

Our Freedom, Our Responsibility

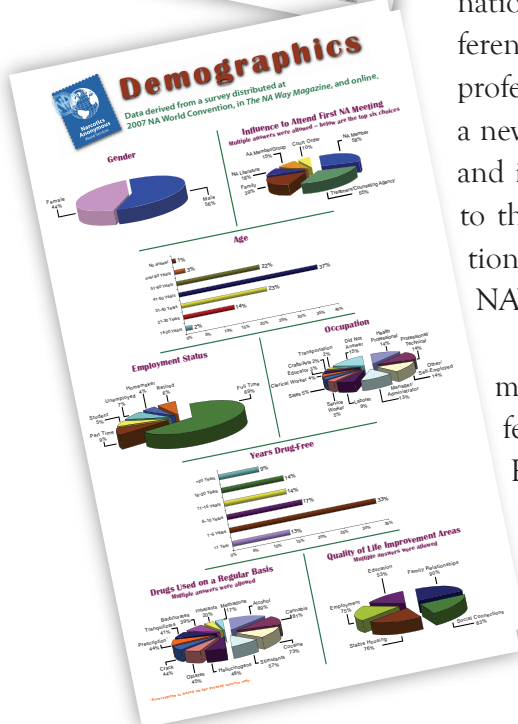
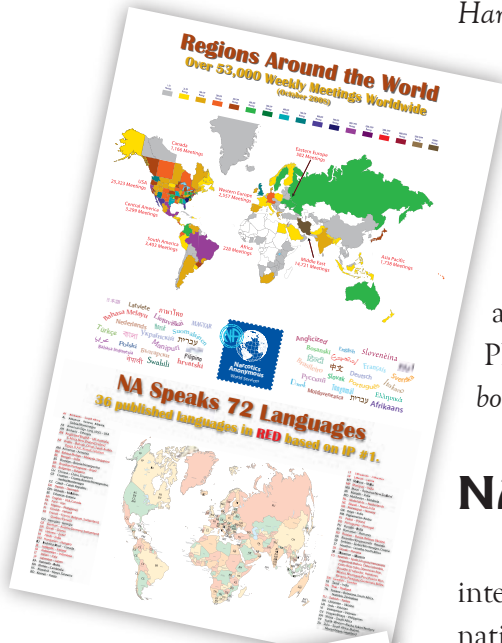
Public Relations

During this fiscal year, we saw an increased interest in public relations; members wanted to know what we meant by public relations and asked for help in understanding the *Public Relations Handbook* and its application. NAWS participated in several PR workshops in the United States, Canada, Europe, and Latin America. Our goal was to train members in handbook use and broad application to area service committees and spiritual principles. We continue to receive requests for PR workshops, and we recognize that it will take time to increase familiarity with the handbook and the addenda, and their practical applications. Our plans this cycle are to begin work on a basic PR booklet to introduce the concepts contained in the *PR Handbook* to more of our members.

NAWS Professional Conferences

Our ability to reach and inform professionals who treat and/or interact with addicts is heightened through our participation at national and international professional conferences. Through conference participation we continue to cultivate relationships with professionals. We had identified a psychiatric nurse conference as a new venture; these professionals work with addicts in treatment and inquired about adding Narcotics Anonymous and Addiction to their graduate school curricula. Being included in the educational programs for professional training is a long-sought goal of NAWS.

Additionally, NAWS had the opportunity to present information about our program of recovery at three professional conferences: International Society of Addiction Medicine in Cairo, Egypt; Seminar National Narcotics Board in Jakarta, Indonesia; and National Association of Drug Court Professionals in St. Louis, Missouri. Following each of these presentations, there were opportunities to interact with professionals, who had questions to ask and expressed gratitude for NA's attendance at these conferences.





Professional conferences such as these offer NAWS a variety of important opportunities. For one, they give us the chance to provide professionals with knowledge of recovery literature resources that can help their clients. They also allow us to listen to their concerns about issues, particularly those surrounding use of medication and NA members' attitude toward referred addicts. We are also given the chance to dispel any misconceptions they may have about NA by giving them firsthand information about who we are and what we do in NA. Finally, we use these opportunities to show professionals how to access the na.org website to find local contact information and search for meetings.

In support of our efforts to gain universal recognition and respect for NA as a viable program of recovery, NAWS continued its resource position with an inter-governmental United States body, the Recovery Month Planning Partners. Those meetings are held in Washington, DC. NAWS also participated in two regional United Nations meetings at the UN's request. The first was held in Cairo, Egypt, and the second in Vancouver, British Columbia. These UN regional meetings brought various agencies together to discuss recommendations and collaboration for drug control policy for the next ten years.

Cooperative Events

At the 2006 World Service Conference we spearheaded partnering with regions and zones for professional conferences that are

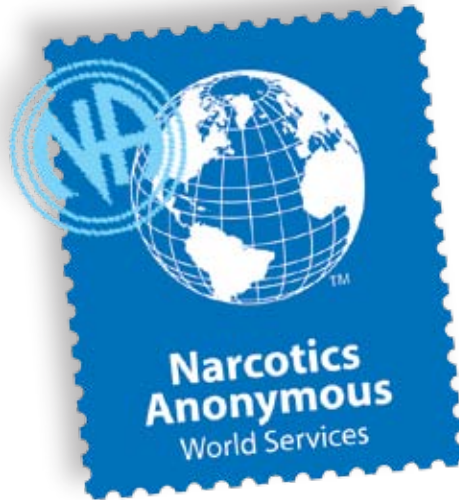
held within specific geographic boundaries. These conferences usually attract professionals from a specific region such as a state-wide conference; we have found these events to be an excellent opportunity to partner with local trusted servants to ensure a presence at these conferences and afford members an opportunity to cultivate relationships with professionals in their communities.

Partnering with regions and zones for events has met with success; we participated in over twenty-five conferences this fiscal year. Reports and pictures from regions indicate that members are energized from the experience even though they realize we have "miles to go" before NA is a

universally recognized program of recovery. This year we have worked with regions in the United States, Canada, Colombia, Sweden, and Slovenia; members had the opportunity to present information about NA at the Eastern Federation of Therapeutic Communities in Ljubljana, Slovenia, and the International Addictions Congress in Medellin, Colombia.

PR Workshops at WCNA 32

NAWS hosted two professional workshops at the world convention; one workshop's focus was on criminal justice and the second workshop focused on physicians and treatment. Professionals from criminal justice, including a drug court judge, interacted with more than 500 members whose primary concern was drug court clients in NA meetings. Television media were present at the criminal justice





workshop; we had the benefit of having a non-addict drug court judge be interviewed and speak of NA and the panels. This interview was broadcast during the prime evening news segment.

During the physicians' and treatment panel, members discussed ways to form improved relationships with professionals in these fields and learned that most physicians do not receive information on addiction in their residency curriculum. This helped members to understand a NAWS goal of providing information to medical schools to help these professionals understand addiction; additionally, members realized the work they need to do in their communities to inform physicians about NA's program of recovery.

2007 Membership Survey

We needed to update our 2003 Membership Survey pamphlet which is a valuable tool for professionals. Attendees at the world convention completed the survey, and members who did not attend had the chance to participate in the survey online or via mail or fax. This was the first time that NAWS offered the survey to members who did not attend the convention. We had 13,782 responses, and we are proud to report that average clean time in NA is 9.09 years. This certainly helps dispel any perception that there is no recovery in NA.



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