

## **“Carry the Message via NHI’s Lifeline Subscription” project:**

New Hampshire Intergroup is sponsoring a project to “carry the message of recovery through the Twelve Steps of OA” and to reach out to compulsive overeaters who still suffer. We aim to do this by providing information via Lifeline magazine subscriptions, which we hope to place in the waiting rooms of up to 20 medical or other professional support offices.

Think about it... how often do you pick up a publication and look through it when you visit your doctor or other medical/support professionals such as your primary care doctor, specialists, physical therapist, chiropractor, or therapist/counselor? Why couldn’t one of those publications be a Lifeline magazine? **Imagine how many people we could reach through this simple project.**

The initial project, is to donate annual subscriptions to **Lifeline**, OA’s monthly magazine, to 20 medical and support professional offices in the NHI area, along with OA support literature. The project will be funded through NHI - we just need to know which medical and/or other professionals we should send subscriptions to. *That’s where you come in.*

**How will we determine the “20 offices to receive the free subscriptions?”** : We will be collecting business cards that OA members (YOU!) ask for at an appointment or office visit.

### **Here’s what the NHI rep or OA member requesting the business card should do:**

- During your visit, ask the doctor/professional you are visiting, if they would be interested in receiving a free one year subscription to Lifeline, OA’s magazine, for their office waiting room. Suggestions:
  - o Bring a copy of Lifeline magazine, so they can see it. If you don’t have one, most meetings have a supply of back issues of Lifeline you may be able to borrow.
  - o If the professional you’re visiting isn’t familiar with OA, you may need to provide some information. For this reason you may also want to bring a copy of the pamphlet “Introducing OA to Health Care Professionals” to help explain it.
- If he/she agrees, ask for the name of a contact person in the office, who is most likely to be in charge of the waiting room magazine subscriptions the office currently gets.
- Obtain a business card for the professional whose office you are visiting, and write the contact person’s name on the back of the business card. **Make sure to speak to the contact person so they are aware of the subscription.**
- The business cards should be returned to your NHI Rep who will then bring them to the June NHI meeting. If you are unable to get a business card you collected to your rep, you can send it to: Lifeline Project, 65 Fordway Ext., Unit 1111, Derry, NH 03038, or email [yelir9@aol.com](mailto:yelir9@aol.com) (be sure to include the name and address of the medical professional, phone number, and name of contact person)

### **Upon receiving the business cards, the Public Information/Public Outreach committee will then:**

- contact each of the 20 offices to verify addresses, and double check that they are interested in receiving a free subscription to Lifeline, and will also find out if they are interested in other OA brochures. (This is why it is mandatory that we have the name of the appropriate contact person. . .more likely an office manager than the professional on the business card ☺)
- send the list of offices to receive subscriptions, with names and addresses, along with a check from NHI for each subscription, to WSO.
- Send a follow up letter to each of the recipient offices with an offer of more literature, and website addresses.

This project is funded for 20 subscriptions. If we get more than 20 business cards, we’ll draw 20 randomly.

**Thank you for your help with this project!**