

Public Relations

For the second fiscal year in a row, NAWS public relations efforts have been dramatically reduced, as indicated in the travel table from the previous section of this report. Meanwhile, the United Nations 2010 Drug Report indicated that the US and Canada have seen an increase of problem drug users who abuse synthetic opioids/prescription medicine, while Europe continues to see heroin as the drug of choice. The need for Narcotics Anonymous to be seen as a stable, accessible, and reliable recovery option worldwide remains.

Other information from our environmental scan also demonstrates this need for NA to remain visible and interact with treatment and healthcare professionals. Funding for treatment is often linked to drug replacement therapy, particularly in countries that have government-sponsored healthcare. NA World Services was able to attend two healthcare conferences in this fiscal year—the International Society of Addiction Medicine (ISAM) and the American Society of Addiction Medicine (ASAM). Our attendance at the ASAM conference, which we last attended four years ago, validated our need to maintain a presence. Pharmaceutical companies constituted 90 percent of the exhibitors, and many physicians stopped by the Narcotics Anonymous booth to express their gratitude for our presence at the conference—contacts and information

for abstinence-based recovery options had been lacking. At both of these conferences we were able to offer physicians the updated *In Times of Illness*, which was widely distributed and well received. Physicians from Israel said it was “revolutionary” that this booklet addresses mental health and chronic pain/illness. This reaffirms our need to remain consistent with informing medical professionals as well as government agencies that Narcotics Anonymous is a viable abstinence-based community resource for recovering addicts.

Public relations service work is not confined solely to government, healthcare, and treatment. PR is also a valuable service with drug courts, both because of the number of potential mem-

Trend

(from the NAWS Environmental Scan)

There is a growing perception that addiction is treatable through medication—and that NA is not a resource for those on medication.



Drug courts continue to proliferate and they are a major initiative that is in line with our philosophy—that any addict can recover and should be given the opportunity to do so.



To support trusted servants in our fellowship who provide services to incarcerated addicts, we have resources such as *H&I Basics* and the *Public Relations Handbook*, chapter six, "Criminal Justice." For incarcerated addicts we produce *Reaching Out*, a publication that has been evolving based on suggestions from a workgroup and supported by the board. Our environmental scan reported that online subscriptions went from 1,354 to 5,221 and paper copies by mail went from 9,515 to 11,482. This booklet is a resource that can be used in public relations work; professionals are able to read that members who heard the NA message of recovery "on the inside" are staying clean and becoming productive members on the outside.

Member Survey— Cooperative Venture

NA World Services was approached at the International Society of Addiction Medicine in October 2010 by a researcher/physician who expressed an interest in conducting a survey of NA members. His survey tool mirrored the *NAWS Membership Survey* in some ways, but he wanted members at the group level to participate as there was a greater range of cleantime—one day to decades. This opportunity for a cooperative venture was supported by the World Board. Surveys were made available to members in groups in Los Angeles and the San Fernando Valley of California, in Philadelphia, Pennsylvania, and in various groups within the Florida Region, for anonymous completion on a completely voluntary basis. The results of this survey are currently being tabulated and analyzed, and we expect to receive a report from the researcher in 2012. This researcher's aim is to present his findings at professional peer conferences to inform physicians about NA; our hope is to learn more about ourselves—areas where we may be doing well and areas where improvement may be needed.

At least two trends from the environmental scan seem to clearly illustrate that NA needs to continue with public relations. One of those trends is the growing attitude that addiction is treatable through medication. Another is the fact that the demographic of the addict is changing (older, more established professionals as well as younger addicts). In light of these trends, it's important that we continue to cooperate with professionals to help change attitudes about NA and to remain visible and present at international, national, and geographic conferences for those professionals who work with addicts and refer them to NA.





bers they refer to meetings and because they continue to proliferate and create new initiatives, such as veterans and reentry courts. As of 2010, in the US there were approximately 2,316 active drug court programs, 31 US reentry drug courts, and 62 veterans drug courts. Additionally, the National Drug Court Institute figures indicate that 15 other countries use some form of drug court model. Research has demonstrated the efficacy of the drug court model and its cost-effectiveness in lieu of incarceration. NAWS continues to attend their annual drug court conference to build cooperative relationships with these professionals and to learn of troublesome areas with potential member referrals. We also hosted a professional panel at WCNA 34 with drug court judges in an effort to improve cooperation between our members and that referral stream for members.

