

# Cooperation With the Professional Community Handbook



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*This handbook is presented in a preliminary format for the benefit of SAA members.*

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# Introduction and Purpose of this Handbook

“Our prayer is that every sex addict who seeks recovery will have the opportunity to find it.” (*Sex Addicts Anonymous*, page 98)

Cooperation with the Professional Community (CPC) occurs when Sex Addicts Anonymous (SAA) members, groups, or service committees interact with professionals and future professionals (students) to educate them about SAA, how our program works, and to provide recovery resources they can pass on to their clients.

Since the very inception of SAA, professionals have been supportive of our program and have referred many suffering sex addicts to our fellowship where they can receive the unique assistance and support we provide. SAA is thankful for and values these connections.

The purpose of this handbook is to provide information and resources that SAA members and groups can use as they seek to cooperate with the professional community.

## Public Information and Cooperation with the Professional Community

In order to understand Cooperation with the Professional Community (CPC), it may be helpful to contrast it with Public Information (PI) as they are closely related. They are both functions focused on carrying the message of recovery. The goal of PI is to educate the general public about SAA, what we offer, and how to get in touch with us so that they can then refer their loved ones or friends who are struggling with sex addiction to SAA. Of course, when we conduct PI, we also reach suffering sex addicts directly.

When we conduct CPC activities, our focus is on professionals who, in the course of their work, come into contact with sex addicts. These professionals are in a unique position to refer sex addicts to SAA. The methods we employ to conduct PI and CPC may be similar, such as placing print notices in publications or giving an informational presentation about SAA. The differentiator is the intended audience. When the intended audience is the general public, then the activity is PI. When it is the professional community, the activity is CPC.

Further, with PI, we seek the good will of members of the media and seek to enlist their support to tell our story. With CPC, we seek the cooperation of professionals to help us carry the message of recovery.

## Purpose of CPC

The purpose of CPC is to inform professionals and future professionals (students/trainees) about what SAA is, what we can and cannot do, and to establish better ongoing communication and ways to cooperate (not affiliate) with them.

When we use the word “professionals” we mean those who, in their professional activities, come into contact with sex addicts. Examples include therapists, counselors, religious leaders, social workers, professors, teachers, doctors, nurses, law enforcement officials, etc. By reaching out to these professionals, we are opening channels to help sex addicts find SAA. We are not a substitute for the services provided by these professionals. We are cooperating with them in that we share a common

goal: helping sex addicts find help, hope, and sexual sobriety. By working in cooperation with the professional community, we are able to get our message out to many more sex addicts than we could reach on our own. This will provide them the same opportunity to recover which we ourselves have been so graciously given.

## SAA and CPC – History

For much of the first four decades of SAA's existence CPC was not well known or understood by our fellowship. There were sporadic efforts to implement a CPC function but these efforts were not long term or sustained. In late 2015, a new emphasis was placed on CPC and supported by creating the new position of ISO Program Manager of Public Information and Cooperation with the Professional Community. At that time there were almost no resources to help SAA groups conduct CPC activities. Since 2015, an array of tools, templates, and support services have been developed. The availability of these resources has resulted in a significant increase in the number of SAA intergroups/groups conducting CPC. These resources will be discussed below.

## The Twelve Traditions and CPC

CPC is rooted in Step Twelve and the Twelve Traditions of SAA

Step Twelve states that working the Twelve Steps results in a spiritual awakening. We put our awakening into practice by helping other suffering sex addicts. Twelfth Step work, carrying the message of recovery, is the primary service our fellowship offers.

Rather than ending at Step Twelve, our recovery journey continues, taking on new dimensions as we seek to help others. The way of life found in the Twelve Steps continues to grow as we learn to apply the Twelve Traditions in service to other suffering sex addicts. Step Twelve is, in a sense, a springboard to the Traditions.

### The Twelve Traditions apply to more than just group business

Many of us have brushed the traditions off as not relevant to our lives. But, in reality, the Twelve Traditions are an integral and essential part of a full and healthy recovery program.

At every level of our service structure, we are guided by the Twelve Traditions of SAA, as adapted from the Twelve Traditions of Alcoholics Anonymous. Just as the steps teach us the spiritual principles necessary for healthy individual recovery, the Traditions embody the spiritual principles necessary for the healthy functioning of our groups. Adhering to these principles safeguards our fellowship, thus protecting the recovery of each individual member. We have found that they also help us to act with integrity in our personal relationships and as responsible members of society. (*Sex Addicts Anonymous*, page 76)

In combination, the spiritual principles embodied in the Twelve Steps and the Twelve Traditions form the foundation upon which our service is built. While all of the traditions are important, some are more directly applicable to our CPC work.

### Primary purpose – Tradition Five

According to Tradition Five, "each group has but one primary purpose – to carry its message to the sex addict who still suffers." (*Sex Addicts Anonymous*, page 59) So central is this purpose to our program that "Every activity of our groups, and indeed of the fellowship as a whole is motivated by that one purpose...." (*Sex Addicts Anonymous*, page 59) This means that carrying the message is the responsibility of every member, not just a select few, or the International Service Office (ISO). But Tradition Five does not give us specifics about how to carry the message of recovery.

