

Minutes from the NAWS PR Web Meeting 06 April 2016, 4:00-5:30 PM Pacific Time



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Ice Breaker – Audio Share

When providing a PR presentation to an organization in your community does your presentation differ from one organization to another. For example; do you give the same presentation to a High School that you would give to a Law Enforcement Agency? If not, how do those presentations differ? What type of presentation seems to get increased positive feedback? Do you have attendees evaluate your presentations?

(2 person audio share; Joe McC and Irv E)

Joe McC and Irv E each provided 7 minute talks about their experience with this topic. Their shares were very detailed and well thought out. Unfortunately, since their shares were audio we were not able to capture the content as we normally would have in a chat environment. Some highlighted elements that we did capture are as follows:

- A standard presentation format is used with some variation depending upon the audience; Sherriff's Department, High School, etc.*
- The biggest difference is that for a High School presentation some members on the presentation panel will share their personal experience, whereas this would not be part of a presentation for other types of audiences.*

Ice Breaker Chat (input from attendees):

Rebecca H: Hi Joe.

Ed S: welcome Joe.

April H: Hi Joe.

Jeff M: Hey Joe, where you going with that PR manual in yo hand!

Robert H: Hi everyone.

Ed S: Hi Rob.

Robert H: Thanks Ed.

Ed S: I'm from The Mid-Atlantic regional PR subcommittee.

Robert H: I'm from public info in our area we are part of ABCD Region, upstate New York.

Ed S: Thank you Joe.

Michelle G: Thank you.

Shellie K: Thanks.

Robert H: Thank you Joe.

Ed S: I did also .

Jeff M: Thanks Joe.

Mukam: Thanks Joe.

April H: Thanks Joe.

Rebecca H: Thanks Joe.

Jeff M: Hi Irv.

April H: Hi Irv.

Ed S: Hey Irv.

Rebecca H: Hi Irv.

Robert H: Hi Irv.

MaryEllen: Thanks Joe and hi Irv.

Mark T: Thanks Joe! Are the AA members present during your presentations? If so, how, if at all, does your body dialogue with them?

Joe McC: Yep, and we are often present during theirs. We will sometimes chat before and after the presentation.

April H: What do we do if we don't have IP29 available to us?

Mark T: Thanks again, Joe, your presentation was excellent.

Jeff M: I just did my first High school presentation. Power point intro...a few songs sung live to show that we have fun drug free activities, a two act play involving the NA readings and then a Q&A/personal stories..

Jeff M: It went very well.

Joe McC: You're welcome.

David R: Jeff: wow, that's great!

Rob L: Hello everyone.

Joe McC: Awesome!

April H: How did you let the HS know that you were available to make the presentation? I'm new at this.

Ed S: Welcome Rob.

Robert H: Hi Rob.

Jeff M: I am on Phonelines and this teacher of a health class called our helpline.

Ed S: Thanks Irv.

Rob L: Thank you Irv.

Robert H: thank you Irv

Mark T: Thanks Irv!

David R: To let HS know: Contact Health Ed teachers—you'll have better luck than starting with admin

April H: Thanks.

Kim F: Our area has been in contact with other area and regions for their help.

David R: Does "service bodies" mean outsiders (like AA) or other committees (Like H&I or Activities?)

Icebreaker Feedback Chat

The following are some thoughts that the attendees had to share concerning the Icebreaker topic.

David R: Heard a suggestion to have students write their questions on cards during a schools presentation. That way students can remain anonymous and ask embarrassing/revealing questions. Also lets us skip over inappropriate questions (i.e. what was your drug?)

Al L: Quick question for Irv, why the emphasis on literature that explains our funding at treatment centers?

Jeff M: Great idea.

Robert H: For High School presentations we use index cards for kids questions no peer pressure and we save these cards for training.

Irv E: It lets them know about NA.

Rob L: Will the presenters information be captured and sent out in "minutes"?

Heather G: Irv, I am newly elected to this position and would very much like a copy of your presentation, I find it a great orientation tool.

Mark T: Joe - when members break their personal anonymity during presentations, how does it affect those who're uncomfortable doing so?

April H: How does a P.R. representative let other organizations know that you are there and available to make a presentation? I'm a new PR chair and I understand that we use attraction rather than promotion. How can I approach them?

Jeff M: Learned the hard way that PowerPoint intro about NA needs to be very brief. LOL

Ed S: I like the card idea.

Al L: Thanks Irv.

Joe T: Irv. Love all the literature you offer.

Joe McC: We have had members that are concerned about anonymity that often just opt out of those presentations. For example, at the high school, one of our PR members had a brother that attended that school so she refrained from participating in that presentation.

Joe T: Follow up efforts after Presentations?

Jeff M: A copy Irv of your PP would be great.

