

Projects Update

The following is a summary of the projects we worked on for the fiscal year 2004-05. These projects included the worldwide workshops, with World Board members and staff from NAWS supporting the participation of local members from around the world to discuss and identify challenges for the fellowship today. We also began work on the Basic Text project, the *Public Relations Handbook*, the Public Relations Strategy project, and Leadership Development. The work continues and is expected to meet target deadlines.

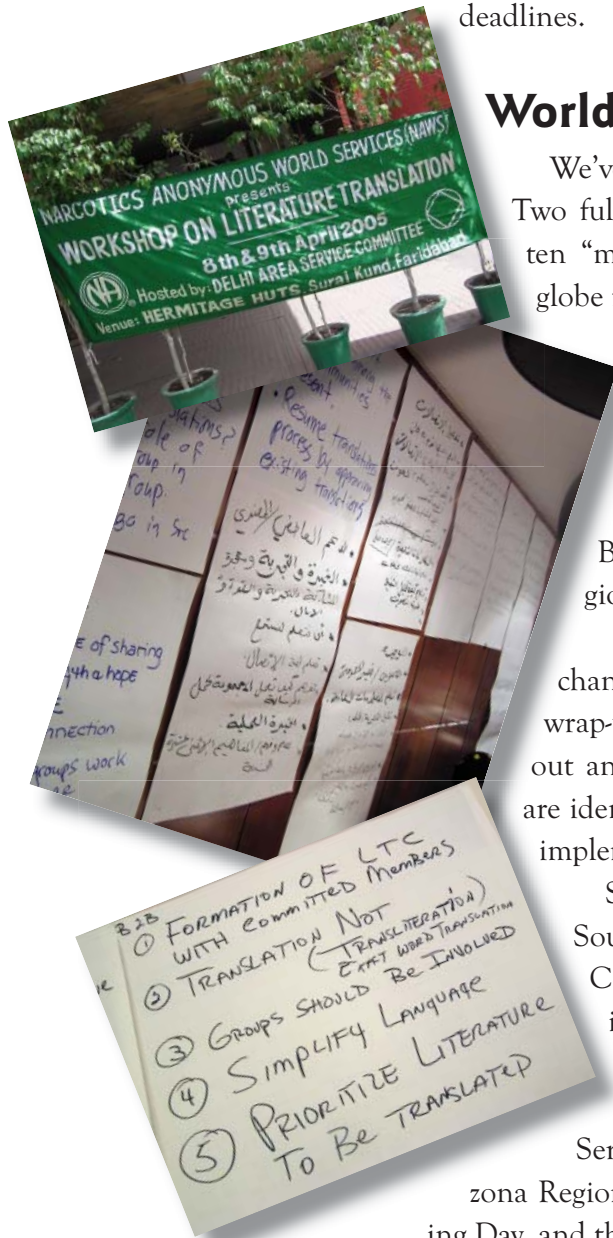
Worldwide Workshops

We've taken it "on the road" a slew of times this year. Two full-blown worldwide workshops, and no fewer than ten "mini worldwide workshops," had us traversing the globe for much of the year.

The worldwide workshop in Southern California in April 2005 drew about 200 participants, while the workshop in Tennessee, USA drew upwards of 300 people. Many regional delegates (RDs), alternate delegates (RDAs), and World Board members attended, adding to the strong regional turnouts we expected.

Worldwide Workshops continue to evolve and change. We have attempted to go to the next level in the wrap-up or conclusion sessions. We now try to help flush out and discuss solutions to the various challenges that are identified, and then encourage members to act locally, implementing the ideas identified during the workshop.

Some of the other events we attended were the South East Zonal Forum, the Mid-Atlantic Learning Conference, the Asia-Pacific Forum and the Philippines Regional Convention, the Florida Service Symposium, the Plains States Zonal Forum, the European Delegates Meeting, the India Regional Service Meeting and Translations Workshop, the Arizona Regional Learning Day, the Idaho Regional H&I Learning Day, and the Middle East workshop in Bahrain.





Staff support for each of these events is substantial. We have refined the process much over these past years, and our efficiency in the logistics involved has continued to make these valuable resources available to our fellowship. Plans for more worldwide workshops are in process.

Basic Text Project

The 2004 World Service Conference passed a motion to replace “some or all of the current personal stories” in the Basic Text, to add a new preface to the book, and to add a brief introduction to the personal-story section. The project plan for this revision spans two conference cycles, so the approval-form Sixth Edition Basic Text will be voted on at WSC 2008.

