



PUBLIC RELATIONS TRAINING

ESLD | BERLIN | 25th-27th April 2025



WELCOME!



OBJECTIVES

(WHAT YOU SHOULD CARRY HOME?)

A Vision Of Public Relations Service

How to provide a presentation.





Knowledge of FAQ's



A Vision for NA Service

All of the efforts of Narcotics Anonymous are inspired by the primary purpose of our groups. Upon this common ground we stand committed.

Our vision is that one day:

-  Every addict in the world has the chance to experience our message in their 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 fulfillment through service;
-  NA service bodies worldwide work together in a spirit of unity and cooperation to support the groups in carrying 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 the guidance of a loving Higher Power.



**CREATING
OUR FUTURE**

WORD

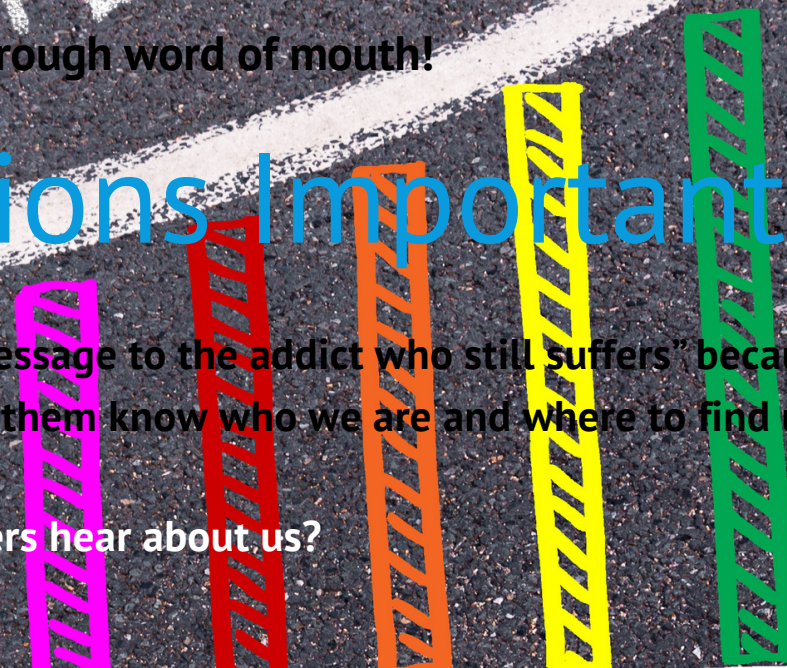
But perhaps most importantly through word of mouth!

Why IS Public Relations Important?

PR is a crucial part of our primary purpose “to carry the message to the addict who still suffers” because it let’s prospective members and those who seek to help them know who we are and where to find us

Where do prospective members hear about us?

WORD OF MOUTH
REFERRALS



What does the Public Relations Subcommittee do?



We clarify what services NA can and cannot provide to the community.



We make NA members more aware of their role in NA's public image.



We aim for the public to recognize NA as a positive and reliable organization.



We develop valuable relationships with professionals and the general public.

How do we do it?



- Placing literature racks in public places frequented by addicts and keeping them stocked with IP's and meeting schedules
- Sending letters and emails to various organizations that affect the lives of addicts
- Giving presentations about Narcotics Anonymous
- Holding PR learning events within the fellowship
- Fishbowl 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 relations. We must face this service like this.](#)



A group of people are seated in a circle in a lecture hall, engaged in a discussion. The text 'FISHBOWL MEETING' is overlaid in large white letters. The background shows other people seated in the bleachers of the hall.

FISHBOWL

MEETING

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.



Who Is “The Public”?

- Potential new members!
- Those that are close to or influence the lives of addicts:
 - Family members
 - Parole Officers
 - Corrections Officers
 - Treatment Facility Staff
 - Counselors
 - Medical professionals
 - Judges
 - Whoever else comes into contact with addicts





How do we as individual members affect our public image?

What we say, do, or not do, as individual members affects our relationships with the public and the still suffering addict.



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

DON'T:

go alone

give personal details


discuss other methods of recovery

put up posters without permission

remove other posters without permission

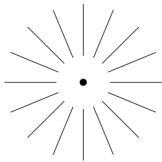
react to rejection

discuss outside issues

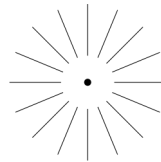
A large blue L-shaped graphic that frames the right side of the slide. It consists of a vertical bar on the left and a horizontal bar at the top, meeting at a corner that points towards the center of the slide.