Rebecca H: does anyone know the length of this webinar?

Mark T: Doug - do you know how many officers were trained?

Rob L: We created email surveys that get sent out after various events for feedback.

Mukam: Probably about 30 more minutes.

Ed S: We are also sensitive to that issue Joe. pass

Kelley (NAWS): Rebecca; 90 minutes for webinar.

Kelley (NAWS): Mark T.; over 200 offices were trained.

Mark T: Thx Kelley!

Kelley (NAWS): welcome

Earl J: Hey Josh

Icebreaker Feedback

The following are resources offered on www.na.org:

Local Service Resources

http://www.na.org/?ID=local_service_resources

Sample PR PowerPoint Presentation

<http://www.na.org/admin/include/spaw2/uploads/rtf/FTP/English/PR-PI%20Resources/Sample%20PowerPoint%20Presentation%20-%20NAWS%20-%202014.pptx>

Please Note: an updated presentation will be offered shortly with new statistics. Check the following URL http://www.na.org/?ID=LR_PR1 and look for a file named *Sample PowerPoint Presentation - NAWS - 2016.pptx*

Small Groups Discussion - Topic 1

Topic 1: Does your service body collaborate with other service bodies for PR presentations or other PR efforts? If so, what does that look like? What cooperative efforts take place in your area/region?

(Participants broke into small groups to discuss this topic.)

Group 1:

Al D: Pass

David R: Al D, you are 1st!

April H: How does a PR Chair approach organizations to let them know we are here and available for presentations?

David R: Often we get requests on Helpline.

April H: I'm a new PR chair and I understand we use "attraction rather than promotion". How does this work? done

David R: Does "service bodies" mean outsiders (like AA) or other committees (Like H&I or Activities?) I assume its outsiders. pass

Al L: We collaborate with neighboring Areas at some workshops and presentations. We have not collaborated with other programs. We sometimes are invited to the same events as other programs, but there is no direct interaction. done

Ed S: Ed S PR chair Mid-Atlantic region

April H: pass

Kim F: We as an area are still trying to get up to speed. It is difficult with lack of people to help out in doing presentation.

Heather G: I see we are having difficulty following the instructions - I believe it is internal service bodies - We work with the Activities subcommittee to organize poster days in conjunction with a BBQ.

Heather G: Pass to Irv

Earl J: DCA often shares duties with H&I and Special Event at presentations. done

Jeff M: Yes we do. We have Service works every four months. This is a learning day any Area can host that includes PI, Website and Phonelines for the So Cal region.

Irv E: As PR chair in the region we meet with attending PR chairs from the 10 areas to discuss where they are in their area service efforts and exchange ideas about good practices. I recently had a PR booth at the FSRNA convention that developed an outreach effort to the community about new literature and if they knew of any new services needed in our communities.

Ed S: We pretty much keep our H&I and PR service bodies separate unless we need to address an organization together. done

April H: Why aren't the area PR chairs included in the outreach efforts?

Joe McC: We do presentations in conjunction with H&I when starting a new relationship where H&I presentations will be done. Also, April There is a terrific paragraph under "Spiritual Principles" Tradition Eleven in "It Works How & Why" that answers that question. Ultimately that we want to be known to the public, the non-promotional part is that our communicating to the public is done without making overblown claims or celebrity endorsements.

Al L: April, we have asked the treatment centers where we hold H&I meetings for suggestions about where we might give presentations. We also stay in contact with local law enforcement agencies and drug treatment courts. done

Heather G: I wasn't paying attention and went out of turn - sorry about that but I guess we are sharing popcorn style in this room and it seems to work.

April H: Gotcha. We are allowed to make Public Service Announcements, aren't we?

Ed S: We're fortunate enough to have the dedicated trusted servants to do this...done

Joe McC: Yep.

Al L: Michigan Region has excellent PSAs, the trick is to convince local stations to air them. done

Irv E: I talk about NA audiences and campaigns for NA with them. I am scheduled to do some field work at a local conference comprised of several regions facilities in hopes to help let them know about NA and where it can be found and maybe find some new PR or H&I commitments.

Heather G: In Canada, the Canadian Service Board of NA is organizing PSAs nationwide - each Region is gathering funds and requests for spots from the areas and then the monies will go the CANA and the PSAs will run across the county.

Jeff M: At our convention our PI has a booth there.

Irv E: I visit new facilities when I can and refer the commitments to committees either for PR or H&I. done

Ed S: Our area just got our first large roadside billboard. It's absolutely cool. done

David R: Ed: How much \$\$?

Al L: What's the cost for the billboard, Ed? done

April H: Irv, I've never seen a referral. Is nobody reaching out in our area? done

Al D: Ed S where are you from?