We also need effective public relations efforts with professionals in criminal justice, which encompasses the incarcerated addict and those on parole or probation. This year we saw an increase in literature purchases from institutions, and we had the opportunity to attend the Twelve-Step Advisory Committee in California, which had previously been held in abeyance. Through member efforts from the Advisory Committee and an established cooperative relationship with the Director for Rehabilitative Services for the State of California prison system, WCNA members participated in a history-making Unity Day call. All 33 correctional institutions in California were on the call (see table), meaning that more than 8,000 incarcerated addicts were able to hear the message of recovery shared at WCNA 34. Finally, NAWS also offered a criminal justice panel at WCNA 34 with criminal justice directors from California and Texas, the states that house the most inmates in the US, in an effort to help members in attendance build better cooperative relationships.

California Institutions on WCNA 34 Unity Day Call:

1. Avenal State
2. California Institution for Women, Corona
3. Deuel Vocational, Tracy
4. North Kern State, Delano
5. CSP Solano
6. Calipatria State
7. California Men's Colony, San Luis Obispo
8. Folsom State
9. Pelican Bay State
10. CSP San Quentin
11. California Correctional Center, Susanville
12. California Medical Facility, Vacaville
13. High Desert State
14. Pleasant Valley State
15. Salinas Valley State
16. California Correctional Institution, Tehachapi
17. CSP Corcoran
18. Ironwood State
19. RJ Donovan Correctional
20. Valley State Women's
21. Central Cal Women's
22. CRC Norco
23. Kern Valley State
24. CSP Sacramento
25. Wasco State
26. Centinela State
27. CTF Soledad
28. California State, LA County
29. California Substance Abuse Treatment Facility, Corcoran
30. California Institution for Men, Chino
31. Chuckawalla Valley State
32. Mule Creek State, Lone
33. Sierra Conservation Center

Narcotics Anonymous World Services, Inc.
Approved World Board Minutes
13-16 January 2010

region (example Texas), and inexperienced members from local support committees. Full board was in agreement with proposed changes for *NA Way* and *WCNA*.

Contained within the budget narrative, there are a couple sentences informing the fellowship of ways *NAWS* continues to lower expenses. Executive Committee (EC) recommends *NAWS News* contain this same information.

Decision: no objection to the presented 011310 draft CAT cover. CAT will be sold for \$10.00; and material can be downloaded for free. The CAT scheduled to go out January 26th, 2010.

WSC Seating Cover Memo & Seating Recommendations

The board reviewed cover memo and recommendations. Challenge was to capture what was said succinctly, policy recommendations, followed by actual community profiles.

WSC 2008 resoundingly supported the World Board reinstituting the old policy that concerns bringing regions recommended for seating to the conference before the conference votes on the WSC seating motions.

- Malta; remove the exclamation point (!) after *Not Yet*.
- Malta; change the language to say "we are not recommending that Malta be considered for seating at WSC 2010."

Decision: no changes to WSC Seating Cover memo and recommendations aside from the two bullet's points above.

Basic H&I Guide & PR Basics Discussion and approval

Basic H&I Guide piece has been around and posted to the internet for some time, but because it predates any formal approval track (CAT, Board Approval); this resource has never been through a formal review. No philosophical changes were made to the H&I Basics piece, it is simply an update.

PR Basics is a newer tool and the narrative is taken from the *PR Handbook*. This would replace the current PI Basics. Our hope is that this is the first of many tools for PR in this format. Recently, PR Basics draft was presented at Washington/N. Idaho Learning Day and Western Services Learning Days; members were asked for input. Everyone very pleased, providing favorable comments and appreciation.

Thought is to send material to delegates in draft form providing an input opportunity before publishing. *NAWS* will report material being sent out for 90 days as a courtesy FYI to delegates. Entities most familiar with these service materials are not usually delegates and intended for service bodies. But because we do not have reliable service committee contact information, it is the hope delegates forward to the service committees. This material would not be published in final form until after the conference.

If these resource pieces mailed with the CAT, this may create an expectation that something must be done with material. This may also initiate setting a precedent that a 90 (courtesy) review will be done for other material too. Therefore everyone agreed to mail with *NAWS News* rather than the CAT to eliminate confusion. A separate cover with background information will be developed.

