







## A vision for NA service

Our vision is that one day:

- *Every addict in the world has the chance to experience our message in his or her own language and culture and find the opportunity for a new way of life;*
- *Every member, inspired by the gift of recovery, experiences spiritual growth and fulfilment through service;*
- *NA communities worldwide and NA world services work together in a spirit of unity and cooperation to carry our message of recovery;*
- *Narcotics Anonymous has universal recognition and respect as a viable program of recovery;*

*Honesty, trust and goodwill are the foundation of our service efforts, all of which rely upon a Higher Power.*



## The Twelve Traditions and Public Relations.

- We do the best we can with what we have while upholding the Traditions
- It has proven beneficial to spend time studying and discussing the Traditions.
- This helps us to be more confident in our presentation of NA.
- This assists in developing a positive image of our fellowship.



**Our Sixth Tradition states:** “An NA group ought never endorse, finance, or lend the NA name to any related facility or outside enterprise, lest problems of money, property or prestige divert us from our primary purpose”.

This tradition is the basis for our policy of non-affiliation and is extremely important to the continuation and growth of Narcotics Anonymous." (Narcotics Anonymous Basic Text, Page 66, 5th Edition, English) While it is important to reach as many people as possible with our message of recovery, it is imperative that we not risk our independence by becoming reliant on any outside source.

If NA becomes strongly identified with any "related facility or outside enterprise" (club houses, drug treatment centres, or other Twelve Step fellowships, for example), our primary purpose and independence will become confused with the priorities of others.



**Our Tenth Tradition states:** “Narcotics Anonymous has no opinion on outside issues; hence the NA name ought never be drawn into public controversy”.

Our recovery speaks for itself. Our Tenth Tradition specifically helps protect our reputation. (Narcotics Anonymous Basic Text, Page 71) We have no recommendations for any outside organisations, nor do we participate in their politics. To do so would invite controversy which would jeopardise our fellowship's standing in the community. If we voice an opinion on any public issue, we may block the path for a new member to join our fellowship. It is critical that we remember this aspect of keeping our fellowship open to any addict who has the desire to stop using.



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

Our attraction is that we are successes in our own right. As groups we offer recovery. We have found that the success of our program speaks for itself. This tradition tells us that we do not have to promote recovery; the changes in our lives will be apparent to those around us. The positive effect of our own personal recovery is a powerful element of attraction to our program.

We do need to inform the general public of our existence. The difference between attraction and promotion is in the content of the message and its presentation. Providing basic information and informing the public of who, what, and where we are is well within the definition of attraction. When we go beyond the act of simply Informing the public that we exist, we cross the borderline into promotion.



## Some community based PR activities:

- Poster runs
  - Doctors surgeries
  - Libraries
  - Local shops
  - Student accommodation
  - Community facilities
- Unity days - so at NA events
- Attending local community events with a booth
  - Open days for community organizations
  - Fetes & public events
- Schools & universities
  - Medical schools
  - Sociology & criminology students
- Fish bowl meetings












## Poster Runs as the first step in building a relationship








- A great way to involve newer members in service.
- Get a map and circle the area you want to cover.
- Research the places you want to post - chemists, doctors' surgeries, libraries, police stations, public buildings, etc
- Agree a date to meet, and plan who will cover which area.
- Advertise this around the local Fellowship - lots of members who don't attend PR meetings may well be willing to help.
- It's important to understand that we 'represent' NA when we do public facing service like this.



## DO:

-  go in pairs
-  wear suitable clothing
-  behave responsibly
-  ask for the person in charge of the facility
-  log all facilities visited
-  have digital versions available on request
-  carry the NA message

## DONT:

-  go alone
-  give personal details
-  discuss other methods of recovery
-  put up posters without permission
-  remove other posters without permission
-  react to rejection
-  discuss outside issues



## Fishbowl meetings as an Introduction to NA meetings

- A fishbowl meeting is essentially a ‘narrated’ NA meeting, so there may be changes to a regular meeting format
- It’s important that the members attending have a good understanding of the traditions as they apply to NA PR.
- The secretary of the meeting should offer general guidance before the meeting starts: only NA members can speak, we would pass a 7th Tradition basket at a regular Meeting, but won’t here - explain why
- The share, or shares, should be carefully chosen, cover only general topics and focus on Recovery.
- This assists in developing a positive image of our fellowship.