In February 2005, the World Board distributed a call to the fellowship explaining the project and what we are seeking. The solicitation was translated—in whole or in part—into nine languages other than English. A shorter announcement for use at local events was also drafted and posted on the web for easy downloading, and two workshops related to

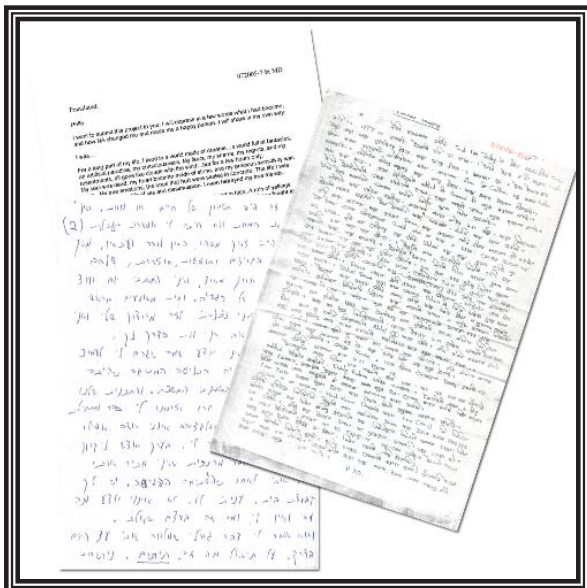
the project were developed. World Board and NAWS staff conducted workshop sessions at several events, and we heard from members around the world who led workshops locally. Those events helped spread the word about the project, generated submissions, and were inspirational for the participants.

As we move from 2005 to 2006, the workgroup will begin putting together and finalizing the draft text. The review and input period will begin in September 2006.

Public Relations Handbook

This workgroup was composed of members with experience in public information, hospitals and institutions, phonedlines, and event planning. The ten workgroup members hailed from Brazil, Ireland, New Zealand, United Kingdom, and USA. The handbook is primarily focused on area-level services; however, it can be adapted to any service level. The first four foundational chapters were released for a ninety-day review and input period on 1 May 2005. These chapters are NA and Public Relations, Core Principles, Effective Services, and Interacting with Professionals. The second five chapters, scheduled to be released for review and input on 1 September 2005, are Media, Criminal Justice, Treatment, Healthcare, and Phonedlines. The remaining chapters (Internet Technology, Government, Event Planning, and Fellowship Development) are scheduled to be released for a ninety-day review and input period on 15 December 2005.

This is the first time the board has put a project through the “Service Resource Material Process.” We are beginning to see what works and what doesn’t. The addendum material (like the Area Planning Tool) is a resource





that doesn't seem to fit neatly under the current policy. The intent seems sound, but locking ourselves into defined parameters may not serve us in the long run. Just for today, the *PR Handbook* is moving toward becoming the tool it was intended to be.

Public Relations Strategy Project

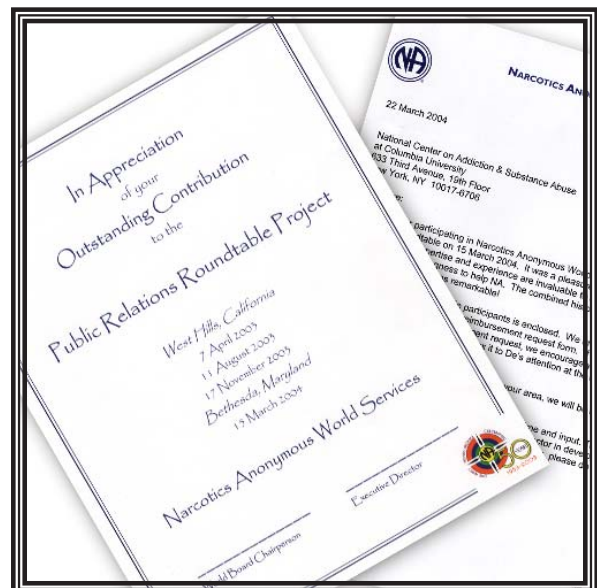
WSC 2004 also approved a plan for the development of a Public Relations Strategy project. This was the first time this board had embarked upon two related, but distinct, projects at the same time, and it was a growth opportunity. The PR Strategy and *PR Handbook* staff project coordinators attended and participated in meetings of both workgroups and shared information between the groups; and the two groups also had joint meetings. This helped to ensure that both projects progressed in tandem. Conducting two simultaneous public relations projects was not the ideal, but the communication and collaboration between the workgroups and the board worked well with these projects.

The PR Strategy Workgroup, armed with the PR Roundtable results and historical public relations reports and archives, was formed to develop a public relations strategy. The workgroup studied our public relations efforts on a broad, visionary level. It also considered detailed fellowship and NAWS PR activities. Needed PR strategies, resources, and tools were identified, and the PR Strategy Workgroup completed its work in June 2005. The final report and recommendations submitted to the World Board included many strategies that align with the NAWS Strategic Plan.

Leadership Development

During the course of this fiscal year, members of the World Board, Human Resource Panel, and NAWS staff met in facilitated discussion sessions to consider leadership cultivation and development. Strengths, weaknesses, and opportunities for involvement at all levels of the NA service structure were considered. Leadership development steps and possible strategies were drafted, beginning with a focus on service at the group level. We believe the group and area levels, together, are a cornerstone of leadership development.

Opportunities for cultivation, identification, and development of potential trusted servants/leaders at the world service level were also explored. In our assessment of the HRP/WB plan for a leadership development strategy, we identified where we meet and don't meet expectations. Action steps to help us evolve still need to be identified.



...Narcotics Anonymous
has universal recognition
and respect as a viable
program of recovery...