Decision: The drafts of the Basic H&I Guide and PR Basics will be included with the February *NAWS News*. Drafts will have a separate cover that provides background information as well as stating that the World Board wants to provide the opportunity to review and input.

Regional Report template

The board reviewed and made changes while going through document.

- Agreement to change questions throughout document asking for descriptions. For example the

Narcotics Anonymous World Services, Inc.
Approved World Board Minutes
13-16 January 2010

Session Assignment ideas:

- Junior asked to be paired up with Franney for Literature Development
- Pair people up, get topics and let those assigned become familiar with material and session partner.
- Partner board members with RD and use them in sessions.

2010-2012 Discussion Topics

The thought is to focus on *In Times of Illness*, Living Clean, Service System rather than creating another issue discussion. Everyone is in agreement to not add IDTs at this time because it would not be beneficial.

Building Strong Home groups is still the most requested topic.

After lunch the board reconvened at the Marriott to ~~discussion~~ discuss the future of the board leadership, conduct, etc.

Saturday 16 January Discussion Notes



Present for the facilitated session with Jim DeLizia: World Board, Service System Workgroup and Staff members; Travis, Nick, Chris, Shane, Steve R, Steve L, Anthony, Becky and Eileen.

Today's session is to finalize concepts of both structural and seating models; we'll also talk about transition strategies and engaging WSC. Challenges will be to not get mired in details, but remember principles. By the end of the day all upcoming work for project should be outlined.

- Everyone in agreement to have Local Service Units (LSU) also be geopolitical.
- Principles 1-4 as outlines necessary and important when considering models
 - Purpose-driven
 - Group focused
 - Defined by geopolitical boundaries (as much as possible)
 - Flexibility
- Design criteria critical for how models designed
- Variables (handout with agenda) must accommodate – good for means testing

As far as structural models 1-4 on wall for structural form for WSC seating options, other service system models, structural models for seating options (opposite wall) everyone referred to model handout.

Do models fall in line with service system models 1-4?

- Everyone agreed with changing 1 box geopolitical entity that says geopolitical unit prescribed not self defined changed to state that GPU defined by conference and can evolve as factors change, criteria or factors to be established decision making process to be determined.
- All boxes that say "currently seated regions" will be changed to Geopolitical Unit in all models.

Focus of zone: how they would work for models 2 and 3

- Sharing session

Narcotics Anonymous World Services, Inc.
Approved World Board Minutes
29-31 July 2010

perform their own workshops.

The rest of report outlines how workshops are envisioned.

Plan is to have five, three-day workshops in densely populated areas. Have 2-3 board members at each workshop, with one primary facilitator (master host), facilitating the opening, closing and connector pieces like Saturday morning recap of Friday session. Staff will support the board.

Background material can be found on www.na.org/servicesystem.

Questions under "clarification and discussion" on page 177 will change.

Decision: no objection to the workshop approaches and rewording questions.

There was no objection to the following workshops, workshop hosts and other travelers:

- 1st Detroit, Michigan: Mark host with Paul and with extra staff.
- 2nd Dallas, Texas: Arne host with Franney and Jim and staff.
- 3rd Oakland, California: Mary host, with Junior and Ron M and staff.
- 4th Baltimore, Maryland: Ron B host with Craig, Tonia and Piet and staff.
- 5th Orlando, Florida: Mukam host with Ron H and Inigo and staff.



Jim DeLizia facilitated day in preparation for the upcoming Service System workshops and fellowship discussions. Facilitation practice with the workshop agenda and modification to workshop outline was the focus of the day.

Narcotics Anonymous World Services, Inc.
Approved World Board Minutes
29-31 July 2010

Regional Delegates

The board affirmed their commitment to continue communicating with RDs. The draft list with board member assignment distributed. Board will send updates on RD and RDA to staff. Spanish speaking delegates distributed between Junior and Inigo. The final RD/RDA list sent to the board.

Review and Adoption of the 2010-2012 Charges

The language from the scope and purpose has been taken from the Strategic Plan and approved at WSC 2010.

Business Plan Workgroup Charge

The topic of finding ways to include additional board involvement with the BPG was raised for discussion. In principle, it would be appropriate to use a skill set of a board member, if needed to help or assist the BP group.

After December 2010, the Business Plan workgroup composition will be reviewed. We will discuss the practice of the replacing members as well as rotation to this workgroup and how to fulfill those responsibilities. It is also important that the members of the board understand the workgroup's recommendations.