April H: Our area can't afford the billboard even though the actual sites are donated. done.

Irv E: I gave H&I two.

Ed S: \$250.00 That's only for the material. A one-time cost. The space is donated as a PSA. done

Jeff M: I worked with our youth committee to get volunteers for my HS presentation.

David R: We don't make a point of collaborating with outsiders. Sometimes we end up on a panel presentation with AA. It seems to work much better when it's just us.

David R: We do sometimes collaborate with H&I when going into a new institution.

David R: Suggestion (if you're not doing it already): type your comments in a blank Word document ahead of time then paste them in chat when it's your turn. DONE

Kim F: On the subject of treatment center; we as an area have a group that is doing a letter and has been working on the language to address the treatment facilities on what we can do to better communicate with each other and the overwhelming effect that they are having in our area.

April H: Thanks Kim F. Sounds great!

Heather G: Good idea David - done

Jeff M: Our region is collaborating with the LA Police jail division to get on a community resource guide that is given to people leaving prison.

Ed S: Al, I'm from the Pocono Mountains Area. Mid-Atlantic Region PA

Jeff M: We also can do 15 min presentations one-on-one on CCTV.

Al D: Thanks. done

April H: pass

David R: We use resources (people, booths, advice) from our Region and from World for some presentations. PASS

Ed S: Jeff...CCTV? done

Jeff M: Yes closed circuit TV with the person who is about to leave jail and needs to know about NA.

Ed S: Ok thanks.

David R: One area is doing “thru the glass” one-on-one meetings where the inmate is behind glass and there is no physical contact.

Kim F: The Florida Region has the behind the wall program going well.

Earl J: Cooperation between areas is good. Having problems getting more NA members involved in PR.

Jeff M: Same here Earl.

April H: Ditto.

Ed S: LOL Earl. I call it the forgotten subcommittee.

Al L: Same all over, Earl...done

April H: My committee grows larger when I overeat.

Kim F: Same here.

Jeff M: LOL April!

Kim F: lol

Heather G: I find that it is difficult to get people interested in PR - it is not a glamorous committee - I had luck offering Task service where someone would volunteer for a specific task rather than sit on the committee full time. done

David R: One theme I'm hearing today is lack of warm bodies, lack of funds...

April H: You got it. done

Jeff M: Thanks everyone!

Ed S: cool done

Group 2:

Rob L: We have two areas that overlap geographically both PR Subcommittees meet together to share resources and focus services.

Joshua: Chesapeake and Potomac Region (Cprna.org). We had a couple of bigger events in the DC area in the past year. It seems like PR handles them. Usually a chairperson from one of the areas will focus on the event. At our annual convention it is the same.

Mark T: Manhattan Area has collaborated with the Bronx Area and NYC Area for presentations. This Sat PI and H&I will co-host a four hour Service Jam. Also, other areas have invited us to participate in health fairs, learning days and poster drives. NEXT

Michelle G: We have a workgroup in our Area that's been established to open a dialogue between our Area's NA meetings and the treatment facilities in our Area. The workgroup is independent at the moment but their tasks will eventually be absorbed by PR, so we are working closely with them.

Rebecca H: My area has very minimal PI services happening. We are growing our "contact list" for new organizations in the community though. We have almost 35! We e-mail the updated regional meeting list and they print and distribute as needed.

Rob L: Our Regional Service Body "The New England Region" has been very supportive in training and assisting in presentations to our areas with a focus on ensuring each area will be able to handle all aspects of presentations. NEXT

Joe T: Our ASC has a first time PR Chair. Our RSC Chair has a lot of experience, as do I. So, she is open to mentoring from RSC and a few local ASC PR members. This means we are not collaborating with RSC efforts at the moment, but we attend the RSC PR meetings and workshops, where she is learning. I am sure the ASC-RSC collaboration will happen for a Region-wide service.

Mark T: We did a HIPIC workshop at the Manhattan Area convention and hosted a booth there with IP's and meeting lists as well.

Robert H: We have 5 areas in our region so we stay in contact. One area does not have a subcommittee so we will help with the poster drive up there. But we work very close with H&I, and also Events and Activities to let people know we have fun in recovery. next / done

Mukam: NJ has two regions. They have worked together to develop relationship with NJ prison officials.

Rebecca H: Does anyone have ideas of where NA could go for distribute these posters for a "poster drive"?

Sherry V: The PR efforts that we collaborate with others at this time are events that we set up a PR table either outside community event or inside. We currently have two events scheduled. We haven't, at this time, collaborated say as a multiple panel effort. pass

Mark T: Rebecca - bookstores, cafes, libraries, police stations, salons, etc.

Joshua: In Dulles Corridor I have been trying to build a bridge of communication with PR service bodies and be in touch with other subcommittees in my area. I try to make the special event s subcommittee meeting.