The Twelve Traditions and Public Relations.

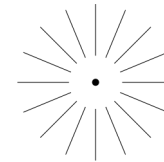
We do the best we can with what we have while upholding the Traditions



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)



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)

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.

Spiritual Principles important to PR:

Some of the principles vital to Public Relations:

“Attraction rather than promotion”

Cooperation vs. affiliation (matters of autonomy)

Anonymity

Unity

Self-support

“ATTRACTION RATHER THAN Promotion”

Attraction - What 's attractive?

Reliable communication, responsibility, commitment, and behavior that reflects recovery.

We can demonstrate the reliability of NA by showing up and fulfilling the obligations we make

Promotion:

Exemplified in the difference between informing the public about NA and insisting that NA is better than any other recovery program.

Promotion is “fanfare, overblown claims, [and] celebrity endorsements.” (It Works: How and Why)

Cooperation vs. affiliation

We can cooperate with outside entities without compromising our traditions.



Examples of cooperation:

- Signing court cards as groups or individual members
- Working with public entities to provide them with as much accurate information about us as possible in order for them to better understand NA and to refer individuals to our program

Examples of affiliation:

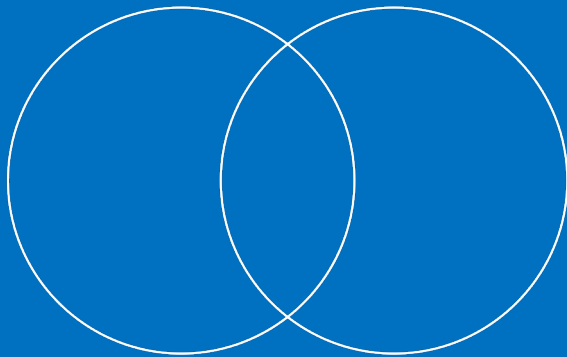
- Compromising our traditions and our autonomy to suit the needs of a particular facility
- Taking any action that may blur the line between NA and the outside entity in the minds of prospective members

ANONYMITY

Anonymity supports our ultimate goal of focusing on our primary purpose instead of our individual concerns. The principles contained within our traditions encourage us to humbly join together in hope of forwarding the ideals of our fellowship.

- We work together to avoid being perceived as a sole representative of NA
- We avoid identifying ourselves as members at the level of press, radio, films, and the internet
- We focus on providing everyone an equal opportunity to recover within our fellowship

UNITY



NA is more attractive when we are able to demonstrate our unity. Our unity shows when we use our diversity as a strength in our meetings and our services. When a group of addicts from different backgrounds and with varying beliefs serves together, they highlight our unity in a way that is extraordinarily attractive.

When we show our unity to the public we gain their trust. We show that we are a viable and effective program.

What's the
difference
between speaking
at an NA Meeting
and Speaking at a
PR Presentation?

Presenting to the Public

Goals of presentation:

- Introduce NA and explain the nature of the NA program.
- Raise professional awareness of NA as a viable community recovery and ongoing peer support resource for relief from drug addiction.
- Provide NA contact information and gather contact information from all present.



Before the Presentation



01 Determine who is best suited to give the presentation. Match “task-to-talent”

■ 02 Rehearsing is a good thing!

■ 03 Make sure you have the IP’s and other literature appropriate for the presentation

■ 04 Dress appropriately to fit the environment, “business casual” at a minimum

05 Remember to refrain from swearing

Prior to the Event



Consider the setup of the room



Set up a literature table for handouts, IPs, or resource materials. Inform the audience where these materials are located



Provide a box/basket for attendees to leave their business cards



Be sure to be fully prepared to start and end the session on time

Beginning the Presentation – 10 mins

1 Introductions

- The lead presenter introduces all of the presenters for the session
- Introduce audience members or allow them to introduce themselves. Be sure to acknowledge any participants who helped to make the event possible, anyone representing the venue, etc.