Page 86 Fellowship Discussion

No changes.

Page 89 Service System

No changes.

Living Clean

Workgroup has 2 meetings remaining prior to approval draft. No changes

Public Relations

Predicated on time and resources

Leadership Orientation Material

Jim D is working on material that would allow for a more practical scanning method to help conference participants. Self Support discussion and the IDT will happen after the service system workshops.

Service Material

Carry over and predicated on time and resources.

***NA Way, Reaching Out* and Translation Evaluation Group**

NA Way changes have not been implemented yet and at this point, the workgroup will not meet. Carryover in the charge is the electronic stage of the *NA Way*. The workgroups (*NA Way, Reaching Out* and Translation Evaluation Group) are being thought of as non traveling groups

Because the *NA Way, Reaching Out* and Translation Evaluation Group (TEG) are all primarily in-house functions, the board will be giving some thought as to removing the board point person. What is a tangible role for a board member?

The TEG composition will also need to be reviewed because some members have been on for over 10 years.



Narcotics Anonymous World Services, Inc.
Approved World Board Minutes
21-23 October 2010

Thursday 21 October

Corporate Responsibilities

World Board: Antonia Nikolinakou, Arne Hassel-Gren, Franney Jardine, Jim Buerer, Inigo Calonje Unceta, Mark Hersh, Mary Banner, Odilson Gomes Braz Junior, Paul Craig, Piet de Boer, Ron Blake, Ron Hofius, Ron Miller, Sharon Harzenski-Deutsch, and Tom McCall

Staff: Becky Meyer, Anthony Edmondson and Eileen Perez

World Board Sharing Session

World Board Sharing Session opened their meeting and continued through the first part of the morning.

Financial Overview of NA World Services

An overview of the last fiscal year and NAWS current financials were provided to the board

Balance Sheet Overview

- Operating days have increased but this is not an indicator of our overall financial health. Accounts receivable balance is high; inventory is \$1.2M and it is forecasted that we will remain static through the first quarter of next year. 2011 January – February will tell if we've turned a financial corner or not.
- Doubtful accounts explained. NAWS ratio is 14.44, anything over 1 is good.
- NAWS is still between levels 2 and 3 of the Emergency Action Plan.
- ✗ • The board had a brief discussion about regional offices; they are also experiencing the same financial downturn and reduction in sales.
- ✗ • Dependency of literature sold to treatment/state corrections and PR were discussed. New business is always being sought in the Professional Relations (PR) arena and right now the target is Veterans Administration (VA). NAWS' technique has to adapt to the ever changing reality.
- In December the Business Plan group (BPG) will be asked to evaluate the 5% price increase that was put in abeyance.
- The next budget will be based on 0% growth and will be predicated on the lowest number ever proposed. Under normal circumstances, we should expect to grow.
- Currently we are running under budget for contributions by \$70K. Member contributions are rising, but not enough to make a difference. The more we propagate *investing in the vision* it is believed members will rise up to the occasion.

A few board members shared their home group contribution practices. Another point made regarding addressing the fellowship's fear about money, e.g. prudent reserve practice tends to illustrate their money fears. Possibly develop something as simple as a world goal and a local goal.

- There has been no progress to date with finding permissible financial transfer methods from Iran to the United States.

March 2011 Meeting

Chair opened this discussion by recapping the Executive Committee's (EC) discussions regarding the

Narcotics Anonymous World Services, Inc.

Approved World Board Minutes

21-23 October 2010

Idea for an external membership survey

Becky and Jane recently attended ISAM; participants at the conference were a mix of government officials and doctors. Their input was that more data is wanted about NA. The president of ISAM suggested allowing a well known doctor in the medical field to conduct a survey. This particular doctor knows nothing about NA and is a very well respected researcher/physician. The current president for the American Society of Addiction Medicine stated that everyone in the medical field knows this doctor and addiction professionals throughout the world read his papers (published studies). The survey results not important; what is important is having the doctor conduct the survey which makes it official in the professional field. The doctor is fascinated with how spirituality plays a part in recovery and that is a survey focus of his.

He has conducted surveys at targeted events, is about 65 years of age and lives on the East Coast. He may prefer to do the survey somewhere close to him. Our involvement would be asking the local fellowship to cooperate with surveyor. Ideally we'd like to have a community that is enthusiastic about survey, well organized, mature, etc.

