



Representing PAL at a Table/Booth

Outreach is important in spreading the word about your meeting and PAL within your community. Finding events in your community where a PAL table can be set up is an easy way to let others know about PAL (and your meeting). Here are some suggestions of what events to look for in your area.

- County Health Department
- Local drug and alcohol coalitions
- Local treatment centers/SUD therapy groups
- Recovery community outreach centers
- County Mental Health of America
- Organizational runs/walks
- Local task force
- National Nights Out
 - Every year, local police departments in most towns/cities across the nation put on this event usually in August.
- Farmers Market

If you find an event that is a good fit, the following will help you with the process.

As soon as you find an event	<ol style="list-style-type: none"> 1. Reach out to your regional coordinator letting them know that you plan to participate in an event where you will be representing PAL. <ol style="list-style-type: none"> a. If a fee is involved, your regional coordinator (in conjunction with PAL staff) can help to determine if PAL can reimburse you for the cost of the booth/table.
Three weeks before event (if not sooner)	<ol style="list-style-type: none"> 1. Inventory your supplies and determine what you need to order. <ul style="list-style-type: none"> • Brochures (English and Spanish) • PAL Information Cards • PAL Bookmarks • PAL Pens (25 per event) • PAL Highlighters (25 per event) • PAL Tablecloth* • Acrylic Brochure Holders * 2. Order your supplies <ol style="list-style-type: none"> a. Except for brochures and info. cards, send your supply order to help@palgroup.org <ol style="list-style-type: none"> i. In the body of the email, indicate what supplies you need, the quantity needed of each supply and where to mail the supplies. <i>Note: no more than 25 pens and 25 highlighters can be ordered for one event.</i> b. Click HERE (brochures.palgroup.org) to order English Brochures, Spanish Brochures and/or info. cards. <p><i>*If a PAL tablecloth and/or acrylic brochure holder are available for use, it is imperative that you mail them back to the PAL Office within two weeks of your event.</i></p>

1 day before	<ol style="list-style-type: none"> 1. Familiarize yourself with PAL talking points (see page 3) 2. Gather your supplies <ul style="list-style-type: none"> • In addition to the PAL supplies you'll need, determine if you will need to bring your own table and chairs. Will you need a pop-up canopy? 3. Prepare your event kit <ul style="list-style-type: none"> • Use a small plastic pencil box or pouch to bring items such as: rubber bands, paper clips, scissors, masking tape, permanent marker, sticky notes, etc. 4. Buy Candy to have at your table (optional). Candy attracts visitors to your table 😊 Using a plastic bowl to put the candy into is a nice touch but not necessary.
Day of event	<ol style="list-style-type: none"> 1. Arrive early to give yourself enough time to set up your table (30 minutes to 1 hour). Most events will give you an arrival time. 2. Set up your table <ul style="list-style-type: none"> • If you have them, set out books (<i>Smoke and Mirrors</i>, <i>The Four Seasons of Recovery</i>). You may want to add a printed address label to the bottom front cover that reads: "Property of PAL - Do Not Remove" • Put brochures into the acrylic brochure holders and place a holder on an end of the table. • Place any remaining items that you have on the table (flyers, PAL articles or blogs, PAL Preamble, etc.). 3. Greet attendees and answer questions. <ul style="list-style-type: none"> • Stand in front of the table to better engage with attendees • Pass out brochures and/or flyers • Use the "PAL Talking Points" to address questions attendees may have 4. Take pictures <ul style="list-style-type: none"> • Take pictures of yourself at the event • Take pictures of the PAL table • Take pictures of the event itself • Take pictures of you talking to someone interested in PAL 5. Pack up your materials (don't leave behind any trash)
After the event	<ol style="list-style-type: none"> 1. If borrowed, mail back your tablecloth and/or acrylic brochure holder to the PAL Office (11225 N. 28th Dr., Ste. B109, Phoenix, AZ 85029) within two weeks of your event. 2. Fill out the PAL Event Form (https://bit.ly/PALEvent) and include any pictures you took during the event.
Words of wisdom	<ol style="list-style-type: none"> 1. Don't pass out materials to children. If they want something, redirect them to a piece of candy or another table. 2. If asked about a rehab/recovery program, politely let them know that we don't endorse any places. Suggest they reach out to their local recovery centers or SAMHSA. 3. Remember the importance of confidentiality

Thank you, again, for representing PAL...it's because of you that we can spread hope to hurting families!