Mukam: Rebecca; courthouses, libraries, colleges, college dorms.

Rebecca H: thanks

Rob L: Rebecca, we do poster drives aka flyer hanging days twice a year. We hit police stations, court houses, convenience stores, diners, walk in recovery centers, laundromats, bus and train stations and stops etc. With permission of course.

Sherry V: Rebecca...laundry matscommunity bulletin boards in Walmart, other grocery stores, etc.

Joe T: Follow-up is great! i.e. a "relation" with the community professionals.

Rebecca H: Any suggestions as to where to get a NA "tri fold" informational poster board for a PI table?

Mark T: Rob - Do you welcome non-PI members to assist with poster drives?

Robert H: We target different places each time; one time police stations and probation courts. We picked up an H&I commitment this way. The next time we do libraries, hardware stores laundromats. And the next time schools. This way it doesn't get boring for committee members. next / pass

Rob L: Most "chain" companies or franchises will not allow hanging of flyers however.

Joshua: I personally think we are never alone never again. It is difficult to get people to serve on the area/regional level here. I try to maintain contact throughout the month with people in PR. I think being in touch is what makes service work. Not only is this service but this is our recovery.

Rob L: Mark perfect opportunity to get newcomers involved.

Sherry V: We have used post card size for all community boards too.

Michelle G: We were recently invited to have a table at an outreach event in a mobile home park with over 5000 residents. We were placed at a table with AA and our two fellowships made the best of it and worked very well together, although we discussed asking for separate tables in the future. The result was positive. The park asked us to bring in some Spanish-language meetings. One of our members and out PR Chair facilitated the arrangements, and the meetings are scheduled to start this month.

Mukam: I was thinking of how in some places with strong NA communities they reach out to assist less developed NA communities. Thinking that, I noticed that Rebecca is from Illinois. So maybe Chicagoland or another experienced community would send people to train or model PR presentations?

Mark T: Thx Rob :-)

Joe T: Mobile home park. Great! I remember one in particular when using...Lol

Mukam: Michelle that is great. From outsider AA, NA is all the same. It's just good to know help is available.

Rebecca H: Good idea Mukam.

Michelle G: Joshua, I agree. We've just started sending out emails from PR to the GSR/admin/subcommittee email list for our Area.

Sherry V: For outdoor events over a period of time we have built up and have our own table with cover and skirt and put the literature and books on it

Michelle G: Thanks, Mukam.

Mark T: Michelle - that is powerful! Separate tables in the future would be prudent, and in keeping with our traditions.

Rob L: Sherry we purchased a custom printed NA table cover for such events. Really refines the table and has the website and helpline number on it.

Robert H: Good job everyone.

Rebecca H: Any ideas for what to put out on a table for a PI event for NA besides a trifold board? Thanks Sherry.

Rob L: Books, IP's, Email sign-up sheet, meeting lists.

Michelle G: A chain of keytags, Rebecca?

Sherry V: Nice Rob. We have looked at that too. We have a white top and dark blue skirt but I have seen the custom...great!!

Mark T: We tabled an outdoor community event last summer but they closed an hour early due to low attendance, nevertheless folks were engaged, got meeting lists and other info from us.

Mukam: Map with local meetings pinned.

Rob L: Love it Mukam.

Joe T: Love the "Service Jam" name. See so many Speaker Jams well attended...

Robert H: A welcome key tag in every language.

Michelle G: Map - great idea!

Sherry V: We have the multi-language package of keytags that we purchased from NAWs.

Mark T: Service Jam is a sexy name for Learning Day. We'll raffle NA-related merchandise after each topic (backpacks, CDs, mugs, pens, t-shirts, etc.)

Shellie K: I love the map with the meetings pinned!

Michelle G: I like the raffle idea.

Rebecca H: Thanks. Does anyone do the "tri fold board" on their table?

Shellie K: Ha, Mark! I love the sexy, attraction approach!

Mark T: Thx Michelle. Addicts love free stuff :-)

Michelle G: We do, Rebecca.

Rob L: We sometimes put Starburst candies scattered on our tables, it brings the shy ones over!

Sherry V: We are working on a multi area learning day and hope to be able to do some presentation examples.

Shellie K: We do a 16 and an 8 pocket rack with our literature displayed. We also have 2 banners we use, depending on the outreach.

Rebecca H: Nice Rob!!!

Mark T: Thx Shellie. We call it spiritual manipulation. The term, learning day, can serve as a barrier sometimes.

Topic 1 – Feedback

Topic 1 Feedback Summary

Summary thoughts concerning collaboration:

- Broader Scope leads to Reaching More Addicts
- In Pennsylvania, 4 Regions collaborated with the State Corrections Department to provide training for all corrections officers.