If approved, NAWS would assist the doctor with the survey at a regional event. This survey would not be lieu of our NAWS survey. The outcome of who owns the survey is not important, what is important is that it's done by the doctor because he is a well known and respected researcher in his field.

Question asked "what kind of reaction is thought we will get from fellowship". Becky responded. There are a lot of details that we don't know yet but a deliberate message on why we think it's important will be vital and it is better to take on realities of why this is important than to do nothing.

No objection to pursuing a survey in NA with the doctor and as more information is known it will be provided to the board.

Meet the HRP and have a discussion about an election survey for conference participants. This survey does not have to be finalized on any schedule and this discussion is to help to frame the initial draft that both groups will see before it is distributed.

Election Survey

The HRP met with the World Board to start talking about the development of the election survey for conference participants. This will be a way to capture a general pulse, quantify information and engage in discussions for the future. With data, we can have a discussion on a different level.

The following questions were asked of the board and HRP; the results of this discussion are below:

1. Question to Conference Participants: What would make you feel more secure about the election process for you to elect someone that you don't know?
2. Question to the World Board and HRP: How can we get the necessary information so that we rely on process to elect qualified candidates?

Discussion

- Believes if the board reports that they stand behind the HRPs candidates more candidates will be elected to the board. Be direct and say the names forwarded for election is a slate supported by the board.
- Suggestion to create a slate and provide additional slots; conference participants won't feel locked in.
- Perception - conference participants don't vote because they are not familiar with the candidates and process; they do have enough candidate information. When motions for more candidate information were proposed, those motions were defeated. Conference participants don't know how

Wednesday – 28 April 2010

Give Yourself a Break: NA meetings are held poolside at 7 am, as well as in the evening when the conference adjourns, each and every day!

Leadership and Planning at the Local Level

9:00 am – 12:30 pm

Deadline for Challenges to Nominations

12:00 noon

Offsite Lunch and Recovery Meeting

12:30 – 5:00 pm

Zonal Forum Meetings

rooms available from 6:00 pm

Deadline for New Business

6:00 pm

Leadership and Planning at the Local Level

Leadership has been an issue of ongoing concern in many of our discussions over the past few conference cycles. We offered it as an IDT for the 2008–2010 cycle, but many RDs and other trusted servants found the session a bit too complex and difficult to deliver effectively at the local level. We will continue our discussion about leadership in this session.

We will also introduce delegates to the concept of local environmental scanning. The environmental scan is a process of looking at what is happening in our community, both in and out of NA, to see what types of things affect our services and the work we are doing. By considering these factors, we are able to make better-informed decisions about the priorities we set and the projects we carry out.

As an example, our scan for this upcoming conference cycle brought a number of issues to our attention: the challenges we see in the medical view of addiction, the increasing number of choices people have today for help with addiction, and the effects of technology on the treatment of addiction. Awareness of these factors played an important part in our strategic planning process. We believe that areas and regions can implement environmental scanning locally as part of their efforts to plan services more effectively.

This session will be facilitated by our consultant, Jim Delizia

Meanwhile, back at the Ranch

For the past three conferences, we have taken time one afternoon to break from the business of the conference and have an offsite afternoon at Calamigos Ranch. When we surveyed participants after the conference, 98 percent of them said that they appreciated this change in environment, and many let us know that they felt the time to relax and come together in a space outside the hotel and away from business for an afternoon was “essential” or “brilliant.” We have received such overwhelmingly positive feedback about this event from the evaluations filled out after the conference that we would be foolish not to plan for this mid-week respite once again.



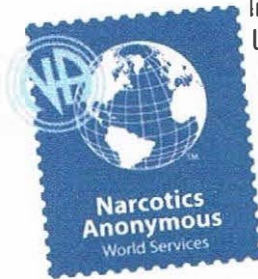
A half-dozen buses, each “hosted” by a board member, will take all conference participants and alternate delegates to Calamigos Ranch, where we will have a barbecue lunch outside, buffet-style. Funded conference participants have

Thursday – 29 April 2010

Just for Today: NA meetings are held poolside at 7:00 am, as well as in the evening when the conference adjourns, each and every day!