2 Logistical issues

- Ask the audience to turn off the ringers on their cell phones
- Explain where the bathrooms are, when the breaks will occur, what refreshments are available, etc.
- Inquire as to any special needs of any of the participants

3 Setup

- Offer a brief outline of the agenda, why the presentation is taking place, and what to expect from it. Let the audience know that there will be time for audience participation and questions at the end.
- It is typical to ask at the beginning of the presentation: "How many are familiar with NA?" and "How many have had no exposure to or knowledge of NA?" This response may require you to adapt your presentation somewhat

The Presentation – 20 Mins



- Origin of our name – Why “narcotics?”
- Historical background
- What is NA? – A vital resource
- Is NA culturally adaptable?
- NA Membership Survey
- Cooperating with professionals
- Benefits to the client (specific for treatment, healthcare, and correctional audiences)
- Benefits to the professional (specific for treatment and healthcare audiences)
- How to contact NA

Wrap Up – 15 mins

Ask if there are any questions or comments.

If this is an audience that is familiar with NA and one that interacts with addicts in a professional capacity, you will want to make this portion as interactive as possible.

The more you can derive from this type of audience and create a genuine exchange, the more effective the interaction will be.

At the end of the presentation

Point out the literature table, encourage the participants to take what they need, and to leave their business card.

Thank the audience for their attention, thank the dignitaries and the venue representatives again, and thank the other presenters.

Let the audience know that you will be available for additional questions after the presentation is over, and where you will be.

Ask the audience to fill out the session evaluation survey if you have decided it is valuable.

Afterward



Onsite

- Collect the surveys, sign-in sheet, and business cards.
- Be sure the room is left in order; collect any unused or discarded session material.

After the event

- Write thank-you notes to all who attended.
- At regularly scheduled intervals, follow up with all who attended.



Tips for Answering Public FAQs

Responding to questions in your own words often works best – the responses listed below can be used as a guide.

- Short, simple, direct responses work best. Audience members or those who stop by an exhibit booth usually have limited time and will appreciate a brief response.
- When we use NA specific language such as “home group”, please explain the meaning for the audience.
- Try to keep responses focused on the questions asked. Remember, the goal is to inform members of the public about Narcotics Anonymous – personal disclosure is usually not appropriate or helpful. (For example, sharing about the step you are working, how many members you sponsor, and your service commitments is not necessarily relevant.)

We will roll play a Q&A session with the public.

Group Exercise

- We will offer difficult questions, and anyone who wishes, by raising their hand, may give an answer. We'll then discuss and possibly refine the answers.
- Some questions will be hard. This is a safe place to make mistakes. In fact, that's the idea today. Have fun with it.
- We will offer questions for a while, and may ask you to suggest a tough question a little later.



Public FAQs

**What is the difference between
AA and NA?**

Public FAQs

How can I find NA meetings in my neighborhood or in various countries around the world?

Public FAQs

Are most of your members heroin addicts?

Public FAQs

What support does NA have for adolescents?

Public FAQs

It was briefly mentioned that NA has a variety of recovery literature. What kinds of literature and recovery materials do you have, and how can I obtain these?

Public FAQs

**How can we schedule an NA
presentation?**

Public FAQs

Is someone who is still using drugs welcome to attend NA meetings?

Public FAQs

What resources do you have for single parents? Are children welcome at meetings?

Public FAQs

I referred someone to NA who was taking medication, and NA members said they were not clean. Would you explain what you mean?

Public FAQs

What happens at an NA meeting?

Public FAQs

**Is NA connected with any
religious organizations?**

Public FAQs

Your Steps were written many, many years ago. When do you think you can update them? Don't you think they are obsolete?



RESOURCES:

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

A shorter and more accessible version of the PR Handbook

PR Vision Statement:

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

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

PR Mission Statement:

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

Our mission and description.

Information about NA:

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.



Narcotics Anonymous and Persons receiving Medication Assisted Treatment:

https://www.na.org/admin/include/spaw2/uploads/pdf/pr/2306_na_prmat_1021.pdf

A new (2016) Service pamphlet giving updated information on MAT & DRT

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

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

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)



PR EDM 
Grupo do WhatsApp



Any questions?





Narcotics Anonymous
European Delegates Meeting

6th
**EUROPEAN
SERVICE
LEARNING
DAYS** 20 Berlin
25 April 25-27

LEARNING

GROWING

AND GIVING BACK

Register on
our website
today!

15€