## Cooperation not affiliation – Tradition Six

“An SAA group ought never endorse, finance, or lend the SAA name to any related facility or outside enterprise, lest problems of money, property, and prestige divert us from our primary purpose.”

While Tradition Six reminds us not to affiliate with any outside entity, we are clearly encouraged to cooperate with professionals.

Part of our outreach efforts may involve cooperation with healthcare facilities, public agencies, treatment centers for addiction, or other groups and institutions. Such cooperation can play a vital role in making the SAA program available to sex addicts seeking help, but if we become too closely identified with other organizations, our ability to carry the SAA message can be seriously damaged. (*Sex Addicts Anonymous*, page 86)

Professionals are often among the first to connect with sex addicts and, as such, they are perfectly positioned to introduce them to our fellowship. For that to happen however, the professional must know who we are and what we do. CPC work affords us the opportunity to provide them with that information.

## Nonprofessional – Tradition Eight

*Sex Addicts Anonymous should remain forever nonprofessional, but our service centers may employ special workers.*

Cooperating with professionals does not make SAA professional. “Nonprofessional” reminds us that we are not experts. We do not claim expertise in sex addiction. Although over the years we do gain a lot of practical knowledge, our program is not built on an understanding or application of medical knowledge, neurochemistry, or psychology.

We recover on the basis of experience from practicing the program—a methodology that has proven to work for us. And from that experience, we offer acceptance and understanding for others seeking to be free from sex addiction. We share our strength and hope gained from working the SAA program of recovery. This allows us to be allies of professionals in that we offer dimensions, tools, and support that they cannot offer.

With other sex addicts like ourselves, we experience a level of honesty and understanding that we are rarely able to reach with those who are not sex addicts. However concerned and well-intentioned those outside SAA may be, the kind of help they can offer is different from the help we receive from one another in SAA. In carrying the message of recovery, we gratefully give what was so freely given to us. (*Sex Addicts Anonymous*, page 89)

## Attraction not promotion – Tradition Eleven

Tradition Eleven states that “Our public relations policy is based on attraction rather than promotion; we need always maintain personal anonymity at the level of press, radio, TV, and films.”

In our public relations, we strive to make our existence and our message known, so that sex addicts seeking help will know how to find us. At the same time, we strive to protect the anonymity of our members...we simply offer our program as an option for anyone who is suffering negative consequences from addictive sexual behavior and is looking for help. (*Sex Addicts Anonymous*, page 94)

Although we adhere strictly to the policy of attraction, it is our responsibility as a fellowship to make SAA’s presence known, in order to carry our message to the still-suffering sex addict. (*Sex Addicts Anonymous*, page 99)

A frequent misinterpretation of Tradition Eleven centers on the definitions of attraction and promotion. Attraction does not mean that we must silently sit and wait for people to come to us looking for help. In the context of Tradition Eleven, “promotion” does not rule out publicity. The words “attraction” and “promotion” as used in Tradition Eleven have very specific and narrow meanings. In order to understand them, we must set aside the typical use of these terms.

The section of *Sex Addicts Anonymous* discussing Tradition Eleven describes actions that are in accordance with attraction and those that are not. The following examples, inspired by pages 94-95, provide further clarification of the differences between attraction and promotion.

<b>Actions of Attraction</b>	<b>Actions of Promotion</b>
Maintaining personal anonymity	Breaking personal anonymity at the level of press, radio, TV, films, and the internet or other public media
Keeping the focus on SAA as a whole rather than any particular person	Celebrity endorsements or identifying the program with an individual
A simple declaration of who we are and what we do	Broad claims of effectiveness
Striving to make our existence and message known	Trying to increase our membership through membership drives; soliciting new members
Focusing on program principles	Diagnosing someone or telling them they are a sex addict
Raising public awareness	Giving advice
Offer our program as an option to those struggling with addictive sexual behavior	Telling people that they should attend SAA meetings or that they need recovery
Taking responsibility to increase public awareness of SAA and SAA’s message	Emphasizing details of our personal stories rather than the principles of the program.
Running public service announcements on local stations	Sales pitch for the fellowship

The chart above illustrates that attraction and promotion are not used in SAA as they are in everyday conversation. They have very specific and narrow definitions when used in the context of the program. SAA groups may have been hindered in their efforts to carry the message because some believed that taking action to publicize the message of recovery amounted to promotion. This misunderstanding has perhaps limited the spread of our message of recovery.

As stated above, attraction does not mean that we wait for sex addicts to contact us before we help them. On the contrary, it means we do everything we can to share the message of recovery so that it reaches as many people as possible. We should seek as much favorable publicity as we can and use every type of medium to get our message across.

