

NAWS NEWS

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na world services news

issue two

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Hello from Your World Board

We had our second meeting of this conference cycle and the Basic Text, Public Relations Strategy, and Public Relations Handbook workgroups have all had at least one meeting and are well under way. We attended several fellowship events, including the first world services trip to South Africa! We are continuing to frame the Issue Discussion Topics—*Our Public Image* and *Infrastructure*—and have released the first in a series of articles on the topic of Leadership.

REGISTER now for WCNA-31!

1–4 September 2005 in Honolulu, Hawaii, USA
 Pre-registration 1 December 2004 to 31 May 2005
 Register and make hotel reservations online at
www.na.org.

All six WCNA hotels are within walking distance of the convention center and have shuttle service to and from the center for registered members.

All WCNA-31 hotels have discounted rates. Includes small rebate to help pay for the cost of the convention. Help support the convention and stay where **your many friends** are staying.

We are *not* using Custom Classic Vacations as stated on the flyer for travel for WCNA-31. We are pleased to announce that the official travel agent for WCNA-31 is Montrose Travel. Although we are not affiliated with any airlines, hotels, or travel agents, we do enter into contractual agreements in order to provide members with discount pricing.

Please check the website for ongoing updates.

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WHERE'S THE *ANNUAL REPORT*?

By now you may have noticed (hopefully) that you have not received the *Annual Report* for 2003-2004. Printing was delayed so we could include the yearly world services' financial audit. This seemed to be so well received last year that we wanted to include it again this year. In fact, it has been so well received that we will be discussing a change to the reporting timeline to accommodate this inclusion each year.

AUDIT AND FINANCIALS

An independent company audited the consolidated statements of the financial position of Narcotics Anonymous World Services, Inc. They conducted the audits in accordance with auditing standards generally accepted in the United States of America. Those standards require that they plan and perform an audit to obtain reasonable assurance about whether the statements are free of "material misstatement."

An audit includes examining evidence of the amounts disclosed in the statements and assessing the accounting principles used and significant estimates made by management. They also evaluate the overall financial statement presentation. The results are provided directly to us from the auditing company. Everything is going well, and they found nothing out of the ordinary. We would like to thank Executive Management and the WSO accounting staff for all their hard work in making sure that NA World Services' funds are managed responsibly.

NOVEMBER INCOME REPORT

You can find a complete financial report on the last fiscal year in the *2004 Annual Report*. One of the most amazing figures of that year is the fact that we subsidized or provided for free over \$400,000 worth of NA literature. Thanks to all of you the message continues to be carried around the world.

November was a "strong" month with 1,321 orders. These orders were processed, packed, and shipped in an average of 2.84 days thanks to great efforts by staff. November is the first

month that the volume of eBiz orders became our number one source of literature orders. We received 408 eBiz orders (surpassing those submitted by mail for the first time), or almost one of every three orders received. This method of ordering has become very popular. Almost forty percent of the orders were repeat customers, and about sixty percent were first-time users on the shopping cart.

Our sales volume year-to-date is less than the November 2003 YTD by only 0.4 percent (four-tenths). Some of this is attributable to sales of the book *Sponsorship*, which has sold 13,359 copies. Although the volume of orders seems to be rising, the size (both average and median) seem to be decreasing.

Donations continue to show the fellowship's efforts and support. We have received \$275,072 YTD compared to \$199,437 through November 2003. We are at almost thirty-eight percent more than last year and about seven percent over budget. Donations have their ups-and-downs, but we want to say thank you to each of you who helped support your service center.

WHAT'S NEW AT WWW.NA.ORG?

ESUBSCRIPTIONS ARE HERE

Go to our website to subscribe to *NAWS News* and *The NA Way Magazine*. Receive an eSubscription for *The NA Way* by signing up online or by mailing in a paper subscription form. You can also get an eSub for *NAWS News* online. It's as easy as **1, 2, 3** (well, maybe 4, 5, 6, and 7 too!)

- 1) Go to na.org.
- 2) Click on the drop down box and select Electronic Subscriptions.
- 3) Log in, select your subscription, and keep clicking **Continue with Checkout**. Remember, don't give up!

With both options, you have to choose which way you prefer to receive your subscription (in other words, we will either send you a paper copy or an eSub, but *not* both). With any eSub, na.org is the best place to go to sign up for the latest news from world services and stay connected. No more

waiting for the mail. Get instant gratification and sign up for an eSubscription now!

CONFERENCE PARTICIPANTS, WHAT'S WORKING AND WHAT'S NOT IN YOUR AREAS AND REGIONS?

Go to www.na.org/conference and share your thoughts and ideas about what's going on in your areas and regions. The questions we are asking the fellowship right now with the Issue Discussion Topics are important to all of us and are necessary for us to complete the projects this cycle. You can also share with one another about these same issues on the conference participant bulletin board. Go online and talk about the discussions going on in your area and region.

The conference participant bulletin board is a great way to stay connected to other conference participants between conference cycles.

What is working best or what is your biggest challenge in being a regional delegate?

What are delegates doing to support discussions in their community?

Are there things that you have tried that worked or didn't work?

Find out what other members are doing by going to www.na.org/conference.