Parents of Addicted Loved Ones Talking Points

- **Parents of Addicted Loved Ones (PAL)** provides hope through education and support to parents of adults dealing with substance use disorder. It is a support group of parents helping parents, using a structured curriculum created by professionals in the treatment and recovery industry.
- **Weekly group meetings:** The PAL program is built on weekly meetings held at no cost to participants, led by trained peer volunteer facilitators who have all experienced the addiction of a loved one. Unlike other organizations, PAL doesn't have separate chapters; instead, it relies on volunteer facilitators to organize and lead meetings in various locations. It's important to note that these meetings are not independent entities; they are all part of the larger PAL organization.
- **What makes PAL different?** What sets PAL apart from other organizations that work with families of loved ones with substance use disorder is our unique two-part meeting structure:
 1. **Educational component** – Rather than leaving the family to educate themselves outside of meetings, every meeting has an educational component which address the effects of substance use disorder on families and teaches families about healthy responses to their loved one's behavior. The curriculum is written by professionals in the addiction and recovery industry.
 2. **Peer-to-peer support** – Rather than leaving a family to seek suggestions before or after meetings, PAL encourages crosstalk and shared suggestions during the meeting. Our experience has shown this approach and group support greatly improves the likelihood of family members being willing to change their behavior and, therefore, improve their lives.
- **PAL uses EVIDENCED-BASED practices with proven results**, as determined in a series of independent studies by researchers from Northern Arizona University (NAU). Their most recent findings, published in January 2023 concluded that:
 - PAL participants were less likely to engage in enabling and co-dependency behaviors.
 - PAL participants felt more hopeful about their future.
 - PAL participants' well-being improved, and they felt happier.
 - When parents participated in PAL, their addicted loved one was less likely to be using drugs and/or drinking alcohol.
 - Attending PAL meetings changes unproductive behavior in families broken through a loved one who is dealing with SUD.
 - A loved one dealing with SUD was more likely to seek out recovery because of their family member(s) attending PAL support meetings.
- **PAL is a faith-based nonprofit organization**, but ALL parents and family members, regardless of their faith or any other details, are welcome at our meetings.
- **Research indicates families have the greatest influence on their loved ones' lives**, and PAL works to empower families to make healthy decisions. When the family gets healthy, it often leads to the loved one seeking treatment for their substance use disorder.
- **As of March 2024**, PAL has 193 weekly in-person meetings in 38 states and 6 national online meetings. PAL will continue expanding internationally with virtual meetings in Canada.
- **PAL website:** www.palgroup.org – For more information, a current list of meetings and other resources.
- **Other Resources:** <https://palgroup.org/news/>
 - Resources include: PAL White Paper, PAL Testimonials, PAL Fact Sheet
 - If you need other resources, reach out to the PAL Office

WHEN/IF YOU TALK WITH THE MEDIA:

- 1) The best thing you can do is to **be authentic and share your personal story**. The only thing we request is that, as a representative of PAL, **push as hard as you can, up front, that:**
 - **They share our website with the story:** www.palgroup.org
 - **They will allow you to talk specifically about PAL.** They may want to focus on your family's story, which is important, but also talk about the hope and change PAL inspires, so that others will reach out for the help PAL has to offer.
- 2) It helps to go into an interview with key points in mind that you want to be sure to make. For example:
 - **PAL gave me a specific plan** on how to set healthy boundaries to help not only me, but my loved one.
 - **PAL helped both me and my spouse** find a way to face this challenge as a united front.
 - **This is how you connect with PAL** – website and local meeting info and contact info.

If the story is solely about PAL for a major publication/station, we recommend that you **suggest the reporter talk first to Kim Humphrey to get background on the organization; and then talk to you about your personal experience as a local participant.** That way you can focus on the facts you know the best – your own story.

Please call if you want more information or want to talk it through. You can also give the media our direct contact info.

Kim Humphrey, PAL Executive Director (office) 602-512-1454 (cell) 623-297-2503 director@palgroup.org
PAL Marketing and Communications (office) 602-512-1454 marketing@palgroup.org

OTHER USEFUL FACTS:

OVERVIEW:

- Substance use disorder (SUD) affects the entire family. **The cost of substance abuse in the U.S. runs more than \$440 billion annually**, the result of health care, lost work, treatment, etc. not only for the loved one dealing with SUD but the family members. (*CDC AND NIDA reports, 2022*)
- The CDC reports **109,527 overdose deaths** for the 12-month period ending November 2023; a 3% decrease from the previous year, but a 44% increase over the past seven years.
- We currently have nearly **500 active volunteers**; our organization exists to help organize and provide support for these hundreds of volunteers who are helping other hurting families.
- **PAL needs financial assistance for its ever-expanding operations.** Needs are for general operating expenses; and new meetings can be started for the nominal cost of \$250 to provide a start-up kit that includes a facilitator guide, signage, media kit, website information, flyers, and information cards.

BACKGROUND:

- PAL was founded in 2006 by Mike Speakman, a licensed substance abuse counselor working at a local treatment center in Phoenix, Arizona.
- In 2015, Speakman and PAL parents formed PAL as a non-profit and began to build an infrastructure to allow PAL to expand beyond its handful of meetings in the Phoenix area.
- In 2018, PAL obtained its own 501(c)(3) status and hired an Executive Director and administrative staff, with an office in the Phoenix area.

WHAT PAL IS NOT:

- **PAL does NOT tell people what they “should” do.** Parents can ask for suggestions, and others can share their experiences, but every family is different and should make their own decisions.
- **PAL is NOT a “tough love” approach** – PAL helps families form healthy boundaries and treat the addicted with love as an adult. It helps having others who have been down the road to support us in those decisions.
- **PAL does NOT** recommend specific treatment centers or methods of treatment – **our goal is to help family members get healthier**, and hopefully that will lead to their loved ones getting healthier.