- In a single Region state, Area PR resources can collaborate to attend conventions. This allows for local follow up for professionals.
- Zones – EDM in May will be presenting to the European Union. This took a great deal of collaboration.

Small Groups Discussion - Topic 2

Topic 2: Have you faced resistance, either from the Fellowship in your community or from the organizations that you are reaching out to when doing PR work? If so, what did the resistance look like and how did you contend with it?

Group 1:

April H: I'm finding a lot of resistance in my fellowship. Whenever I present an idea, I'm told that I'm breaking traditions. Also, my regional chair is doing a lot of community work in my area but does not include me. pass

David R: Some say, "Having an NA booth at a county fair/farmers market is promotion and a tradition violation." We explain that we don't wave flags and promise miracles, we just offer information.

Jeff M: Faced some resistance from chain pharmacies to hang flyers. Mom and pop pharmacies not so much.

April H: Call it a PSA. done

David R: Or they say it's too much \$\$ to do a fair booth. PASS

Al L: Don't have a lot to share on this topic, we still get the occasional pushback from facilities, i.e. 'there's no recovery in NA'. Time seems to be taking care of most of this. Internally, I haven't had to deal with any real resistance, more like good ol' fashioned lack of interest. done

Ed S: We get some pushback from members sometimes about attraction rather than promotion. This is where a working knowledge of Traditions comes in very handy.

Earl J: The only resistance is with non-participation of NA members in PR service, however organizations visited are very appreciative of IPs, meeting lists and PR attending events.

Ed S: Or sometimes we're asked about self-support.

Ed S: Yes Earl. We get this a lot also. pass

Kim F: In our area most members are not willing to come to our PR meeting. Other than that we just don't have enough people to put on a presentation.

David R: Offer pizza :)

Jeff M: I have a hard time getting PI members. I skype my meetings.

April H: My facilities are always glad to see me during a literature drop. I'm trying to increase NA's presence to additional recovery houses, etc. This is where I'm told I'm breaking tradition. But, how else will they know we are here? done

Joe McC: We get the same resistance regarding attraction. In an effort to educate. We read from our 11th tradition when doing PR learning days. There is a brief paragraph that puts it well----"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. Our public relations policy is based on attraction, to be sure, not promotion. But to attract the still-suffering addict to our program, 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." . done

April H: Well said Joe McC. done.

Jeff M: Love that Joe.

Jeff M: What do members do to attract PI members?

Heather G: Thanks for that Joe - Canada is out, have another call to make (((HUGS))) to all

David R: New tool we are trying is "help wanted" section on our website (<http://www.sonomacountyna.org>) to attract members to service. So far not much traction with that, but it's new.

Ed S: I tell them to read the whole eleventh Tradition, which speaks to "Personal Anonymity". Then it becomes clear. done

April H: I've created a flyer to be distributed to my area's home groups. I've actually received a few calls from it! done

Earl J: Thank you, Joe I am and will be energetic and willing, David good suggestion I will try that.

Irv E: When visiting a treatment center about an inquisition to have an H&I meeting they did not meet the requirements. I told them we could commit to a literature drop but they wanted their own NA meeting. I had to explain NA's position on meetings in treatment centers and what services we could provide. The commitment was referred to the area committee for services and made literature drops soon after.

Jeff M: Thanks April and David.

Ed S: They unusually only see "Attraction Rather than Promotion". done

David R: Irv: See Institution Services Guide (or something like that)

Al L: I still resort to getting up on my soap box at meetings. I share about our responsibility to provide the same resources to the still-suffering addict that we took advantage of when we got here. done

April H: I also announce that I'm looking for help at every meeting I attend. And, I attend quite a few every week. done

Ed S: How do we approach schools?

April H: Ed: contact the school's health teacher, or the guidance office.

Ed S: Thanks April good idea.

Irv E: When trying to find members to commit to service efforts it becomes a human resource and development issue...

April H: Always available to help spread the message. done

Jeff M: Community Day schools are demanding us to attend.

David R: Best recruiting tool IMHO is one-on-one: "You are really growing and I think your skills would be a perfect fit for the Literature Rack position. Would you like to come to our PR meeting to hear more?"

Irv E: There are several ways to pursue recruitment for new members. 1. Ask those already of service in your area specifically state the services needed. 2. Develop a flyer asking the people in the home groups for their services. 3. Develop a panel of people in the area with the requirements for service efforts that are available to be called when services are needed.

Kim F: great Joe. Just remember there is a fine line and if they don't want to walk the tightrope then try and give us an option to presetting.