From this page you can get the latest updates about the world service projects and access the conference participant bulletin boards. The bulletin boards are designed to give you a place to stay in touch with other conference participants about the things that are important to you. Ask questions, provide your experience, and see what's important to others around the world. You don't have to wait until you are ready to go to World Service Conference 2006 to start getting prepared, just go visit www.na.org/conference.

issue discussion topics

The bulletin boards are up and running at www.na.org/discussion_boards.htm. Join other members in online discussions. You can set up separate threads for various subtopics. Check

out the different threads posted now and see what members are saying about the topics you selected at WSC 2004.

As previously reported, we are trying something new with the Issue Discussion Topics this cycle. We already have sent out the full Issue Discussion Topic profile with both *NAWS News* and *The NA Way Magazine* (and both were translated). So far, we have had good responses from those first profiles. And, as we had requested, we received a number of suggestions about how to take the next step in focusing and encouraging dialogue about these topics.

What we heard from you is that now would be a good time to provide further structure to the issue discussions. This structure will include some ideas about what we have heard about the two topics, *Infrastructure* and *Our Public Image*, as well as general challenges encountered under these very large headings. We thought that including the topic Leadership under the heading of *Infrastructure* makes sense because leadership seems to be an integral part of making our structure and services more effective. The frame for the topics and some of its background is provided here for your information. In that same spirit, this frame also will be posted to the online discussions boards.

We encourage you to have these discussions in your local community, as well as online, and to share the outcomes of those discussions with all of us. This is your opportunity to share what is working and what is not working in your community with other areas, regions, and members. We emphasize that you share your own community's personal experience, strength, and hope. The point of having these discussions is to build on our strengths. But just like our own personal recovery, this sometimes requires identifying what is not working or what is getting in our way.

The bulletin board is another way for you to have discussions about the topics, and we are making that space available for these discussions. In our effort to make it easier for you to post and read through the material you want, we are attempting to move the offline comments to another folder once a week.

**ISSUE DISCUSSION TOPICS—
THE NEXT STEP**

Here is a framework for additional discussion. Try it at your group, area, or regional meeting or at a learning day or workshop. As a group, area, or region we can learn how to come to solutions through discussions and asking ourselves a couple of questions. The material you see here is not meant to be a statement or our *position* on these topics. It simply reflects some of the information that we have heard and received to date. These are just examples of information generated during fellowship discussions that may help you think about these issues differently.

Can we let you in on a little secret? You already have been talking about it for years!

Let's take a look at:

INFRASTRUCTURE

Why are we having this discussion? It is really very simple. We are having this discussion because we cannot carry the NA message effectively without a service structure that works.

Infrastructure...the ties that bind us together

We are talking about making sure the phone gets answered and an addict can find a meeting. It doesn't matter how well known NA is; if someone shows up to a meeting and it is not there, they will go somewhere else—to another program, maybe—and they will not recognize NA as a credible and viable program.

We need to discuss infrastructure, because it doesn't matter how much world services does to make sure that NA has universal recognition if the local community is not there to do the work of making sure the phone gets answered and the meeting room is opened.

If you want to have this discussion in your community, there are many ways to do it. There is material posted online at www.na.org. We are

also breaking it down a little more for you here so that you can either start the discussion or continue where you left off. Here are some of the things we have seen working since we started with the discussions.

Start by breaking this huge topic down into a couple of main subtopics. In discussions around the fellowship, some of these have been:

COMMUNICATIONS

RESOURCES: PEOPLE, MONEY, TOOLS

LEADERSHIP

Ask the following questions regarding each subtopic. This can be done in small groups or as a large group. Ask a member to keep notes for the group.

WHAT'S WORKING OR NOT WORKING?

WHAT ISSUES KEEP COMING UP?

Here are examples of some of the things that may come up during this brainstorming exercise. Remember, during a brainstorming session and discussion there are no right or wrong answers.

COMMUNICATIONS

WHY IS IT IMPORTANT?

All of our interactions with one another, from the very first time we are welcomed to the fellowship to coordination between a board, and RSC, and a convention committee fall under this topic. Having a discussion in and of itself helps to solve many of our problems with communication.

WHAT'S WORKING WITH COMMUNICATION?

GSR orientation booklet at the ASC; the local and NAWS websites; email is quick and effective; NAWS publications; phonelines are not all good or all bad—for all the calls that are missed, there are a lot that get answered and people get help; personal member-to-member communication.

WHAT'S NOT WORKING WITH COMMUNICATION?

The lack of flow of information; there is confusion about what information to pass along to the GSRs and at the group level; the exchange of information between the various

service levels and not knowing how to access the correct or accurate information.

WHAT ISSUES KEEP COMING UP WITH COMMUNICATION?

Lack of information flow, especially from NAWS to groups; members who don't know where to go to get info, not just from NAWS; lack of interest within the service structure because of poor or incomplete info; weak or no communication training for trusted servants; immediate needs are addressed, but no long-term discussions and big focus-type discussions about our vision or where we are going; trusted servants passing along inaccurate info (we are only as strong as our weakest link).

SOME SOLUTIONS COULD BE:

Offer important info to pass along in a concise manner/report; Issue Discussion Topic info availability on NAWS' website; keep perspective; we still continue to grow in spite of our challenges; and we have a functional service structure.

RESOURCES

WHY IS IT IMPORTANT?