Public Relations	9:00 am – 10:30 am
Elections and Budget Approval	11:00 am – 1:00 pm
Lunch	1:00 – 2:30 pm
World Board Conference Forum	2:30 – 4:00 pm
Self-Support	4:30 – 6:00 pm
Zonal Reports	6:30 – 8:00 pm

Public Relations



In this session, we will offer some updates about PR activities over the last cycle, and a look ahead at what's to come. The *Public Relations Handbook*, approved at WSC 2006, remains a requested workshop focus. This conference cycle, nearly 20 places that had workshops asked for a PR session and a few held PR learning days. This handbook is a valuable service resource that offers practical solutions for incorporating our spiritual principles into our efforts to further our primary purpose.

To more effectively carry the NA message of recovery, we need to work together to implement the approaches contained within the *PR Handbook*. This resource contains information based on the experience of many members about phonelines, Internet technology for service efforts and for personal use, and fellowship development. The handbook also has tips for interacting with professionals, criminal justice including drug courts, and media relations. We included discussions and questions about our traditions that may help members in their service efforts. Planning and preparation, training for presentations, and training phoneline volunteers are key elements for PR service success. This resource contains a wealth of experience, and becoming familiar with the handbook takes time. The *PR Handbook* is like a cookbook; each tab contains a specific service focus and the key ingredients necessary for all service in NA are found within the first four chapters.

In addition to PR workshops held throughout our fellowship, regional reports indicate a reasonably high level of PR activity – PR mailings, posters, billboards, health fairs, locally developed PSAs and DVDs, Addiction and Correctional Conferences, round tables with community professionals, and government interface. These are all vehicles that committees use to further their public relations service efforts. In the public relations session at the WSC, we aim to illustrate locally developed PSAs and to show pictures of PR activity throughout our fellowship.

The theme of the 2010–2012 conference cycle is “Our Vision, Our Future.” Keeping in mind the line from our Basic Text, “no addict seeking recovery need die without a chance to find a better way of life,” we can better understand the importance of cooperative relationships. Professionals refer potential members to NA, and these addicts are our future. Our vision is that, one day, addicts around the world get the chance to experience recovery in their own language and culture. We are energized to honor this vision by freely carrying our message in a manner that is attractive to professionals, the general public and potential members. This is public relations in action. These long-sought goals require sustained efforts, along with the recognition that public relations work often doesn’t offer immediate results. We continue our service efforts to attract those who may be missing from our meetings. Performing service in this manner helps us to responsibly ensure that addicts seeking recovery can find the same freedom that we have found.

Cooperative Public Relations Efforts

One way to reach professionals worldwide, and provide information to those who refer potential members to NA, is through partnering with regions for professional conferences. NAWS partnered with 23 regions this cycle; this is nearly a fifty percent decrease from the preceding (2006–2008) cycle. Due to the economic downturn and decrease in fellowship contributions, we exercised cost containment with public relations events, professional conferences, and cooperative conferences. NAWS did partner with more regions in FY 2008–2009 than 2009–2010. These conferences were held throughout the US, Australia, and Europe. Many members stated that these events sparked enthusiasm for service in their area or region and planned to return the following year for these annual conferences. The National Rural Institute on Alcohol and Drug Abuse is held annually in Wisconsin. PR committee members started attending this conference in 2007 and

learned that most of the professionals present did not consider NA a community resource. Due to the perseverance and dedication of Wisconsin NA members, in 2010, these members will be presenting a workshop on Narcotics Anonymous at this event. This illustrates how continuous efforts seem to yield credibility for NA as a community resource. At most conferences, the professionals express their gratitude to NA members for being present and appreciate the literature.

On the other hand, there are PR hurdles to overcome. This was evidenced by an experience the Northern California Region reported from the California Association of Alcoholism and Drug Addiction Counselors Conference. Members in PR service reported that certified addiction counselors indicated that they were “former” members of NA and stated their rationale for leaving NA. More importantly, these professionals stated their reluctance to refer addicts who are being prescribed drug replacement medications to NA, based on experiences where NA members shun addicts on drug replacement and offer medical advice. Another disconcerting action reported from these addiction professionals was that they tend to refer middle-class prescription medication addicts to Alcoholics Anonymous. They shared that this is because of the perceived “criminal element” in Narcotics Anonymous. These two examples indicate that we continue to have room for improvement. We need to remain tenacious in our efforts with professionals who are in a position to refer addicts to NA because these potential members are our future.