

# Public Relations Workshop

Effective Services  
and  
Planning Presentations to the  
Public

# Public Relations Goals

- ① We clarify what services NA can and cannot provide to the community.
- ② We make NA members more aware of their role in NA's public image.
- ③ We aim for the public to recognize NA as a positive and reliable organization.
- ④ We develop valuable relationships with professionals and the general public.

“It is through the unity of members in their service efforts, and a cooperative attitude toward the public that helps the NA message of recovery to grow.”

# Public Relations Workshop

## Part 1

### Effective Services

# Effective Services

## Chapter 3 of the Public Relations Handbook

PR Planning  
Prioritization  
Resources  
The Plan  
Communication

# PR Planning

- ① Identify our goals
- ① Clarify our members' roles in reaching those goals
- ① Make sure everyone understands their tasks, their responsibilities and the desired end result of the project

# Inventory Local Services

- ⦿ Inventory current services – identify strengths and weaknesses and make improvements
- ⦿ Inventory where NA may be needed in the community

# Prioritization

- ⦿ Evaluate which projects seem most needed for furthering our Primary Purpose
- ⦿ How to prioritize
  - make a list of projects
  - rank the top 3
  - review the areas' highest priorities
  - look at area financial & human resources



# Human Resources

- ⦿ Strive to make service attractive—be a good example.
- ⦿ Identify members who may have skills, but not much experience, and support their involvement in service.
- ⦿ Encourage spouses to participate in service.
- ⦿ Invite those members who may have been of service in the past to join in current local efforts.
- ⦿ Create a pool of former trusted servants.

# Financial Resources

- ⦿ Examine local financial resources available for prioritized service projects
- ⦿ Create project timelines to ensure \$\$\$\$ will be available

# The Public Relations Plan

- ① Establish the goal of the project based on prioritized needs and available resources of the area.
- ② Plan step-by-step actions or approaches to reach the identified goal.
- ③ Use the goal to measure the progress of the project.

# Sample Goal

- Goal – Provide local NA members with an education and training program in PR.
- Steps to reach goal
  - create written training material
  - exp. members train trusted servants in short training sessions
- Measure the progress – evaluate attendance and review training program quarterly

# Communication

Who is the audience we want to reach?

- ⦿ The NA Community
- ⦿ Potential members
- ⦿ The External Public

# The NA Community

- Discuss PR Projects at ASC to inform GSR's/groups of progress and goals
- Provide education regarding the responsibilities of each service position
- Encourage and support trusted servants
- Demonstrate leadership and training
- Provide traditions and concepts workshops.

# Potential Members

- ⦿ NA Members are one of the greatest influences in attracting new members to meetings
- ⦿ H & I Meeting – prospective members can identify with us
- ⦿ High School Presentation – inform students about what NA is and how it functions

# External Public

- ⦿ Our communication with the external public can show that NA is an effective, reliable, and responsive program of recovery
- ⦿ Our communication should be informative and should directly address any misconceptions the public may have
- ⦿ Honest and open communication with the external public helps NA retain its credibility & supports our ability to provide effective services



# How do we Communicate?

- With each other in our meetings and service committees
- With professionals and the general public when we are informing them about the program of Narcotics Anonymous
- With professionals and the public when we are utilizing their services—public service announcements, meeting space, bus benches—to reach potential members
- Directly with still-suffering addicts

# Communicate to Coordinate

- ① ***Coordination strategies*** help us work toward a unified approach to providing services
- ② ***Effective PR service*** depends on our ability to work together
- ③ ***Communication follow-up*** ensures that the area maintains an ongoing relationship with the public

# Public Relations Workshop

## Part 2

### Planning Presentations to the Public

# Planning Presentations to the Public

Chapter 4 of the Public Relations Handbook

We can show a public audience that we are reliable and knowledgeable by preparing and training for our interactions with them

Preparation and training can help improve our public interactions even if we consider ourselves as having experience

# Public Relations Goals

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# Core PR Principles

## **Strong Relationships**

benefit both NA and Public Organizations  
they are....

- ⦿ Ongoing
- ⦿ Flexible
- ⦿ Trustworthy
- ⦿ Respectful

# Preparation

Where?

Why?

Who?

What?

When?

How?

# Preparation

## WHERE ?

- ⦿ Personnel from schools, healthcare facilities, social service offices and treatment centers
- ⦿ Introduction letter – begin a dialogue and convey basic information about NA
- ⦿ Exhibits and booths at conferences and health fairs to reach out to pros who work with addicts



# Preparation

## Why ?

- ① The goal of the presentation is to leave the audience with a basic understanding of the NA program of recovery
- ① And to demonstrate that NA is a valuable and credible community resource
- ① Help us to fulfill our primary purpose

# Preparation

## WHO ?

- ① Who is our audience? – tailor the presentation to fit the interests of attendees
- ① Who will be doing the presentation? – depends on service members available and experience. Non-addict presenter? To protect anonymity at local events?

# Preparation: What do we want to communicate?

- ◉ Origin of our name – not just for opiates
- ◉ Brief history
- ◉ Growth – 131 countries, 61,800 meetings (2012)
- ◉ Our primary purpose and sole requirement for membership
- ◉ Role of the group and NA Traditions –how groups and service bodies work to forward our message
- ◉ NA Steps – description
- ◉ NA is spiritual, not religious
- ◉ Where/How to find us

# Sample Talking Points

- 12 Steps / Sponsorship / Mutual Help
- Spiritual Approach
- NA is a program based on spiritual principles
- What a newcomer can expect at an NA Meeting

# Preparation

## WHEN ?

- ⦿ Schedule a presentation during the time of the day that is most likely to be convenient for the participants

# Preparation

## HOW ?

- ⦿ Planning is a vital part of any presentation
- ⦿ Rehearse, Rehearse, Rehearse
- ⦿ Use familiar language, NOT NA LANGUAGE
- ⦿ Handouts or questionnaires – use familiar language as well
- ⦿ The presenters need time to prepare and to familiarize themselves with the materials before the presentation

# The Presenters

- ⦿ Take a team approach – a good mix of members demonstrates our unity
- ⦿ Diversity is strength, serving together highlights our unity and is highly attractive to new members and to the people whom we are giving a presentation
- ⦿ Know the material you are presenting
- ⦿ Familiarize yourself with the FAQ's

# Resources for Presentations

- PR Handbook
- NA.org – local service committee resources
- Naflorida.org – documents (FL Region Website)
- Regional PR Resource Coordinator or any member with experience



# Appearance

- ⦿ Choose clothing that suits the setting
- ⦿ Think job interview
- ⦿ Diversity of members
- ⦿ Look professional, be professional

# Tips for Success

- Be prepared
- Know your audience
- Keep it local—bring local materials
- Be knowledgeable about NA resources
- Be enthusiastic
- Keep the presentation within the allotted time frame
- Be simple and direct
- Listen
- Learn to “read” the audience
- Send a thank-you letter
- Survey the audience
- Use feedback to improve for next time
- Share information about NA and minimize personal experience

Our primary purpose is to carry NA's message to addicts around the world—many members of the public are more than happy to help us fulfill this purpose. We can do our part by presenting clear, reliable, and meaningful information about what NA is and how NA can help addicts.

# Public Relations Workshop

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