The most common issue brought up at workshops is the lack of people in service. People are our most important resource. Other resources considered important are money to fund our services and tools to train our trusted servants.

WHAT'S WORKING WITH RESOURCES?

Passion of our members; phonelines; guidelines; GSR and committee orientations; focus on accountability; direct contributions; websites; Internet-based service meetings.

WHAT'S NOT WORKING WITH RESOURCES?

Phonelines—lack of local resources—both people and system (poor design, can't get to an addict); phone numbers not publicized enough; messages are too fast or not clear so that people can't get the information written down; is money part of the problem or is it the lack of technological knowledge?

Written resources—both recovery and service—people use guidelines as a weapon to tell us what to do or give us the magic answer. For the fellowship there is no targeted material for the

hearing impaired, gays and lesbians, rural recovery, youth, oldtimers, and others.

Distribution of resources—there are pockets within regions/areas where information gets held up; urban vs. rural vs. suburban service bodies; and cultural or language separation.

WHAT ISSUES KEEP COMING UP?

Committees form and then fall apart because of the lack of ongoing support—there are no new members; rural areas work with fewer people. People get really excited about getting involved and then fade away from lack of support and/or encouragement.

WHAT COULD HELP IMPROVE RESOURCES?

Better collaboration and working together; asking for help when needed; more literature with discussion questions, such as what was in the last CAR; keep written records to pass on to the next new trusted servants; policy/guidelines that are written in simple terms with less legalese language; reading the material already in place; more workshops.

LEADERSHIP

We released the first article on the topic Leadership in *The NA Way Magazine* with an emphasis on personal recovery and leadership as a member in the program. The second article will be coming soon. It will take the next step in the discussion about leadership, including the beginning of a discussion about the traditions and concepts as they relate to leadership. We have material written on effective leadership in the Fourth Concept essay of the Twelve Concepts. The "Cultivating Leadership in NA" project aims to ask questions about how we find those people who we talk about in that essay.

HOW DO WE CULTIVATE LEADERSHIP?

We may start by identifying those qualities we believe a leader should have and then work on ways to cultivate that. One thing is certain; the future of our fellowship depends on looking forward and making sure that we can train those who will be doing our jobs one day. We are still discussing what will come out of this project, including tools that could help you in identifying and cultivating leaders in your community.

WHY IS IT IMPORTANT?

During the discussion of Infrastructure, it has become apparent that effective leadership is very much a part of NA infrastructure. We cannot fulfill our vision without it. Leaders do many things, including giving us the guidance and inspiration to get the job done and helping us to stay organized. So we continue to have a discussion on leadership as a subtopic of Infrastructure.

WHAT'S WORKING WITH LEADERSHIP?

We have a Fourth Concept for service that discusses effective leadership; members take personal responsibility for NA; training and replacement of certain positions; they are a positive example of recovery; leaders are followed by others; they are sponsors, trusted servants, and members who confront issues; "walk the walk"; dedicated members; our efforts are proof—the Issue Discussion Topics in this cycle and the fact that we are having this discussion; outreach committees; personal contacts; sharing benefits of service; people filling new service positions; making service attractive; NAWS contact with members, e.g., web contacts.

WHAT'S NOT WORKING WITH LEADERSHIP?

Unqualified members in service positions; lack of support and people to help; people who are willing do not have information or models to follow; not cultivating newcomers; self-obsession/lack of personal recovery in service; overbearing leaders; renegades and experts; electing unqualified people because we like them or we think they deserve it; just filling positions with a warm body.

WHAT COULD HELP?

Not applying our recovery to service efforts; do we judge leadership by followers? If not, then how? Are the criteria for leadership measurable? Is there evidence? Strong sponsorship provides leadership. Being accountable in service positions; electing people who are qualified; and *not* being afraid of saying no when a member who is not qualified runs for a position. Ongoing education of members, the same message, over and over again—consistency with what is being taught.

our public image

Why are we so concerned with the public? For a long time we may have considered ourselves apart from society and choosing not to participate. Since we are typically internally focused, having this discussion requires a shift in our attention and thinking. How can we objectively see ourselves as others do? While "social acceptability does not equal recovery," it definitely is part of the equation. Beyond the benefits to our personal recovery in improving our public image, there are benefits to the addict who still suffers. If we want people with drug problems to be referred to NA, then we need to be recognized as a dependable program by the public—they are the ones who may be in a position that we are not to direct an addict who wants to get clean to an NA meeting.

Let's face it; we may not have the best image with many people whose only exposure to NA is watching us at a convention or outside an NA meeting! If we ever want to have universal recognition as a credible and viable program of recovery, it will require more than just world services or a committee going out into the world and telling the public about NA. After that, then what? They will send someone to a meeting.

These examples may or may not represent your experiences with INFRASTRUCTURE or OUR PUBLIC IMAGE. Share with us what your experiences are. We would love to hear from you. You can either send us info about your discussions or visit the bulletin board to post them online to share with others too. We need your experience for our projects like the PR Handbook and to share with members and committees who ask.

The newcomer who enters a meeting for the first time and who is not sure whether he or she is an addict—that newcomer is a member of the public. We are talking about improving our image with everyone, from the newcomer to the judge or doctor who sent her there! We also know that we need to be attractive to *all* addicts, those with various backgrounds and histories, as well as all of our different "publics."