David R: BTW, Lit Rack is a PR position that fill lit racks around our county. Actually it requires about 3 members to do this. DONE

April H: Thanks Jeff. I didn't think about them. I know a few in my area that are not receiving literature. I'm going to drop by them soon. Done

Jeff M: Thanks to all

Ed S: I find that instead of saying at meetings that PR needs support it's better to stand up and tell them what help is needed. It seems to get new members' attention and old timers alike.

April H: David: I'm forced to do the lit drops myself. I drop by every other month and only replenish what was taken. I've saved a lot of money doing this. done

Kim F: In our area we have come up with a flyer to tell the home groups what PR does.

April H: Irv: this is exactly what I'm doing. I have a new flyer to be distributed at the up-coming area service meeting. done

Ed S: Thank you everyone for your input. I value everyone's info. There is so much to learn.

David R: April: Ask a meeting to adopt the rack at a facility near the meeting.

Jeff M: Indeed.

April H: We learn by the seat of our pants most of the time.

Irv E: A human resource panel.

Irv E: For human resource development.

David R: April: and that's what got me here :(

April H: Our area does not have the capacity to develop a human resource body.

David R: Our Area is working on having each PR member write up not just the duties of their position but also some of the benefits/joys of their service. Then we can include that write-up in the Help Wanted ads or stories in our Newsletter. done

Irv E: I am always available most of the time.

Kim F: This is why we are planning a learning day picnic.

David R: Food? I'm there.

Earl J: Thanks everyone for your suggestions. I will try them all and thanks for your service.

April H: I would love to do a learning day picnic as well. I just have to figure out how to pay for it. Even if I keep it within my budget my area does not want to pay me back. done

Kim F: Just remember learning first then food.

David R: Make it a budget line item for next year.

Ed S: Has anyone any experience with regional learning days?

April H: Absolutely Kim!

Jeff M: Yes

Irv E: I attended several learning days.

David R: NorCal region has "NA 101"

April H: My region hasn't had a learning day while I've been the chair. Sorry.

Irv E: I have been attending regionals for going on ten years.

Earl J: CPRNA has yearly learning days, with good turnout. done

Ed S: I'm speaking of organizing one.

April H: Ed S: if you find out how to get one started, would you share that with me? I would love to do the same.

Irv E: Earl are you PR in C&P

Ed S: Yes April.

David R: We sometimes have training sessions for Help Line or booth sitting. Helps with recruitment too.

Jeff M: In SoCal each area makes a bid and is paid back by region.

April H: Thank you Ed S. I would greatly appreciate it.

Group 2:

Joe T: Members feeling they are not "good enough" or know enough to be part of. They feel intimidated by the professional community. So of course, we mentor them, empower them, and appreciate them. If they have the desire for PR services we want and need them. done

Michelle G: We've had trouble getting people to attend our subcommittee meeting and become involved with PR.

Shellie K: When Kern County started working with the Kern County Homeless Collaborative, many agencies were surprised that we fit in and that we are a great resource in the community. By suiting up and showing up consistently, we show perseverance and gratitude. Also, many in the community are surprised that we don't get paid to attend any of these events!! Ha!

Sherry V: I can't give the outcome yet we are currently in the midst of some of our area groups not understanding about PR and not a constant in attendance and reading our monthly reports and then when we report the efforts they are filled with that we are promoting and not giving information like our 11th tradition talks about in IWHW. We read it at area but there is still a motion out that basically states we have to get group approval prior to most PR work. It stemmed from a radio talk show we did and did appropriately. So we shall see.

Mark T: PI is never invited to site visits when our area subcommittees have events, particularly conventions. We addressed it during an area meeting, with no recognition of the harm done to NA as a whole. We go to each group's biz meeting with the intent to come back and do 10-20 min presentations, which has minimal success.

Joshua: I think I have faced apathy and a passive service body in my area. There are members in my community with decades clean. Their role is usually one meeting a week in my area and nothing beyond that. What I try to do is present ideas to the GSR's and Trusted servants before I do them at area service. I want to make sure I get a group conscience. I think what we face as trusted servants is thinking about ideas that are not usually brought up at the home group level. Reaching out is my responsibility in my recovery and it seems to be in my service work as well.

Rob L: The biggest hurdle we faced was from members confused about attraction vs promotion. When making a poster or flyer if it says 'you tried the rest now come try the best' that was seen as promotion. Making no comparisons we use "Drug Problem? We can Help! Call #####", then we are in line with attraction. Also suggesting readings from the PR Handbook. NEXT

Mukam: In NJ where I live it's a bit as if we were shy. H&I is easier to do, less scary as you said Joe. But our meetings are great. We have so much to offer. In Vermont maybe different issue. Only some places with strong meetings. It's a challenge to do PR properly so as not to disappoint.