Attraction is also collaborative, and may include public information activities as well. We need the goodwill and cooperation of the media including editors, journalists, reporters, writers, directors, and producers. We also need to continuously expand our cooperation and communication with professionals. We need the assistance of our friends and supporters to tell our story. Together, we can reach many more people than we could alone. We act to attract when we employ methods such as:

- Radio interviews
- TV and internet talk shows
- Movies and videos on social media platforms
- Websites, webinars, podcasts
- Newspaper, magazine, and web-based articles and ads/notices
- Search engine ads/notices (for example, Google Ad Words)
- Information/exhibit booth at professional conferences
- Presentations at non-SAA organizations such as universities, colleges, healthcare facilities, social service agencies, community centers, mental health agencies, religious organizations, and charitable organizations
- Posters/flyers/business cards
- Postcards, letters, and emails
- In-person meetings with professionals

Our goal should be to achieve widespread favorable publicity of all types.

## CPC work and anonymity

Tradition Eleven states that SAA members "... need always maintain personal anonymity at the level of press, radio, TV, and films" (*Sex Addicts Anonymous* page 94). Today this would also include internet media as well. When doing CPC work, SAA members may be required to reveal their identity privately to professionals or to groups, for example, when making an SAA presentation to a group of counselors or therapists. In situations like this, the identities of SAA members are not published or broadcast via the media. If SAA information is broadcast, members must maintain their anonymity.

The meaning of anonymity in Tradition Eleven is often misunderstood. The tradition does not state or imply that every SAA member is to remain anonymous at all times. We are encouraged to publicize SAA -- what SAA is and is not, what SAA does and does not do, where to find SAA, etc. What we do not do is publicize ourselves as SAA members in any way.

## Anonymity – Tradition Twelve



“Anonymity is the spiritual foundation of all our traditions, ever reminding us to place principles before personalities.” (*Sex Addicts Anonymous*, page 95)

It is anonymity, the spirit of selfless service, that reminds us as a fellowship to always base our actions and deliberations on spiritual principles, putting aside any personal considerations in favor of a higher good—carrying the message of recovery to sex addicts. With anonymity as our foundation, we dedicate our efforts to something much greater than any one of us. (*Sex Addicts Anonymous*, page 96)

As practiced by SAA, anonymity means that all members of SAA are equals. In our interactions with other members, our professions, genders, incomes, religions, and anything that can make us different from each other are cast aside in a spirit of unity and solidarity. We share a common problem and we come together to seek a common solution. This is what matters. This is what we offer. Staying true to this spirit, we are able to reach the suffering sex addict where others, including professionals, may not. Our unique ability stems from our personal understanding of this addiction and recovery from it.

## Qualifications for participating in CPC

Participating in CPC projects is a big responsibility – especially when these activities require us to interact with people outside the program. The qualifications for participating in CPC work differ depending on the activity. Requirements for people working behind the scenes may be very different than for those who interact directly with people outside the fellowship. Newcomers or those struggling with sobriety can strengthen their recovery by participating in service activities that do not require direct contact with individuals outside the fellowship. Such activities may include stuffing envelopes for a mailing or setting up an information booth at a professional conference.

Who, then, should participate in or conduct CPC activities? As a general guideline, SAA members who engage in CPC work should have sufficient sobriety in the program to explain how the application of the Twelve Steps and Twelve Traditions leads to sexual sobriety.

## What we’ve learned about professionals

It’s important to understand the world of professionals in order to cooperate effectively with them. Our experience working with professionals has revealed some key characteristics which we should be aware of when interacting with them.

- Professionals are very busy and some of them may not have administrative help
- Many professionals who assist suffering sex addicts are not addicts and therefore have limited direct experience with twelve-step recovery programs.
- They are interested in any resources from SAA that will help them better assist their clients.
- Many professional counselors surveyed in 2019 had never heard about SAA but they were familiar with Twelve Step recovery programs in general. Of this group, many have begun to see clients with sex addiction issues.
- Few professionals expressed confusion over their role vs. the role of SAA in the recovery process.
- Few professionals indicated that they felt SAA was a competitor.

### **Tips for interacting with professionals**

With this information in mind, following are some tips for interacting with professionals.

When we participate in any CPC activity, we must be aware that we do not speak for the fellowship as a whole. We speak only from our own experience. In some situations, such as giving an SAA presentation to non-SAA members or conducting one-on-one meetings with professionals, we clearly state up front that we speak from our own experience rather than for the entire fellowship. Regardless, such SAA members will, to some degree, represent the fellowship in the eyes of non-members. We should be aware of this dynamic and conduct ourselves accordingly.

- Be punctual and honor time limits for the meeting.
- Be organized and prepared.
- Organize your talking points ahead of time.
- Dress appropriately for a professional meeting (business casual).
- Gather any pertinent background information which may be helpful.
- Bring helpful literature and local or electronic meeting information.

## How we cooperate with professionals - resources

When interacting with professionals, a key point is that SAA is a resource for them and the clients they assist. As each ISO area is different and each group is autonomous, we encourage each group, intergroup, or area assembly to research and communicate with professionals in its locale to determine how to best cooperate with them. Ultimately, it is up to each group, intergroup, or area assembly to follow its group conscience and come to its own conclusions regarding its CPC approach and efforts. Here are some resources that have been developed based on conversations with many professionals.

### Free subscription by email to *The Outer Circle*

One of the goals of CPC is to build better communication with professionals. The bi-monthly newsletter of SAA, *The Outer Circle*, is an excellent tool. It provides a wide variety of information about SAA and our program. Feedback from professionals about *The Outer Circle* has been positive and some professionals report that they forward it to their clients.