There are many aspects of our public image to talk about. Subtopics help our members set up a

discussion. There are more realistic issues to assist the fellowship with focusing their discussion. Some subtopics of Our Public Image are:

**WHAT IS NA'S IMAGE WITH THE PUBLIC?
WHAT IS WORKING? WHAT IS NOT?
DOES IT REFLECT WHO AND WHAT WE
ARE?**

Consistent message worldwide typically receive goodwill; depends on the "public," very diverse; maintaining good relationships works—from the minister at the church where a meeting is held to the people who work at our phone service; doing nothing does *not* work; our PR philosophy is based on attraction—clear direction for all of us.

**WHAT CAN I DO AS A MEMBER TO
IMPROVE NA'S PUBLIC IMAGE?**

Language—at the meeting (before, during, and after)—in everyday life such as shopping at the malls, grocery store, etc.

Dress—conscious, responsible actions when wearing NA merchandise publicly.

Meeting facility—maintain meeting room and property; regular interface with those who allow NA the meeting space.

Trusted servants—all positions filled; GSR accountable with communications and group is willing to take the time for a business meeting.

Attitude of welcoming all new members—how do I display?

**WHAT CAN OUR LOCAL SERVICE
COMMITTEES (OUR INFRASTRUCTURE) DO
TO IMPROVE NA'S PUBLIC IMAGE?**

Communication—when I am communicating with others, how do I demonstrate personal recovery and NA unity? Do I speak in a clear, even tone, without slang and NA jargon? Do I make sure that everyone understands what I am saying?

Area Service Committee—how do we make ourselves attractive as a service body? How do the subcommittees demonstrate cooperating with each other in an attractive way?

**WHAT WOULD YOU DO IF YOU WERE A
PROFESSIONAL? THINK ABOUT THE NA
FELLOWSHIP WITH:**

Trying to call the phoneline and your call is not answered?

H&I panel members pulling a "no show, no call" for their scheduled meeting?

A request for a professional presentation at a treatment center and no one returns your call? Service Evaluation Tool—what would be helpful to include in a group service tool? What would be useful to include in an area service evaluation tool?

IS IT ATTRACTIVE?

"I don't want to go to that H&I committee meeting because Joe and his friends on the committee run the show."

"I don't want to go to that PI committee meeting because Susie tells the committee what to do. They only want to go into schools."

How do we practice principles in our service work to maintain unity and cooperation when we have distinct personalities on committees and within the area body?

**MY GRATITUDE SPEAKS WHEN I SHARE
AND CARE WITH OTHERS THE NA WAY.**

What is the NA way?

How does the NA way present a positive public image? What actions do we take to maintain that positive public image? How do I practice these principles in all my affairs?

Responsibility of members—integrity and reflection on NA.

Infrastructure/service tools; reliability; no targeted literature; attraction—core PR principles; the concept of PR—what's working and what's not; added evaluation tools for local service committees.

fellowship support

World Board, World Pool members, and/or staff have visited the following places since our last meeting: Southern Zonal Forum, South Africa, Canadian Assembly, Colombia, and Western Service Learning Days.

HERE'S WHAT'S GOING ON IN...

SOUTHERN ZONAL FORUM

We were impressed by the number of members in attendance, and the respect and eagerness to engage, learn, and gather what they could to further our primary purpose. Our sense was that everyone wants to know more on Leadership, as well as do better. This made it easier to have discussions.

Regional delegates started a discussion on Leadership, which was followed by the question “If this is what you want, how do you get and foster it?” This then led into infrastructure discussions. One of the points discussed was that in fostering leadership, it is important to remember that this process starts with individuals and how they perceive and share those thoughts with others, i.e., how an individual carries the message of leadership. Some sidebars on changing perceptions, thoughts, and roles later ensued. For more information, you can visit www.szfna.org.

CANADIAN ASSEMBLY OF NA

Based on discussions similar to those at other workshops we attended, some of the topics that consistently came up were communication and leadership. One of the core issues in CANA is communication because the region itself is so geographically large. The topic of sponsorship also was discussed in regard to leadership and leading by example.

“Sponsorship can be a tool to provide leadership.”
 (Anonymous attendee)

A number of conversations held with members revealed the thought that our fellowship today is “soft” on newcomers, meaning that we do not or have not maintained the level of expectation of setting an example as we did when we came into the program, e.g., being involved in service (basic level, coffee, meeting set up), working the steps...now it’s like “ah, it’s okay, just don’t use today.”

COLOMBIA

Two board members attended an event in Colombia and facilitated a couple of workshops there. The audience was diverse—regional delegates, newcomers with no service experience, and members from other countries. Participants were asked if they could improve one thing, what would it be?” Some of their answers included having more workshops, better tools for dealing with media, fund flow, getting members involved in service, and more unity with area service committees.

SOUTH AFRICA

Although there has been communication with our members in South Africa for some time, this was the first official world services trip to South Africa! Two members from Kenya also were funded to join the travel team and meet their neighbors as the team traveled to Johannesburg, Cape Town, and Durban. They were able to attend several local meetings, engage local members in discussions about service and recovery, and conduct a session at the South African convention. During the meetings with local committees and members, the team was able to talk about NA service efforts including outreach and public information.

