

The Narcotics Anonymous message is "that an addict, any addict, can stop using drugs, lose the desire to use and find a new way to live." Our relations with the public enable us to share this message broadly so that those who might benefit from our program of recovery can find us. We perform public relations service to increase the awareness and credibility of the NA program. We share our message openly with the public at large, with prospective members, and with professionals. Maintaining an open, attractive attitude in these efforts helps us to create and improve relationships with those outside the fellowship. Establishing and maintaining a commitment to these relationships, can help us to further our primary purpose. The spiritual principles of our steps, traditions, and concepts guide us in pursuing our public relations aims and our efforts to enhance NA's public image and reputation. These principles apply to our community and service efforts as well as to the personal behavior and attitude of individual NA members.

The Back to the Basics and Rompin' Stompin'
Groups of Narcotics Anonymous
Invite you to join us for a PR planning workshop

Our Freedom, Our Responsibility

The principle of service, critical to the application of our Eleventh Tradition, is not a passive principle. To be of maximum service to the still-suffering addict, we must energetically seek to carry our message throughout our cities, towns, and villages. ...We must take vigorous steps to make our program widely known. The better and broader our public relations, the better we will be able to serve.

Tradition Eleven, It Works: How and Why

How we begin?

Why does NA need relationships with the public?
What does public relations have to do with our recovery?
The spiritual foundation Anonymity
Unity: "Together we can"
Attraction
Cooperation, not affiliation
Responsibility & accountability
Forever nonprofessional
Communication
PR planning
Service structure and effective services
Communication and effective services
Core PR principles

NA meetings thrive when groups look beyond their immediate needs to offer help to each other.

2:30 p.m. to 3:30 p.m.

Sunday, May 23, 2010

Pilgrim Lutheran Church, 820 Belknap Street - Superior, WI
Child Care Provided

Coffee & Dessert will be Served

What is next? Workshop 2 –

The footwork begins: Preparing & training for public interactions
Sunday, June 27th, 2010