Suggestion: whenever you meet with professionals or students/trainees, consider offering them a free subscription by email to *The Outer Circle*. Contact the ISO PI/CPC Program Coordinator via [info@saa-recovery.org](mailto:info@saa-recovery.org) for instructions on getting someone added to the email distribution list.

### Client referral packets

One of the most common requests from professionals is for something to help introduce their clients to the SAA fellowship and to help them attend their first meeting. Many professionals reported that even with their recommendation and encouragement, many clients are reluctant to attend an SAA meeting. As stated above, many professionals are not addicts and have little or no direct experience with Twelve Step recovery of any kind. Therefore, they may struggle to communicate to their clients exactly what SAA is and what to expect at their first meeting. Client Referral Packets (CRP) were developed by the ISO PI/CPC Program in response to this need. These packets have only one purpose – to help get the client from the professional's office to their first meeting. They are not intended to be used as newcomer packets at SAA meetings.

See Appendix B for an illustration of a CRP.

Client referral packets are given to professionals to give to clients they are referring to SAA. They are an excellent way to cooperate with professionals and are regularly distributed at professional conferences and during meetings at professionals' offices.

These packets generally include:

1. A welcome letter
2. These pamphlets: "Are Your Sexual Behaviors Causing You Problems?", "What to Expect at Your First SAA Meeting", and "Hope and Healing for Women".
3. Additional pamphlets could be added, depending on the particular needs of a professional.
4. Local or electronic meeting information on the ISO website or on a local website.
5. Optional local group/intergroup/area business card
6. Optional newcomer assistance team list (explained below)

Suggestion: Keep the packets simple. The goal is to get the client to their first meeting. Professionals have advised against providing too much information as this will most likely cause confusion or overwhelm a newcomer. Keep a supply of client referral packets readily available and take them to conferences and meetings with professionals. Consider providing copies to SAA members to provide to their therapist, counselor, religious leader or other helping professional.

Contact the ISO to obtain client referral packets: [info@saa-recovery.org](mailto:info@saa-recovery.org)

## Newcomer assistance team

Many prospective members are reluctant to come to their first meeting, and may benefit from support from SAA members before they join. To make it easier for professionals to get their clients to go to a meeting, they may reach out to a member of a Newcomer Assistance Team (NAT). A newcomer assistance team is essentially a group of SAA members who volunteer to facilitate the introduction of newcomers to the fellowship and attend their first SAA meeting with them, if possible. A list of these members' first names and phone numbers is created. The phone number may be the volunteer's personal phone number or a special group number. Each group needs to determine the details of the NAT list's distribution and usage and provide clear instructions to professionals for its use. Professionals can be invited to reach out to and familiarize themselves with the members of the NAT.

Of course, NAT members are not responsible for a newcomer's behaviors or motivations. Newcomers must decide about SAA attendance and involvement for themselves. The Newcomer Assistance Team List is not a temporary sponsor list.

Although there may be some superficial similarities between a NAT member and a sponsor, the NAT member's primary role is to encourage the prospective member to attend a meeting, attend with them if possible, and in general help them feel comfortable when they first get into the fellowship. A sponsor's role is a much longer-term commitment, and includes working the steps with the sponsee.

Possible suggestions for NAT members include:

- Initial contact: conduct a twelve-step conversation when the newcomer calls, invite the newcomer to a meeting, and welcome them to SAA

- Before the meeting: meet and greet the newcomer at the meeting and provide a brief orientation and description of what to expect during the meeting
- During the meeting: sit next to the newcomer and answer any questions or concerns that come up
- After the meeting: ask the newcomer how the meeting went, answer any further questions, and address any further concerns
- After the meeting: provide the newcomer a local meeting list and/or newcomer packet per local procedures and some names and numbers of SAA members they can call for support

## SAA informational presentations

Providing SAA informational presentations is an excellent way to educate professionals and future professionals about SAA. These presentations can be given at a number of venues such as colleges, universities, counseling agencies, healthcare clinics, social service agencies, religious and charitable organizations.

Experience has shown that professors and college instructors look for outside speakers for their students. SAA members have presented to students participating in psychology, social work, counseling, and therapy programs at multiple universities or colleges. Presenting to students has some big advantages.

The primary one is the amount of time allocated for the presentation. Since an SAA presentation will most likely be given during a regularly scheduled class period, there may be up to 90 minutes of time available.

The second advantage is focus. The classroom setting is designed to eliminate outside distractions, which may be harder to do for presentations conducted at a work setting.

The final advantage is the possibility of an ongoing or standing invitation to present each semester. SAA members in one city gave a presentation to a psychology class at a local college. The presentation was very well received. They were invited back and eventually the invitation morphed into a standing presentation every semester.

One of the easiest ways to set up a presentation is by attending a professional conference in your area as an exhibitor. Our experience is that academics often attend these conferences and stop by the SAA booth/exhibit. During conversations, they have expressed interest in SAA presentations for their students. All that remains to do after the conference is to contact these individuals and set a date, time, and location for a presentation. See the next section "Information/Exhibit Booths at Professional Conferences" for more information.