Besides being a historic occasion, being able to experience that heartfelt bond that we share face-to-face and to reinforce the reality for them that we are a global fellowship and that they are a part of that global community was inspiring. It was encouraging to see that there is a vibrant, experienced, and ever-growing NA community in South Africa.

The interface for the Kenyan members was also very important. They now have direct contact with a community in Africa that may be able to assist them in their developmental efforts. We look forward to a growing relationship with our friends in South Africa and the other communities in Africa where we are seeing NA grow.

WESTERN SERVICE LEARNING DAYS

On the first day of this event, members from the California Department of Corrections were in attendance, including two drug court judges. The main focus was on cooperation with institutions and discussing possible solutions to the growing phenomenon of meeting attendance cards. On Saturday, NAWS staff facilitated two interactive workshops. Most in attendance were surprised to find that we were not looking to report or present any one particular topic, but more to facilitate discussions with them in an effort to find out what is working or not working in their area or region.

Public Relations

In September, we traveled to Washington, DC, to participate in *National Recovery Month* activities, which included a planning meeting for

Recovery Month 2005 and the kickoff of the 2004 events. In October and November, we attended conferences of the *National Association of Alcohol and Drug Addiction Counselors (NAADAC)* in Montana; the *International Council on Alcoholism and Addiction (ICAA)* in Venice, Italy; and the *Employee Assistance Program Association (EAPA)* in San Francisco, California. NAADAC and ICAA are events we regularly participate in, but EAPA was a new conference for us this year. It was attended by approximately 1,500 professionals who assist employees by providing direct services or information regarding resources available to them.

For the ICAA, we brought members from England, Italy, the US, and Greece to help represent NA at this multi-cultural and multi lingual event. The experience was best captured by one of these members when they shared with us:

“The road to understanding and accepting ourselves is full of pain, joy, surprises, and difficulties. Not only are we brave enough to go through it but we are brave enough to tell others about it. Service is about letting others know that a new life is possible.”

In December we were also able to provide the funding and material for attendance at the 6th Arabic Conference for Prevention of Substance Abuse in Cairo, Egypt. This was the first time that NA had a presence at this event and it was very, very well received. Two members of the EDM were in Cairo for a fellowship development trip and they attended a few hours of this event along with local members and a member from Bahrain. We send our thanks to all who participated in this event!

These public relations efforts are opportunities to network with organizations and professionals who can relay information about NA to the still-suffering addict.

WORLDWIDE WORKSHOPS

As we discussed at the conference, we are pursuing plans for a variety of topics and formats for worldwide workshops in this conference cycle. These workshops will be more service-focused than in the past in an effort to relate more with our current projects and Issue Discussion Topics. More information about locations is available on our website in the World Service Conference area and in the flyers enclosed.

We are providing information for the worldwide workshops, as well as other locations where we have been asked to facilitate discussion sessions on Infrastructure. Please look at the events and choose one that you can attend. Also, please encourage others to participate in these discussions to help us frame our future.

MIDDLE EASTERN WORKSHOP

FEBRUARY

BAHRAIN

SOUTHERN CALIFORNIA WORLDWIDE WORKSHOP

15-17 APRIL

BURBANK, CALIFORNIA, USA

TENNESSEE WORLDWIDE WORKSHOP

27-29 MAY

NASHVILLE, TENNESSEE, USA

JOIN NA WORLD SERVICES IN
DISCUSSING ISSUES AT THESE
FELLOWSHIP EVENTS

TRUSTED SERVANT LEARNING DAY

22 JANUARY
PHOENIX, ARIZONA, USA

SOUTHEASTERN ZONAL FORUM

21–23 JANUARY
BIRMINGHAM, ALABAMA, USA

**MID-ATLANTIC REGIONAL LITERATURE
CONFERENCE**

12–14 FEBRUARY
LANCASTER, PENNSYLVANIA, USA

ASIA PACIFIC FORUM

8–10 MARCH
CEBU, PHILIPPINES

PLAINS STATES ZONAL FORUM

19–20 MARCH
STILLWATER, OKLAHOMA, USA

FLORIDA SERVICE SYMPOSIUM

18–20 MARCH
ORLANDO, FLORIDA, USA

PERU REGIONAL CONVENTION

20–22 MAY
LIMA, PERU

LATIN AMERICAN ZONAL FORUM

30 JUNE – 3 JULY
PANAMA CITY, PANAMA

We believe it's a critical time for us to begin to talk about our activities in area and regional service, public information, public relations, hospitals and institutions, outreach, phonelines, web, literature distribution, and conventions. This will allow participants to share experience, strength, and hope in these areas and allow us to obtain information for future service tools. This list of events will be updated as we are asked to attend other events and will be posted on our website. Come and join us!

workgroups & projects

BASIC TEXT

The more we discuss this project, the more it becomes apparent to us this is a different kind of project that will need to be approached creatively in order to best capture the current voices of our fellowship. In that spirit, we have been discussing what to call the “personal stories.” For many of us, telling our “story” means telling what it was like, what happened, and what it's like now. As we've discussed (in the 2004 *CAR*, *NAWS News*, and *The NA Way*, among other places), we are hoping to create a collection of our members' experiences that will include other ways of talking about our recovery alongside this traditional model. The word “story” may not be the best descriptive word to use. We appreciate that the writing contributed to the project will be heartfelt, and we respect the integrity of the experiences members are writing about.

