2 hours at a time. You need a good group of volunteers. Our tradition guides us as a program of attraction - just let the suffering food addict know that we are here.

7:55 - I helped Sabine with streamlining - I'm also inviting people to the VPIS meetings on our virtual meetings.

7:57 - Sabine - Angela was instrumental in helping with streamlining and

7:59 - where can I find the VPIS session information - Anna - calendar of events and the FA newsletter in the emails.

### **INFORMATION SESSIONS**

- **February 20 –**
- **February 24 –**

### **Upcoming Health Fairs:**

- Estero Park - March 2, 2024

### **Upcoming Information Sessions Feb & March**

- Washington DC March 22nd Virtual 6:30 pm EST
- New Hampshire, Portsmouth, PI virtual March 25t

**Body Meeting: 8:00 - 8:45 AM**

**Moderator:** Kathryn W **Note taker:** Angela L

**Roll Call:** Name & Location just joining the call

**Attendees joining the call:**

Wanda, GA

Jennifer, OH

Molly O, PA

Susan K, FL

Pattie, PA

Joah J, Alberta Canada

Peter, ME

**Discussion:**

8:04 - some people may have old flyers that aren't on the FA website anymore. If you want something there - send it to the WSI committee. [PI@foodaddicts.org](mailto:PI@foodaddicts.org)

8:05 health fairs require 2 coordinators - one from FA meeting and one from EAI PI committee. A lot of members are moving away from protocol. We want to guard our protocol.

8:06 - two members have done health cares to talk about it - moved to next month.

If you need help editing trifold, we'll help you. We give you an hour for VPIS training. Take the workshop rather than figuring it out yourself. We offer to review steps to organize a health fair. 4 folders: Preplanning stage. Planning stage. During event. After event.

8:08 Joy - you can order trifold, minimum of 1k. Kathryn can help you edit the trifold and update it. How many you want and who you want them sent to. Send a PDF copy of your trifold to me. The bill will be sent to EAI. We are also working on labels for the racks that people put out.

8:10 We've decided to have the meetings individually order the racks if they want them, and send the bill to [eaipi@foodaddicts.org](mailto:eaipi@foodaddicts.org) FA would like the logo and qr code on the back of the rack.

Joy - I've purchased some and put the racks in nail or hair salons, just ask the owner if it's okay. You can put them in libraries or churches.

Kathryn - Any places that allow you to put flyers in. On the FA website, if you look at racks and trifold, look for the category, "sponsoring racks"

Joy - don't forget your doctors.

Lisa - the DC area has an abundance of racks through the local service group.

814 - another recent was the VPIS format. We merged the format so that there's only one format for VPIS. We have a process for downloading notes - email me.

<https://www.foodaddicts.org/sponsor-a-rack> (Thanks Molly)

On the EAI PI website - go to menu, EAI, public information, on the first page, ¾ down the page, "public information resources, health fairs, organized in stages, review those folders...

This committee needs support. "Members, be of service, volunteer opportunities"

Peter - Q - there's a big college 20 min from me. I gave the info to an in person meeting. How do we increase our credibility in the view of a big place like a university?

Speaking is usually done in specific classes of health education.

8:21 I'd like to open it up to Joan to speak about traditions

Cheryl W, MI Today we'll talk about promotion and attraction. Attraction - things that give information about FA - sharing personal experience, give the FA website. [www.foodaddicts.org](http://www.foodaddicts.org) On the other hand promotion is something that gets people to look at ME instead of FA. Don't present FA as a diet.

Joan - No face, no name on screens because it's not about me. One person cannot represent FA. We need to publicize and let people know we're here. It is okay to advertise. Am I using it to let them know about FA or am I promoting myself? The World Service PI has noticed the AA ads, and that kind of thing can be done properly. It's okay to pay for an ad in little local newspapers, because it's like announcing a meeting and it gets people to look it up and find out what it is.

8:27 - Peter - Studying the 12 traditions, it's always based on promoting FA vs Attracting people. They had originally built different floors of physical hospital. What's the difference between why AA does more about showing what's going on - they have several films and speakers. Is it promoting yourself vs promoting FA?

Cheryl - don't promote yourself because if I leave and gain 100 lb people will say it doesn't work. It's okay to tell people about FA. It's important not to present it as a weight loss program, because we're a recovery program.

You can email [MEDIAWATCH@foodaddicts.org](mailto:MEDIAWATCH@foodaddicts.org) an ad to them and have them approve or disapprove.

Joan - there were some live people in the video before, and that doesn't guard anonymity. It adds another level of complication to have social media these days. AA is helping us recognize how to attract people in an advertising-type way without promotion.

Sabine - the video was made in Charlotte - can we do shorts ? it would be a great place to research getting some more exposure.

Kathryn - take your idea to [mediawatch@foodaddicts.org](mailto:mediawatch@foodaddicts.org)

Cheryl - don't act as an individual - run thru the PI committee.

Anna - What is the difference between Marketing and Notification? I was always encouraged to look at my intentions. So many times, I have the intention to stir someone up to join FA - that is not our goal. If someone asks me - what did you do to lose and keep 100 pounds off ?

Marketing is trying to use subliminal ways to make someone to do things they may or may not want to do.

We have specific guidance for health fairs. Taking the specific guidance - having a rack. There may not be a concise answer, in my head... keeping with the traditions.

Peter - I'm gonna look into What was the original problem that led to this tradition? With [mediawatch@foodaddicts.org](mailto:mediawatch@foodaddicts.org) About every other day I run into articles that I send to media watch? Who gets those emails?

Kathryn - I'll discuss that with you.

Cheryl - Put information in place where people might be looking for an answer. Not subways, but doctor offices, hair salons, etc. Always ask for permission.

There is a TRC response - FA bumper stickers? Before after photos? Tshirts? Trinkets at health fairs? They are ALL UNACCEPTED as attraction, but promotion. So don't do it.

K - Thank you Ch and J! Run your ideas by EAI PI committee or we'll take it thru the traditions committee - [traditions@foodaddicts.org](mailto:traditions@foodaddicts.org)

There's an EAI Body meeting that starts at 9am.

***Next EAI PI Meeting April 14***

***Next EAI PI Meetings in 2024: Apr 14, May 5, June 9, July 14, Aug Recess, Sept 8, Oct 6, Nov 3, Dec 8***

***JOIN the EAI Body Meeting at 9:00 am***

**Link:** <https://us02web.zoom.us/j/847548759>

**Meeting ID:** 847 548 759 **Passcode** 2020

**Join the EAI Body Meeting at 9:00 am:**

For **Audio only** 646 558 8656

8:48am Close with the **Serenity Prayer**

**God, grant me the serenity to accept the things I cannot change, courage to change the things I can, and wisdom to know the difference.**

Notes respectfully submitted by Angela L