

PUBLIC INFORMATION - PUBLIC RELATIONS WORKSHOP

GOALS OF SESSION:

- ◆ Raise awareness of public relations
- ◆ Understand fundamental difference of PI and PR
- ◆ Engage members in tradition-based discussion
- ◆ Help members understand what public relations is and how to apply in all service efforts

On tables: Pens, Discussion Note Sheets, Tradition scenarios, PR Goals

LEADER PROVIDES A SET UP OF SESSION

15 MINUTES

Begin the session, covering the following points:

Public Information:

- Informs the public that NA exists – provides the information yet PI had a history of no follow-up
- Emerging NA fellowship's NA groups have taken on PI efforts through posters, newspaper advertisements, introductory mailings
- Communication between committees (H&I) is very important

Public Relations:

- Public Relations is a process (the how) ; a manner to help us to be effective in our service efforts
- Public relations is: the building and maintaining of relationships which is the fundamental change from Public Information
ALL the relationships that we create and maintain with the general public, professionals, potential members, each other in our groups and service committees.
- Communication and collaboration with committees (H&I, Phonedlines) is very important
- Public Relations functions (building and maintaining of relations and collaboration) can be done by PI committees. Name doesn't need to change; actions change.

Discuss Core PR Principles

- Strong relationships are ongoing
- Strong relationships are flexible
- Strong relationships are trustworthy
- Strong relationships benefit both NA and public organizations
- Strong relationships are respectful

LEADER PROVIDES TRADITION PRINCIPLES

15 MINUTES

Spiritual Principles with public relations.

- Anonymity – tradition 11 emphasizes that no one personality is more important than another. Anonymity and equality.
- Unity – common welfare, all inclusive, together we can
- Attraction – attractiveness of our behaviors and attitudes of individual NA members and the collective appearance of our fellowship is essential in making our public relations efforts more valuable. Informing public about NA; not making boastful claims about NA
- Self-support – our organization is sustained by our own energy through member contributions and service efforts
- Cooperation, not affiliation – we work together in actions that benefit all involved; NA follows traditions; outside organizations do not have this responsibility. Maintain our single focus.
- Responsibility and accountability – entire service structure based on spiritual principle of accountability. Responsibility tied to accountability with groups and service committees.
- Forever nonprofessional – volunteers who are trained and prepared
- Communication – concept 8

TRADITION SCENARIOS – SMALL GROUPS

20 MINUTES

- Divide the room into 3 groups – Unity, Anonymity, and Cooperation
- Ask each group to read vignette on their table, discuss the question(s) and work together to find solutions.
- Randomly ask small groups to give their answers.

PRESENTATION PREPARATION

20 MINUTES

Many mutually beneficial relationships are formed through presentations. Presentations can be done to treatment and healthcare professionals, local government officials, social welfare ministries, police, paramedics, etc.

What we want to communicate about NA

- Short description of local NA history and NA's overall development
- Description of NA – primary purpose and sole requirement for membership
- Role of NA group and NA traditions (brief, general overview)
- NA's steps – role of spiritual principles in recovery (short)
- Discuss our name "Narcotics Anonymous"
- NA spiritual NOT religious program
- Where to find NA

INTRODUCE COMPONENTS OF PRESENTATIONS

10 MINUTES

Familiar Language

- Language that audience understands
- Refrain from NA jargon/language
- Professional and courteous

Appearance

- Choose clothing that suits the setting
- Think like job interview
- Invite diverse group of members

Rehearse

- Read and re-read material to increase familiarity
- Role-play with mock audience of members

Presentation Tips:

- Be prepared
- Listen
- Send thank you notes
- Share information about NA – minimize personal experience
- Know your audience
- Be simple and direct
- Keep local – bring local resources