

Public Relations

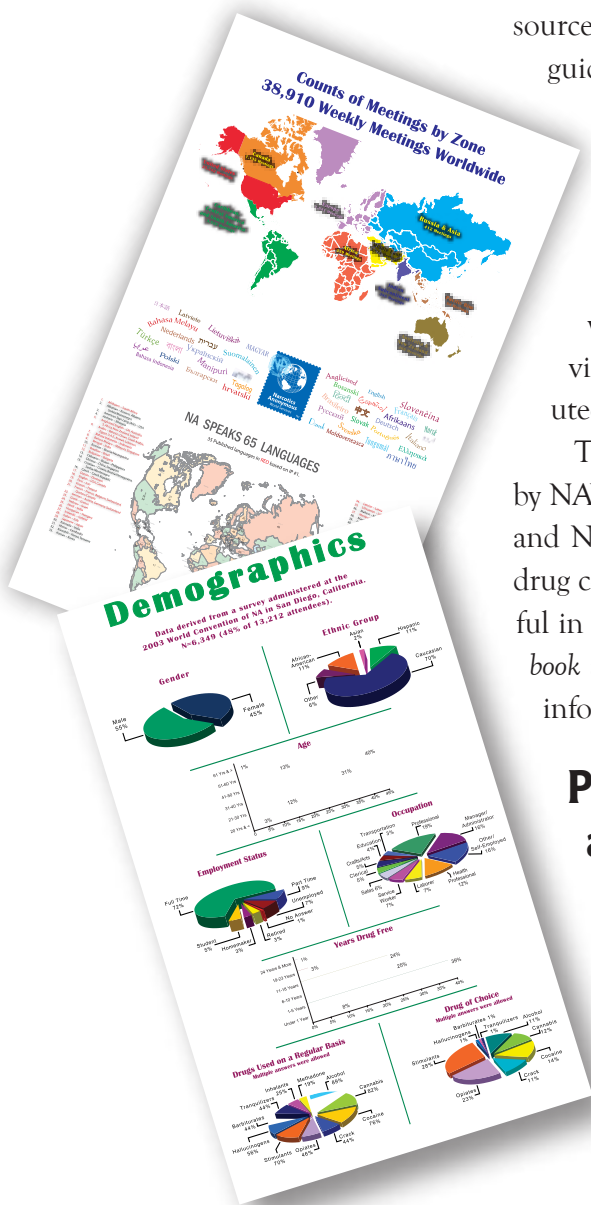
The *Public Relations Handbook* was released to the fellowship in November 2006, and has steadily grown with the addition of resource material since its initial printing. Currently, the handbook contains addenda for most of the thirteen chapters, separated by tabs for easy reference. One such addendum, the Area Planning Tool, appears to be a valuable resource for areas and regions that want to improve provision and coordination of services. Other released addenda include a traditions worksheet; a presentation format; and media, phonline, treatment, and criminal justice resource materials. Currently under development are a quick start guide and a frequently asked questions (FAQ) section for the entire handbook.

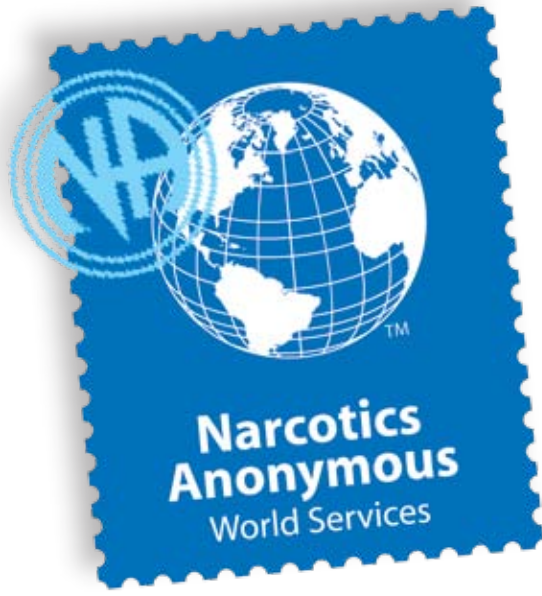
A public relations focus group was held in August 2006. Trusted servants from the US, South America, Canada, and Europe with years of service in public information met to exchange their experience about what is working well and what is needed to help improve service provision. Many of their current best practices and ideas contributed to the development of the addenda for the handbook.

The PR News section of *The NA Way Magazine* was developed by NAWS to create a forum for dialogue among PR/PI committees and NAWS, and to discuss various topics such as medication and drug court cards and protocols. This forum has also been very helpful in the gathering of information about the *Public Relations Handbook* and its use by service committees, and in disseminating that information back to the fellowship.

PR Workshops for Professionals at WCNA-32

NAWS hosted two PR workshops at WCNA-32 in San Antonio, Texas: one for criminal justice professionals and another geared toward the medical and treatment professions. This was the first time this kind of workshop was offered at a world convention. The overarching theme of the workshops was the building of cooperative efforts with professionals, which will help NA to carry the message of recovery.





Professional Conferences

NAWS continued to interact with professionals at various events and conferences worldwide to inform professionals about NA and to maintain and cultivate professional relationships. We provide professionals with NA recovery literature resources, listen to their concerns about issues (particularly comments about medication), dispel any misconceptions they may have about NA, and also show them how to access the NAWS website for meeting and local contact information.

NAWS participated in conferences with drug court, correctional, and treatment professionals such as the National Drug Court Professionals, the American Jail Association and American Correctional Association, Recovery Month Planning Partners, and the American Society of Addiction Medicine, to highlight a few.

The majority of these events were in the US; however, we did participate and formally present information about the Narcotics Anonymous program at the International Conference on Alcohol and Addictions in

Stockholm, Sweden (June 2007) and the United Kingdom/European Symposium on Addictive Disorders in London, UK (May 2007). Additionally, we presented at the World Federation of Therapeutic Communities in New York, NY, USA (September 2006) and the International Congress on Addictions in Mexico City, Mexico (December 2006). All these efforts contribute toward realizing our vision that Narcotics Anonymous has universal recognition and respect as a viable program of recovery.

Conference Partnerships

In April 2006, during the public relations session at the conference, NAWS informed conference participants that we are willing to partner with regions and zones to further our public relations efforts. NAWS cannot attend all conferences, and we welcome collaboration with regions and zones. In this annual report period, we partnered with twenty-three areas and regions, which increased our presence at professional conferences tremendously. These conferences were held in the US, Canada, the Middle East, Europe, and South America. Hundreds of additional professionals in the addiction field now have information about the NA program of recovery and our global peer support network as a result of these partnerships. We are making strides in helping to realize our vision of NA as a viable and credible community resource.

As more professionals become aware of our translated literature and the numerous countries where the NA Fellowship is thriving, they can truly appreciate the worldwide peer recovery network.