Mark T: Members seem willing to do H&I service, by default, and resist PI service with apathy, excuses and unwilling interest. NEXT

MaryEllen: In my area members are young and feel intimidated - it takes a lot of mentoring and encouraging them to try PR. Teaming up with an experienced member seems to work.

Michelle G: What I don't get about that controversy is this: How can people be attracted if they aren't aware?

Robert H: As a result from a poster drive, we were asked to do an article for a local paper. We did not use our names or likeness in the presentation. We got lots of negative feedback from our area. But we sent the article to Jane Nickels from World Services and she agreed we did not violate any traditions or concepts. But we practiced open-mindedness to the criticism, and use it as a teaching and learning tool. next

Rob L: High schools and rest homes/rehabilitation facilities have reached out for weekly meetings/presentations and we got resistance from H&I because these individuals can get out to meetings. So we developed a PR Commitment Holder Orientation and have taken some on.

Sherry V: Excellent point Michelle.

Michelle G: Rob, what does that mean, Holder Orientation?

Mukam: Sorry have to go. Home group started a few minutes ago. Thanks everyone. Great chatting.

Michelle G: Bye, Mukam.

Mark T: We have over 80 groups - only 6 have a PI Rep. Normally, less than 8 people attend our monthly, 2hr mtg. There is rarely any resistance from the professionals we partner with. They're usually happy to see us. NEXT

Robert H: Bye Mukum.

MaryEllen: Bye Muk'.

Mark T: Thanks 4 serving Mukam!

Rob L: We are not a secret society we gotta let the public know who, what and where we are. We just can't make promises like Passages or have Charlie Sheen as a spokesperson to do it.

Michelle G: Rob, LOL

Rob L: PR Commitment Holder Orientation, similar to H&I will subtle differences as our audience is different. Do's don'ts etc.

Sherry V: In the last 6 months we did a presentation before a county council. Recently, at the request of a family court judge after we sent a letter, we met and learned that someone had told him that juveniles weren't welcomed in NA meetings. He loved our IP for young people.... and was so appreciative to have another resource.

Michelle G: Thanks, Rob

Mark T: Most groups don't read IP# 15 in their meetings. PI is like Rodney Dangerfield.

Mark T: Excellent work Sherry!

MaryEllen: lol, thanks Sherry.

Rob L: We go into a secondary educational facility known as The Recovery High School and bring PR presentations in weekly. These are young kids we hope to plant seeds that will grow and direct them to us when they are ready.

Rebecca H: Do your areas or groups having any rules about serving on PI; for example if you do not show up to a PI orientation then you cannot serve?

Joe T: Sponsorship/Leadership/Step work begets the desire to serve. We have workshopped it a long time on how to get and keep the flame of service attractive and alive. However, I am seeing the newer members showing interest.

Mark T: I bring the PI minutes to groups who don't have a PI rep and read it myself.

Shellie K: Wow, Rob!! What a great effort!!

Joe T: Planting seeds is good. And worldwide we sure try consistently.

Michelle G: Mark, your groups have a PI rep in addition to a GSR?

Robert H: Great job everybody.

Mark T: Rob, I respect the service your area provides to the youth. We have kids as young as 14 making meetings now.

Sherry V: Our community is being very receptive but now we need to step back and help our groups understand the PR effort better.

Mark T: Yes, Michelle. But only 1/3 of the groups have GSR's. 2/3 of our area is not being served directly. Apathy is a silent killer in NY.

Rob L: That's awesome Mark.

Shellie K: Good point, Sherry! We can't carry the message alone. It takes the Fellowship to move forward and show the "outsiders" our program.

Mark T: Thx Rob!

Mark T: Michelle, less than 10% of all the groups in our area have a PI Rep.

Michelle G: I've never even heard of groups having a PI Rep!

Rebecca H: Do your areas or groups have any rules about serving on PI; for example if you do not show up to a PI orientation then you cannot serve?

Mark T: Michelle, we go to every groups' biz meeting to engage them and raise awareness of the value PI holds in our fellowship. Let's stay connected and share ideas.

Joshua: I really appreciate everyone's experience, strength, and hope!

Michelle G: Great idea, Mark.

Joe T: I saw kids as young as 11 recently...

Mark T: Rebecca - we have a policy, which I'll email you if you like.

Rebecca H: Yes, please do Mark. Thanks.

Rebecca H: rjacobson102279@hotmail.com

Shellie K: No way, Joe!! It's crazy to think about meetings at 11! With all those adults (that act like they are 11)

Mark T: My home group PI Rep is a six-month commitment, with 90 days clean time in order to serve. If you miss three consecutive meetings without notifying a trusted servant you surrender your position.

Mark T: mjt975@msn.com

Michelle G: Mark, what are the responsibilities of the group PI rep?