Our vision for the project is to put together a collection of experiences that speak to NA as a whole. We are convinced that will require a collaborative effort with those who have contributed their writing. The writing collected for the project will go through some sort of editorial process, but of course, we will do our best to always maintain the integrity of the contributions. Many of our members have wonderful stories to tell and experiences to share but need help in the actual writing. And we would hate to have to omit a wonderful tale because of editorial concerns. We are aware that this is a touchy subject with many members, and that is why we are clearly reporting our approach to you—and why we are talking about changing the language we use to describe our shared experiences for this project.

Approaching things differently doesn't just mean the way we *talk* about the project, but also the content we're striving for and the *process* to get that. One of the ideas we are working with right now is to incorporate some sort of organizational principle, perhaps sections, in order to highlight different stages of recovery and/or the diversity of experience within the fellowship. In order to really showcase our

diversity as a fellowship, we will need to be creative in how we gather stories. We will continue to discuss ways to do this. We talked more about conducting interviews with members and using our network of local contacts to help us gather stories, among other ideas.

We also discussed some of the issues that will undoubtedly come up within the stories themselves. We talked about references to specific drugs within members' submissions, as well as the use of local language or colloquialisms (one idea we are thinking about is possibly employing footnotes to explain these phrases). In addition, the issue of vulgar language came up in our meeting; we hope to retain the color of our language, but approach the use of off-color language cautiously and judiciously. We have no issue about the language our members use personally but focused on our discussions about what is appropriate and effective in NA literature.

Finally, two other topics we discussed were that of our diversity in beliefs about a Higher Power and whether to address this diversity in the language, the experiences used, and whether to only accept submissions written at an eighth-grade level. We are determined to consider written experience regardless of the reading level. A variety of reading levels may better communicate to and reflect a diverse fellowship, as well as a diverse new membership

There is much to consider with this project. We will be reporting to you as we make decisions, and we plan to have a frame for the solicitation of material after our January board meeting.

predators at meetings

we hear your discussion, we see it on the discussion bulletin boards at na.org, we know this is important to many of you, and we are working to address your concerns.

we are continuing our work on the bulletin regarding this important issue, and we should have something for you soon.

RELATIONS BETWEEN THE PUBLIC RELATIONS WORKGROUPS

This is the first time that we can remember having two projects that are as closely related as the

Public Relations Strategy and Public Relations Handbook. At both workgroup meetings and our board meeting, there was discussion about the overlap of these two workgroups and projects. Where does one group's responsibility start and the other's stop? What group needs to do what, and when, for the other group to reach its goals?

We started by looking at the timelines of each group and seeing where there are overlaps. We also are planning on having a couple of joint meetings with these workgroups in the near future, so each group, both with a very diverse range of public relations experience, can sit face-to-face and talk about the issues of PR. The two workgroups have plans to meet together during their February and March meetings. They will continue to stay in close contact because the projects have such a symbiotic relationship.

One board member described it like this at our meeting: "The role of the PR Strategy Workgroup is that of the architect, laying out the overall design for what our public relationships look like now and what we want them to look like in order to come closer to realizing our vision statement for NA. The role of the PR Handbook Workgroup is that of the contractor. This group will actually *build* the handbook that can be used by communities around the world to give us some unity and coordination in our public relations efforts. This way we are all working together in unity, on behalf of NA, to create and maintain relationships with the public."

SO, WHAT ARE THE ARCHITECTS DOING?

The **PR Strategy Workgroup** has spent time reviewing their charge, examining past practices, and discussing definitions for public relations. We know public relations are about building relations, but a strategy means a well-crafted plan. The workgroup has spent a lot of time talking about what public relations are in Narcotics Anonymous. What does and should PR mean in the fulfillment of our primary purpose?

This project will generate a plan that will help flesh out what exactly PR means to NA, why we do it, and where we want to go with our PR efforts. For example, a strategy would map out a plan for what we want to build with specific "publics," such as the medical community or corrections. The plan would outline what we can

do to cultivate better relationships within those communities. It would guide our current public relations practices and create a plan for how to do a better job. Part of that strategy will be connected to the content of the PR Handbook.

WHAT ABOUT THE CONTRACTORS?

The **PR Handbook Workgroup** has been working on a detailed outline and timeline to provide a general direction and is in the process of composing and revising the first chapters of the handbook. We need your help in capturing the real issues of what is working and not working in areas and regions around the world in our service efforts. Please help us by participating in the Issue Discussion Topic discussions described earlier or by attending one of our workshops.

The PR handbook will cover many of the ways that we relate to the public, such as corrections, phonelines, outreach, public information, etc. Our current plan is to release the first section of this handbook, covering "What Is PR," "Core Principles and Philosophies," "Communications," and "Effective Services," for review and input for ninety days between May and July 2005. We then plan to release the second section covering "Professional Interface," "Corrections, Treatment, Healthcare," and "Phonelines," for review and input for ninety days between September and November 2005. The chapters on "Technology," "Outreach," and "Event Planning" will be drafted after all of the other chapters are finalized. Our current plan for sections one and two is to include them in the Conference Approval Track for WSC 2006 after the review and input periods described above. This is the process that was approved for this project at WSC 2004.

world convention update

WCNA-31

As of the end of December, we have 1,705 people registered, 1,740 rooms reserved, and have received over \$5,000 in newcomer donations. Keep checking the website for updates about this event!