## Spiritual Principles of PR in action!

### **Be Flexible**

We may need the organizations we are working with to respond to our needs with flexibility, and we can work to do the same. We take care to listen to their requests and, while keeping in mind our underlying principles, consider whether or not we can accommodate them. In some cases, we may want to reach out to the larger NA service body to help us fulfill requests.

### **Be Consistent**

In providing services to the larger community, we strive to provide accurate information and facilitate an ongoing dialogue. When other organizations know they can count on us, we are in a better position to carry the NA message over an extended period of time to addicts seeking recovery.



# Spiritual Principles of PR in action!

## **Show Mutual Respect**

We share information with outside groups and community organizations about NA's program of recovery and our traditions in an effort to create a more successful interaction. This means that we should also take the time to learn about the goals, language, and values of the organizations we are working with.

## **Be Trustworthy**

We operate under the guidelines set forth in our traditions and concepts, with the constant goal of carrying the message to the addict who still suffers. With this in mind, we are able to act with integrity and honesty that allow our partners in the community to rely on our clear, consistent message and reliable actions.

## **Public Relations Handbook:**

[http://www.na.org/admin/include/spaw2/uploads/pdf/handbooks/PRHB\\_Final\\_24Oct06.pdf](http://www.na.org/admin/include/spaw2/uploads/pdf/handbooks/PRHB_Final_24Oct06.pdf)

The complete book - in PDF - readable, and downloadable, online

## **PR Basics:**

[https://www.na.org/admin/include/spaw2/uploads/pdf/PR/PR\\_Basics.pdf](https://www.na.org/admin/include/spaw2/uploads/pdf/PR/PR_Basics.pdf)

A shorter and more accessible version of the PR Handbook

## **PR Statement:**

<http://www.na.org/?ID=PR-prstatement>

Our mission and description.

## **Narcotics Anonymous and Persons receiving Medication Assisted Treatment:**

[https://www.na.org/admin/include/spaw2/uploads/pdf/pr/2306\\_na\\_prmat\\_1021.pdf](https://www.na.org/admin/include/spaw2/uploads/pdf/pr/2306_na_prmat_1021.pdf)

A new Service pamphlet giving updated information on MAT & DRT

## **Global Society of Recovering Addicts.**

[http://narchive.magshare.net/NArchive/UKNA/UKNA\\_Global\\_Society.pdf](http://narchive.magshare.net/NArchive/UKNA/UKNA_Global_Society.pdf)

UK Approved Pamphlet to use as basic PR piece. (Available from UKSO)

## **Our Public Relations (PR) Vision Statement:**

<http://www.na.org/?ID=PR-index>

What we do in PI/PR and why we do it.

## **Information about NA:**

[https://www.na.org/admin/include/spaw2/uploads/pdf/pr/Info\\_about\\_NA\\_2016.pdf](https://www.na.org/admin/include/spaw2/uploads/pdf/pr/Info_about_NA_2016.pdf)

This is the American version of our “ Global Society of Recovering Addicts pamphlet. It’s from 2016, so the numbers aren’t good, and will be regularly updated.

## **NA: A resource in your Community:**

[http://www.na.org/admin/include/spaw2/uploads/pdf/litfiles/us\\_english/Booklet/NA%20Resource%20in%20Your%20Community.pdf](http://www.na.org/admin/include/spaw2/uploads/pdf/litfiles/us_english/Booklet/NA%20Resource%20in%20Your%20Community.pdf)

Another older pamphlet (2005) but, except for the out-of-date numbers, a really good piece of writing about NA.

## **Our relationship to Alcoholics Anonymous:**

<http://www.na.org/?ID=bulletins-bull13-r>

Trustees Bulletin 13 is a good description of how we should relate with AA - or CA etc.

## **What to Expect at Your First Meeting:**

<http://narchive.magshare.net/NArchive/UKNA/What%20to%20expect%20at%20your%20first%20meeting.pdf>

UK Approved info pamphlet for newcomers and professionals. (Available from UKSO)

Any questions?





**Narcotics  
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