Another way to set up a presentation is to research local colleges, universities, and professional schools. This is easy to do, as all schools have websites that provide detailed information about their various degree programs. A group can send a letter or email to deans, department heads, or professors explaining what SAA is and either invite students to a presentation or request time to present to students at their school. Enlisting the help of SAA members who may have inside knowledge of the school to make introductions or provide the contact information of faculty members to approach is extremely effective.

It is strongly recommended that a minimum of two SAA members are present for any presentation. If possible, having three members give the presentation is best. One member can act as the facilitator who keeps the presentation focused, moving, and on time. Two additional members are then free to focus on telling their personal stories and dialoguing with participants during the question-and-answer period. Some groups bring newcomers and other interested SAA members along to these presentations to observe, learn, and share their new sense of hope. Presenters may want to distribute copies of a pamphlet such as *Introducing Sex Addicts Anonymous to the Professional Community*.

## A sample presentation agenda

Facilitator or Presenter (suggested time: 10 - 15 minutes)

1. Introductions: Identify yourselves as sex addicts and members of SAA using first names only.
  - a. Explain why anonymity is important and request that anonymity be respected. Display or hand out an *Anonymity Statement*. See example in Appendix A.
2. Overview of SAA
  - a. What is SAA? Read preamble
  - b. Twelve Steps – path to personal recovery
  - c. Explain Meetings – what happens and types of meetings

Speakers – Suggestion: two speakers, if possible (suggested time: 10 – 15 minutes)

3. Share a short version of personal recovery story
  - a. Acting out pattern and experience
  - b. The decision to seek help: when and why
  - c. What you found in SAA and how it helped you
  - d. What your life in recovery is like now
4. Question and answer (suggested time: 20-30 minutes)

Facilitator or Presenter (suggested time: 5- 8 minutes)

5. How we can work together and closing
  - a. Cover what we can do and what we cannot do
  - b. How non-SAA members can help spread recovery
  - c. Share contact information
  - d. Closing and thanks for the opportunity to present

The amount of time you dedicate to each section may vary depending on the total amount of time allotted for the presentation and the audience. Experienced clinicians, for example, may be more interested in learning how SAA will benefit their clients, and what their clients will experience at a meeting rather than someone's personal story. Our experience, as mentioned above, has been that less experienced individuals such as students seem to benefit more from hearing stories and a question-and-answer period.

A question-and-answer period, regardless of setting or audience, can be very powerful because it lets participants get to know us as individuals. They see that we are not bad people; rather, we are people

who suffer from a disease. This knowledge can go a long way to dispel stereotypes, misinformation and the stigma associated with sex addiction.

We do not pretend to be experts. We can only share what we know about SAA from our experience. It is perfectly acceptable and desirable to say, "I don't know." This is especially true when asked about matters not directly related to SAA.

Recommendation: Recruit and train SAA members who are interested in and experienced at speaking. Form a "Presentation Team." Set a goal of presenting at least one time per year.

## Information/exhibit booths at professional conferences

Professional conferences and conventions provide excellent opportunities for meeting professionals who assist sex addicts. Professional associations such as the American Psychological Association (APA), the American Counseling Association (ACA), and the National Association of Social Workers (NASW) will typically have state chapters and events as well as national ones. An internet search will reveal many of these types of associations. Convention bureaus, chambers of commerce, and professional societies are also sources for information on upcoming conferences.

Most of these events will require SAA members to be present at the exhibit booth during workdays. When planning to attend an event, you need to have firm commitments from SAA members to cover all exhibit hours. It is best to have at least two members at the exhibit at all times. It is recommended that all members staffing an exhibit be trained to do so. ISO PI/CPC can provide a forty-five-minute *Booth Staff Training Webinar*.

It is important to know your audience. Many professionals, including CSATs (Certified Sex Addiction Therapists) and other therapists, social workers, counselors, clergy, etc. are not addicts themselves and have limited personal experience with Twelve Step recovery of any kind. Many have never heard about SAA. Some have but cannot distinguish SAA from other fellowships dealing with sex addiction. Some may have heard of SAA, but know little about us, or they may not trust SAA. These professionals attend conferences and conventions to obtain resources to help them augment the services they provide to their clients. Therefore, we need to focus on how SAA can help them with that purpose.

Sometimes we receive uncomfortable looks and "double takes" from attendees. There may be some who think SAA is a farce and some who take selfies in front of our banner as a joke. Visitors may be stand-offish and overloaded from other exhibitors. We do not let these things discourage us. We stay focused on our reason for being at the event -- to educate and, hopefully, change attitudes. We remember that we are attending in order to help carry the SAA message to the sex addict who still suffers.

When volunteering at an exhibit, stand in front of the table and ask people who walk by if they have heard of Sex Addicts Anonymous or if they have clients with sex or porn issues. We do not sit passively behind the table waiting for people to approach us. Rather we strive to greet people and engage them in conversation about SAA. We go over the resources on the Visitor Information Sheet (as shown in [Appendix C](#)), gather the information on the sheet, and document that information.