WCNA-32 • 29 AUG-2 SEPT 2007 IN SAN ANTONIO, TEXAS, USA

WCNA-33 • 20-23 AUGUST 2009

We gave final consideration to Stockholm, Sweden; Lisbon, Portugal; Berlin, Germany; and Barcelona, Spain. After an extensive discussion about factors including cost of facilities, hotels, airports and transportation, and other factors that impact our event, we finally chose Barcelona, Spain, as the home for the 33rd World Convention of NA.

WCNA-34

We narrowed down the potential sites in Western North America for 2011. We chose to no longer consider Houston, Texas, USA, and Phoenix, Arizona, USA, because of available public meeting space. Still up for consideration are Denver, Colorado, USA; Los Angeles and San Diego, California, USA; and Vancouver, British Columbia, Canada.

Human Resource Panel

Greetings from your Human Resource Panel! As this is our first report since the 2004 World Service Conference, we will take a moment to introduce the panel. The HRP consists of four members, with two seats filled at each WSC. Serving on the panel for this conference cycle are returning members Tali M (panel leader) and Francine B, and newly elected members Mindy H and Sergio R. You may remember that, because of a tie vote, three new members were elected at WSC 2004. As reported in the last *NAWS News*, one of the new members, Dylan J, has since resigned from the HRP.

Our first HRP meeting for this conference cycle was held at the World Service Office 26-28 August 2004. The meeting was very productive; it is clear that we have a unified team and we are excited by the work ahead of us. We began this first meeting a little differently than we have in previous conference cycles. The first day of our HRP meeting was facilitated by a consultant frequently used by NA World Services, Jim DeLizia, who conducted a team-building workshop. Emphasis was placed on

such things as building trust, community, and respect; improving internal and external communications; cultivating leadership; and planning strategically. We all found the training to be very useful, and it helped us get off to a good start.

The HRP believes our primary purpose is to facilitate a nomination selection process that is thorough and effective in meeting the needs of the WSC. As decided at the last WSC, part of that process will now include candidate recommendations from various service bodies. We look forward to incorporating into our nomination process the changes mandated by WSC 2004's Motion 58. As a reminder, here is that motion:

"That the system for identifying candidates for World Service positions include the opportunity for RSCs, zonal forums, and/or the World Board to forward potential candidates to the HRP separately from and after the HRP's initial blind screening process."

We welcome the challenge to devise a plan to implement this motion. At this time we are not sure what that plan will look like. You may remember that this was the only adopted motion that was not included in the 2004 CAR, and there are issues to consider that have had little opportunity to be discussed thus far. Nevertheless, we will work hard to honor the spirit of the motion, and also to keep you informed of our plan as it is developed.

What we can tell you now is that we are creating a simple form for forwarding a potential nominee's name and contact information. We have established that the deadline for receiving those forms will be 31 October 2005. That will give us time to do the necessary preparatory work so that these individuals can be included in our nominee selection process in mid-December, after the blind selection process is completed. (For more information on the HRP nominee selection process, you may want to review the HRP report in the March 2004 *Conference Report*.)

We will be reporting more on this in the next NAWS News. But for now, keep in mind that conference participants will want to make note of the 31 October 2005 deadline, and consider

the time needed to follow through on this opportunity to forward potential candidates from their service committees. As usual, the HRP is open to input on this process.

All members of the HRP agree that we are dedicated to maintaining and increasing the World Pool. We were encouraged by the request from the World Board for candidate profiles from members in the World Pool to be considered for the workgroups being utilized this cycle. We view this utilization of the World Pool very positively. We recognize that the World Pool, and, in turn, the HRP's role are critical in the efforts of cultivating leadership now and in the future.

Currently there are 488 members in the World Pool. Also, as a reminder, we are always happy to receive World Pool Information Forms. Any member who is interested in being considered for any of the various service opportunities with NA World Services will want to complete a WPIF. These forms are available on our website at www.na.org, or by calling or writing NA World Services.

The HRP considers communication to be very important for the panel to be able to continue doing its job. We are looking forward to working with the World Board, conference participants, regions, and zones as we move through this conference cycle.

Your input and comments are always appreciated and we encourage you to contact us at hrp@na.org. Again we thank you for your support and we look forward to reporting more as the cycle progresses.

WSO staff update

Let's give a big welcome to Colin Severeid, who began his employment in Fellowship Services at the end of September. In addition, we are very excited to announce that Ximena Iranzo has relocated from San Juan, Puerto Rico to accept a Team Assistant position in Fellowship Services. Her employment began on 29 November 2004. We are very happy to have both Colin and Ximena as a part of the WSO team. We also welcome back Simon Lev, who has been working with us on a contract basis in Translations. The demands on Simon,

our multi-talented Ukrainian-in-residence, are amounting to almost a full-time occupation these days. His skill with Eastern European languages puts him in high demand with the Russians, Ukrainians, and Latvians, to name a few. Beyond his efforts with the Translations and Production Team, Simon has been making a name for himself as a creator of some very fine original design work for the office. He is a valuable contributor in our impromptu creative workgroups at the office. We are saddened to say goodbye to Tony Greco, who is leaving us to pursue other interests. We wish Tony well in his future endeavors.

