

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 a Public Relations Workshop Our Freedom, Our Responsibility

SUNDAY, JUNE 13TH, 2:00 PM TO 3:30 PM

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.

2:00 p.m. to 3:30 p.m.

Sunday, June 13, 2010

Pilgrim Lutheran Church, 820 Belknap Street - Superior, WI

Child Care Provided

Coffee & Dessert will be Served

**What is next? Workshop 2 – Sunday, July 11, 2010
The Footwork Begins: Preparing & Training for Public Interactions**

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