Conversations at exhibits are often quite brief. They may last only sixty to ninety seconds. In that span, we want to explain the free resources SAA offers, encourage them to use these resources, and find at least one they want to receive (items two through nine on the Visitor Information Sheet). In some cases,

we need to let them know that certain resources may require follow up with them after the conference. We need to gather contact data and document that and their resource requests on the Visitor Information Sheet. We also want to hand them CRP's, literature, or other resources that are available at the booth if they wish to receive them. And we always want to listen to them - to their needs, wants, concerns, complaints, etc. - and respond when appropriate.

It is recommended that key measures be tracked for learning and improvement purposes. These measures include: (1) number of visitors to the booth, (2) number of conversations with professionals, (3) number of CRPs given out, (4) number of pamphlets handed out, and (5) key issues, concerns, and questions.

According to current ISO policy, national and international conferences will be organized, paid for and primarily staffed by the ISO. The local group, intergroup, or area does the same for state and local conferences. If the local group, intergroup, or area needs financial assistance, the ISO is willing to pay the exhibit fee depending on funding availability. However, before the ISO will pay the exhibit fee, the local group, intergroup, or area must certify that there are sufficient volunteers to cover all exhibit hours. The ISO will also ship a complete Conference Kit free of charge.

## Assistance starting new meetings

Some professionals who work with clients suffering from sex addiction are located in cities or neighborhoods where there are no face-to-face SAA meetings. Other professionals may have SAA meetings nearby, but for various reasons, their clients want to start a new meeting. We can cooperate with these professionals by helping their clients start a new meeting in their area.

There may be a local group or intergroup in a nearby city or neighborhood which has a process for starting new groups that can help start the new meeting. Alternatively, the ISO can assist the clients by providing a ninety-minute New Meeting Orientation webinar and shipping a free New Meeting Starter Kit and a Green Book. All new SAA meetings are entitled to receive the free New Meeting Starter Kit and Green Book. For ISO assistance, contact or have the professional or their clients contact the PI/CPC Program Manager at the ISO Office.

## Open meetings

Open meetings provide a powerful method of cooperating with professionals. Trust is everything to most helping professionals. They want to ensure that if they make a referral to SAA, their clients will have a good experience when they go. Therefore, some professionals want to attend a meeting for themselves to see what their clients will experience.

Open meetings may be unsafe for some SAA members. There are ways to keep SAA members safe and still invite professionals. One method is to simply designate one or more regularly scheduled meetings as open meetings which allow professionals to attend. Make sure that SAA members know the meeting is open so they can choose whether or not to attend. Another method is to schedule an "invitation-only" open meeting at an otherwise closed meeting or a "special" open meeting at a convenient time for the professionals who would like to attend. These meetings can be in person, virtual, or hybrid. Be sure enough SAA members commit to attending the special meeting to make it viable before publishing it and inviting professionals.

SAA Literature and Meeting Information

At times, professionals may request literature or local meeting information, such as weekly schedules, which are not available at the time of contact. In this situation, we recommend that you work out with the professional and ISO how to obtain and ship or deliver the requested materials to the professional(s) in advance of meeting with them.

## Conducting one-on-one meetings with professionals

Meeting with professionals who assist sex addicts can be an excellent way to build communication and cooperation.

How to find professionals:

- Many professional organizations provide on-line directories
- Attending professional conferences
- Asking SAA members to provide the name of their therapist, counselor, or religious minister.
- Ask professionals who already support SAA for referrals to their colleagues
- Contact therapy/counseling/social services agencies

Contacting Professionals

You can contact professionals via letter, e-mail, or phone call. Consider developing a letter, e-mail, or phone script that everyone uses to ensure a consistent message. Effective CPC letters or e-mails generally contain some or all of the following elements:

- A brief overview of SAA and our primary purpose
- A statement that explains who you are and why you're contacting the professional
- An offer to cooperate with the professional or organization to help carry the message of recovery
- A list of resources SAA offers professionals
- A request to set up a meeting date and time
- How to get in touch with someone in SAA to set up the meeting

Setting the Appointment

- Confirm time and place and whether it will be virtual or face to face.
- Let the professional know who will be coming to the meeting. It is recommended that at least two and up to four members attend. If you're meeting with a larger group of professionals, it may be appropriate to invite more than four SAA members.
- If you've formed a PI/CPC committee, inform other members of the date and time and confirm their participation
- Invite the professional to bring a colleague/s to the appointment

Gather Resources

Some items to bring with you may include:

- Enough group/intergroup business cards to provide a copy to each professional at the meeting
- Client Referral Packets
- Copies of
  - the "Introducing SAA to the Professional Community" pamphlet
  - other relevant pamphlets
  - The Outer Circle newsletter
  - Local meeting lists



### Arriving at the interview

- CPC meetings are business meetings; dress appropriately
- Arrive early
- Have your resources in a satchel or briefcase
- Smile, be friendly, and make eye contact
- Confirm the agreed upon time limits for the meeting
- Be confident and express gratitude for the opportunity to meet

### Discussion Points

Organize some key communication points to help guide the discussion.