Rob L: pioneervalleyareana@gmail.com

Joe T: Oh, yes Shellie...true.

Rebecca H: Does your area have a PI person mark?

Topic 2 – Feedback

Topic 2 Feedback Summary

The following are some highlighted shares for this topic:

- We get the same resistance regarding attraction. In an effort to educate. We read from our 11th tradition when doing PR learning days. There is a brief paragraph that puts it well----"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. Our public relations policy is based on attraction, to be sure, not promotion. But to attract the still-suffering addict to our program, 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."
- In my area members are young and feel intimidated - it takes a lot of mentoring and encouraging them to try PR. Teaming up with an experienced member seems to work.
- ...we go to every groups' biz meeting to engage them and raise awareness of the value PI holds in our fellowship. Let's stay connected and share ideas.
- NorCal region has "NA 101"
- Area or Regional Convention – This would be a good opportunity to have a session on PR and Our Traditions

Topic 2 Feedback Chat

Joe T: Doug-I am trying to get a lot more of my International contacts to join this webinar. I was just in Bhutan where ...

David R: We had six PR workshops at our last Region Convention.

David R: NA 101 was offered for an Area to host but Region put it on. PASS

Joe T: Wow David!

Goodbye Chat

Rob L: Thank you all for your service!!

Shellie K: Thanks, Doug and Kelly. Appreciate your time today!

Jeff M: Bye all. Thanks to everyone.

Rebecca H: Thanks everyone.

April H: I truly enjoyed our time together. I got a lot out of this Webinar. Thank you for hosting these! I'll be back.....

Ed S: Same here folks. pass

Al L: I appreciate everyone's participation. Thanks!

Mark T: Will the information from these webinars be included in the next world convention?

David R: Thanks everyone. It feels good to know there are members all over who care about PR and spreading the message of hope.

MaryEllen: Thanks everyone, this webinar is always productive and informative!

Kim F: Kim F PR Chair Palm Coast Area

Sherry V: Thanks everyone.

Earl J: Thanks everyone. ILS.

Joe T: Our PR somehow in the past got into hosting Marathon meetings at a church during the Holidays. I think this is for Activities or groups to facilitate. The current PR disagrees. Comments?

Mark T: THANKS EVERYONE FOR SERVING OUR WONDERFUL FELLOWSHIP!!!

MaryEllen: Thanks again Joe, Irv, Doug, Jane and Kelley!

Al D: Thank you for your service.

Irv E: Shaloam, Gudentag, Avetazein, Arevaderce', hast manana, see you next time same NA station, same NA time same NA place have a good night keep coming back and keep carrying the message thank you!

Michelle G: Will the Power Points be available?

Joshua: Thanks for the hosts being of service and all of you participating in the webinar! I think they said they will be sharing the contacts with us all. publicinformationdcana@gmail.com (CPRNA.org)

Mark T: Will the info be available during a PR workshop in written format?

Michelle G: Yes

Kim F: flintomk@gmail.com goodbye from sunny Florida.

Joe T: Thank you all for serving NA! I am trying to get many more to join this, especially the international friends! It is great.

Michelle G: prvice@palmcoastna.org

Joe T: josmt46601@yahoo.com

Jeff M: Jeff M

Jeff M: kmartin100@roadrunner.com

April H: aprholdun@gmail.com

Mark T: Is there a way to let members know these webinars take place throughout the year? Is there a PR booth at the convention?

Mark T: mjt975@msn.com

Rebecca H: Thanks good night.

Mark T: :-)

Ed S: Ed S redrooster1951@gmail.com

Rebecca H: How does our regional email list get the info for these webinars from you all?

Michelle G: Thank you.

Joe T: Thank you all!!

Robert H: Good night everybody.

Mark T: Goodnight and God bless.

April H: How do we get transcripts?

Earl J: earl.j.info@cprna.org

Joe McC: joeymccutcheon@yahoo.com

April H: Cool! Thanks. I am signed up.

Jeff M: Hugs to all.

April H: Hugs back.

Ed S: Thank you Kelly Doug and Jane.

Rebecca H: Bye.

Web Meeting Summary

- Thank you to everyone who participated in this Web Meeting. We value your contributions and appreciate the time that you invest in spreading NA's message of recovery.
- **If you have topics that you would like to see discussed in a future PR web meeting please send them to us at pr@na.org**
- Our next PR Web Meeting will be most likely be sometime in **July or August? 2016** with the date to be announced.
- If someone you know would like to participate in the next PR Web Meeting, please instruct them to contact us at pr@na.org and ask them to provide the following information in their email and we will then gladly add them to the invitation list:

Name:

Service position (if any):

Area:

Region:

**** Thanks again everyone. We look forward to seeing you at our next PR Web Meeting. ****