**product update
see special pull-out**

As a result of project ideas submitted by the fellowship, we are looking into the feasibility of producing audio CDs of the Basic Text, *It Works: How and Why*, *The NA Step Working Guides*, and ASL literature, and we are working on the idea of a gift edition of *Sponsorship*.

**world services calendar
and deadlines**

World Board meeting dates are listed on www.na.org.

February–December 2005	Solicitation of personal experience for the Basic Text
1 April 2005	Deadline for WSC Seating Request
May–July 2005	Review period for section one of the PR Handbook
1 August 2005	Deadline for Regional Motions
1 August 2005	Deadline for Self-Nominations
1–4 September 2005	WCNA-31, Honolulu, Hawaii
September–November 2005	Review period for section two of the PR Handbook
31 October 2005	Deadline for Zonal, Regional, and Board Nominations
23 November 2005	English <i>Conference Agenda Report</i> available
23 December 2005	Translated <i>Conference Agenda Report</i> available
23 January 2006	Conference Approval Track material mailed
23–29 April 2006	World Service Conference

recap of issue discussion topics

Infrastructure

Can be divided into subtopics of communications, resources, and leadership. Consider the following points.

- What’s working or not working with—communications, resources, leadership?
- Why is communication so important?
- Why are resources so important?
- Why is leadership so important?
- What could help with improving communications, resources, and/or leadership?
- How do we cultivate leadership?
- What’s working/not working with leadership?

Our Public Image

Improving our public image is ultimately about being better able to reach the addict who still suffers. How can we become better recognized as a credible and viable program of recovery as stated in our vision statement?

Consider the following points.

- What is NA’s image with the public? What is working/not working? Does it reflect who and what we are?
- What can I do as a member to improve NA’s public image?
- What can our local service committees (our infrastructure) do to improve NA’s public image?
- What would you, if you were a professional, think about the NA Fellowship?
- What is the “NA way,” and how does it present a positive public image? How do I practice these principles in all my affairs?

Check out pages 3–7 for a complete review of these topics.

WSO Product Update

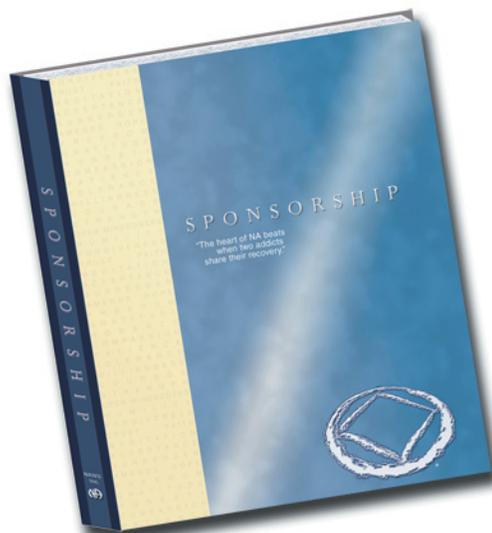
English

Sponsorship

"The heart of NA beats
when two addicts share their recovery."

Illustrated with members' first-hand experiences, this newly-released book on sponsorship in NA celebrates the richness of differences and variety of experiences in the worldwide Fellowship of Narcotics Anonymous. Softcover only.

Item No. 1130 Price US \$7.00



NA Medallion Journal

Embossed front cover has an imprint of our recovery medallion (also may hold a medallion) with sewn-in satin bookmarks.

Journal will be available in two colors:

Black, Item No. 9401 Price US \$15.00

Terra Cotta, Item No. 9402 Price US \$15.00

Coming soon

New Medallion Design

This new design, available in Spring 2005, wraps the existing text from the Gratitude Prayer around the center of the medallion and changes our current Roman numerals to Arabic numerals.

Check our website, www.na.org or our shopping cart www.na.org/online_literature_sales_entrance.htm, for a release date.

WSO Product Update

Arabic

Keytags

Welcome through Multiple Years

Item No. AR-4100-4108
Price US \$0.37/each



French

Group Reading Cards (7-card set)

Addition of "We Do Recover"
reading card to our existing set

Item No. FR-9130 Price US \$2.50

Italian

The Group Booklet

El Manuale del gruppo

Item No. IT-1600 Price US \$0.63

IP No. 11: *Sponsorship, Revised*

La Sponsorizzazione, Revisionato

Item No. IT-3111 Price US \$0.21



Spanish/Castilian

Group Reading Cards (7-card set)

Addition of "We Do Recover"
reading card to our existing set

Item No. CS-9130 Price US \$2.50

Third Step Poster

"Many of us have said,"
is added at the beginning
of the poster.

Item No. CS-9075 Price US \$0.80

IP No. 11: *Sponsorship, Revised*

El Padrinazgo, Revisado

Item No. CS-3111 Price US \$0.21



Slovak

Keytags

Welcome through Multiple Years

Item No. SK-4100-4108
Price US \$0.37/each



Lithuanian

IP No. 5: *Another Look*

Kitu žvilgsniu

Item No. LT-3105 Price US \$0.21

IP No. 7: *Am I an Addict?*

Ar aš priklausomas?

Item No. LT-3107 Price US \$0.21

Hebrew

It Works: How and Why

זה עובד: איך ולמה

Item No. HE-1140 Price US \$7.70