Explain:

- to the professional about how SAA can help their clients who have a desire to stop addictive sexual behaviors
- that we welcome referrals and many professionals already refer their clients to us
- what will happen at a client's first meeting
- how newcomers get connected with sponsors
- how SAA can help clients attend their first meeting
- how SAA can cooperate with professionals
- the materials you've brought to the meeting
- how your Infoline works

Follow-up:

- ask for the names of other professionals to contact
- invite them to an open SAA meeting

## Setting up a CPC program

CPC is a vital function of the SAA program of recovery. Groups are encouraged to establish on-going CPC programs and to implement one or more CPC projects per year. Of course, this means that volunteer coordinators will be needed to run each project. For larger projects, coordinators may need a team of volunteers to work with them. While many SAA members cannot be part of an on-going committee, they may be willing to volunteer for a project that only requires a few hours of their time once or twice a year. The key is to find members who are interested in certain types of activities. For example, some SAA members are interested in and find giving presentations a meaningful type of service. These individuals may become part of the CPC Presentation Team. A typical time commitment for a member of this team is two to three hours once or twice a year. Here are some sample coordinators/teams.

1. CPC Coordinator/s: serves as point of contact with the ISO PI/CPC Program and the local intergroup; responds to requests for information from professionals; may work on other CPC projects
2. CPC Literature Coordinator/Team: responsible for obtaining and organizing materials such as Client Referral Packets, flyers, and pamphlets that will be used for various CPC activities
3. CPC Presentation Coordinator/Team: responsible for organizing and giving SAA presentations to non-SAA organizations
4. CPC Conference Coordinator/Team: responsible for organizing, setting up, and staffing an SAA information booth or exhibit at professional conferences

5. CPC One-on-One Visit Coordinator/Team: responsible for setting up and conducting in-person visits with professionals at their offices
6. CPC Mailing Coordinator/Team: responsible for implementing mailings to professionals

When tasks are divided up, groups can implement multiple CPC projects while minimizing time commitments for individual members.

Create a yearly plan and set goals for your CPC program. The plan doesn't have to be elaborate; for example, complete one mailing and one presentation for a non-SAA organization this year. You can start with something small such as mailing SAA information to halfway houses or treatment centers. Small actions can make a big difference.

## Why we do this work

The primary reason we cooperate with professionals is to enlist their help to carry the message of recovery to suffering sex addicts. Such individuals are in contact with sex addicts in places where SAA is not present. Sex addicts may be reached who might otherwise never find the program – or they may find the program sooner – through referrals made by professionals.

But there are other reasons we do this work.

**Prevention:** Sex addiction is a progressive illness and can cause severe consequences such as loss of spouse/family, job, career, health, or life. By cooperating with professionals, we may reach sex addicts before their lives are ruined and prevent the disease from progressing to its most harmful stages.

**Stigma:** Many SAA members have expressed concern about the stigma attached to sex addiction and how this keeps people from seeking the assistance they need. We can do something about this. We have a role in helping reduce the stigma associated with our addiction. An effective way to reduce stigma is to let people get to know us. We do this by telling our stories and sharing the recovery we have experienced. We can do this as part of the education and information we provide to professionals. They then pass this knowledge on to their clients, students, or subordinates.

**Factual Education:** Closely related to reducing stigma is the urgent need to provide factual education about sex addiction and SAA to counteract teachings that see sex addiction as a moral issue rather than a disease. Our experience has shown time and again that when sex addiction is understood and treated as a disease, people get better. Moralizing and criticism, on the other hand, don't help sex addicts recover.

## The power of CPC

This is a story about how CPC activities saved a student's life. SAA members gave an informational presentation to psychology students at a college in their city. A few months later, their professor sent the following email. The name of the SAA volunteer has been changed.

...a student came by after class today and wanted to let me know that Sue (SAA member) literally saved her life!! This student said that after her talk last semester, Sue was kind enough to offer some encouragement and give her some information. The student said this meeting marked a profound turning point in her life! She wanted Sue to know that not only did she save her, but her marriage, and

the lives of her 4 children!! The student and I just cried... Please pass along to Sue. Thanks for all the hard work you guys do in raising awareness about this condition!! Making a difference one student at a time!!

This shows that taking one action can produce profound results. The volunteer who spoke and shared her experience was not a professional speaker. Nor did she spend hours practicing and preparing. She was simply a recovering sex addict who spoke from the heart and told her story. When we focus on the program and share with humility, simplicity, and compassion, miracles can happen!

## Appendix A: Anonymity Statement Example

Anonymity is an essential element of all Twelve-Step recovery programs. As a principle, anonymity operates on two different levels. One reminds us to strive for personal humility, never taking credit personally or speaking as an authority on behalf of SAA. The other provides the safety of confidentiality that will allow prospective members to seek our help without fear of unwarranted publicity.

We respectfully ask that no SAA speaker or SAA member be identified by full name in published or broadcast reports including the internet and any other media technologies. We also request that there be no photos and no video or audio recordings made.

Download and distribute copies of the ISO "Request to the Media for Cooperation." (<https://saa-recovery.org/wp-content/uploads/2016/07/RequestForMediaCooperation.pdf> )

Appendix B: Client Referral Packet

A. Outside



B. Inside

This picture cannot be updated until *What to Expect at Your First Meeting* is available and printed.



# WELCOME TO SAA!

Dear Newcomer,

We honor your decision to reach out for assistance from Sex Addicts Anonymous® and wish to extend a genuine welcome to the fellowship. You are not alone! SAA has helped many people stop a wide range of addictive sexual behavior. We are a volunteer 12-step recovery program with no dues or fees. Membership is open to all who have a desire to stop addictive sexual behavior. There is no other requirement.

To help you get started, we recommend you follow these steps:

1. **Attend SAA Meetings:** Meetings are where we learn to incorporate principles from the Twelve Steps of the SAA program into our lives and are the principal way to learn about recovery. See the meeting info section below. We recommend that you attend at least six meetings before you decide if the program is right for you.
2. **Read Our Literature:** Review the literature enclosed in this packet. Also, review the first 100 pages of SAA's primary text, "Sex Addicts Anonymous" -- aka the Green Book. (See "How to Buy or Obtain SAA Literature" below.)
3. **Find a Sponsor:** A sponsor acts as a guide or mentor and will help you get started in the program and work the Twelve Steps and Twelve Traditions. Ask about a sponsor when you attend your first meeting.



#### For in-person meetings:

- 999-555-9999
- Email: email@email.com



#### For Telephone or Web Meetings:

<http://saatalk.info/us/> or <http://saa-recovery.org/meetings/>



#### For local information about SAA:

- 999-555-9999
- Web: yourwebsite.org

#### How to Buy or Obtain SAA Literature

SAA Literature is available for sale at most local SAA meetings

Online Store: <https://saa-store.org/>

Phone: 713-869-4902

Literature can be read for free at:

<http://saa-recovery.org/SAALiterature/>

# Appendix C: Visitor Information Sheet

## FREE RESOURCES FOR PROFESSIONALS AND THEIR CLIENTS

What is your Primary Work Activity?					
<input type="checkbox"/> Therapy/ Counseling	<input type="checkbox"/> Research	<input type="checkbox"/> Education/ Educational Services	<input type="checkbox"/> Management/ Administration	<input type="checkbox"/> Other	
What is your primary work setting?					
<input type="checkbox"/> Academic Institution	<input type="checkbox"/> Independent Practice	<input type="checkbox"/> Hospital/Clinic/ Human Services	<input type="checkbox"/> Government	<input type="checkbox"/> Business/ Industry	<input type="checkbox"/> Other

CONTACT INFORMATION *(Or staple business card below)* Please provide shipping address below

1. First/Last Name: \_\_\_\_\_
2. Title/Position: \_\_\_\_\_
3. E-mail: \_\_\_\_\_
4. Phone: \_\_\_\_\_
5. Address: \_\_\_\_\_
6. City \_\_\_\_\_
7. State \_\_\_\_\_ Zip \_\_\_\_\_

Resources vary from location to location and may not be available in your area.

- 1. FREE E-SUBSCRIPTION TO OUR BI-MONTHLY NEWSLETTER THE OUTER CIRCLE?  
(We will only e-mail what you've given us permission to send; we never share your info with anyone else)
- 2. **LOCAL** CLIENT REFERRAL PACKETS – (in addition to generic CRPs provided at exhibit)
- 3. NEWCOMER ASSISTANCE TEAM - LIST OF SAA MEMBERS WHO WILL PROVIDE INDIVIDUAL ASSISTANCE AND HELP YOUR CLIENT/S GET STARTED IN SAA
- 4. SAA SPEAKER / PRESENTATION AT YOUR PLACE OF WORK, SCHOOL, PROFESSIONAL ORGANIZATION, RELIGIOUS ORGANIZATION ETC.
- 5. ASSISTANCE FOR MY CLIENTS TO START A NEW SAA MEETING
- 6. I (& COLLEAGUES/CLIENTS/OTHERS) WOULD LIKE TO ATTEND AN OPEN SAA MEETING
- 7. I WOULD LIKE SAA TO BE AN EXHIBITOR AT MY/A PROFESSIONAL CONFERENCE
- 8. SAA LITERATURE - WE WILL CONTACT YOU TO PROVIDE INFO ABOUT THE LITERATURE WE OFFER
- 9. MEETING INFORMATION AND WEEKLY SCHEDULE

NOTES:

- More is better here – even details that may seem irrelevant. Ex: “I moved to a new office space and I like it/don’t like it.” “I share an office with two other therapists” “I prefer to communicate via e-mail” “I don’t like technology”
- Any details about the professional – interests, likes/dislikes, what’s important to them? I.e. trust, professionalism, honest relationships, dependability, etc.
- Are they currently referring to SAA? Has this gone well?
- Do they see predominantly men/women/transgender/LGBT/military personnel-vets/ etc.
- Any feedback the professional has for SAA
- How do they feel about SAA? Enthusiastic!, Happy to find us!, Really needs resources now!, Open, not sure, ambivalent, etc.
- If academic, what do they teach and where?
- Any particular needs, issues? “Previous clients said we had no sponsors.”