

# Iowa Region of NA Public Relations Workshop

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# Public Relations Workshop for The Iowa Region of N.A.

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## Details for the Facilitator and Co-Facilitator

### **I. Intro**

1. Ensure that everyone has signed the attendance sheet.
2. Explain what is expected of each member in attendance. Explain what the goals are for this workshop and the agenda for the day.
3. Explain what brainstorming is. There are no wrong ideas. Explain the rules for brainstorming. This is not a lecture workshop. You are going to teach each other.

### **II. Our Public Image**

1. Have a member explain what it meant by Public Image.
  - A. Have more members explain until the topic is covered. Do not let members explain positive or negative instances. This is next items in this section.
2. Ask for negative public image instances.
3. Ask for positive public image instances.
4. Wrap up. Possible solutions if necessary for any instances.

### **III. Public Relations Goals**

Give each group that was numbered off a Public Relations Goal. Have them split into there small groups and answer their questions. Then come back to large group and have them write down on the post it pads. Here are the goals and the questions:

1. We clarify what services NA can and cannot provide to the community.
  - A. What Services do we provide?
  - B. What Services do we not provide?
  - C. By what means do we clarify?
2. We make NA members more aware of their role in NA's public image.
  - A. What is the NA member's role in NA's Public image?
  - B. How does the subcommittee make members aware?
  - C. How do we improve our public image?
3. We aim for the public to recognize NA as a positive and reliable organization.
  - A. How do we inform the public?
  - B. How do we provide a positive image to the public?
  - C. What does it mean to be reliable?
4. We develop valuable relationships with professionals and the general public.
  - A. What is the difference between attraction and promotion?
  - B. How do we develop and maintain that relationship?
  - C. What does it mean to be valuable?

### **IV. History Candy Throw (Large Group)**

In the large group, have people raise there hands when they know the questions. If they get it right threw them some candy.

1. What is the origin of our name "Narcotics"- Why "narcotics?"
  - A. Terminology commonly used for all illegal substances at the time of our inception in 1953. NA is not a drug-specific program, but has universal appeal to all who have the disease of addiction.
2. When was NA formed?
  - A. 1953
3. Where was NA formed?
  - A. Los Angeles, CA

4. When was the book Narcotics Anonymous published?  
A. 1982
5. Who helped in the formation of Narcotics Anonymous  
A. Jimmy K. and a group of members from A.A.
6. In 2007 NA has how many meeting world wide?  
A. 43,900
7. In 2007 NA is in how many countries?  
A. 127
8. NA speaks how many different languages?  
A. 65
9. When was the first World Convention of NA?  
A. 1976

## V. Questions you may Face

Choose from the following questions and give each group a couple of them. Have them follow the same thing procedure as section III. Here are the questions.

1. What is the difference between AA and NA?
2. How can I find NA meetings in my neighborhood or in various countries around the world?
3. What was your drug using like?
4. Are all addicts alike? Do you all do the same things when using drugs? Do you all live in poor, run-down housing when using drugs?
5. What is an NA meeting like?
6. Are most of your members heroin addicts?
7. What is the “amend step”?
8. How does a sponsor work?
9. What do you mean by “clean and not sober”?
10. How many NA members have been incarcerated? How many NA members have been convicted of sex-related crimes?
11. What’s your opinion on the current administration’s drug policy?
12. Can we come to your convention and take photographs?
13. Has a certain celebrity been attending meetings?
14. Are most of your members heroin addicts?
15. What support does NA have for adolescents?
16. How can we schedule an NA presentation?
17. Is someone who is still using drugs welcome to attend NA meetings?
18. What resources do you have for single parents? Are children welcome at meetings?
19. I referred someone to NA who was taking medication, and NA members said they were not clean. Would you explain what you mean?
20. What happens at an NA meeting?
21. Is NA connected with any religious organizations?
22. Does NA consider alcohol to be a drug?
23. What is the difference between AA and NA?
24. Is help only available for narcotics addicts?
25. Some of our clients have stated that they would not feel comfortable in meetings with a bunch of street addicts. Can you address this?
26. Some of our clients have stated that they would not feel comfortable in meetings with a bunch of street addicts. Can you address this?
27. What is NA’s opinion on methadone and other drug replacement therapies for the treatment of drug dependence)?
28. Is NA a religious program?
29. What is your position on treating the dually diagnosed? On medications prescribed for the treatment of mental illnesses?

30. What is your opinion on the harm reduction philosophy?
31. What are your criteria for calling someone an “addict”?
32. Can we send our clients to your meetings with attendance cards, and have them signed there?
33. Can someone from our facility call a client’s sponsor to check on his/her progress?

## **VI. Core Public Relations Principles**

Give each group a Core Public Relations Principles. Have them write down how these apply to Public Relations. Follow the same format as Section III. These are in page 5 to page 19 in the PR Handbook. (You may have to mix and match the principles depending on how many small groups you have. Or you may want to cover some in Large Group). Here are the Core Public Relations Principles:

1. The spiritual foundation Anonymity
2. Unity: “Together we can”
3. Attraction
4. Self-support
5. Cooperation, not affiliation
6. Responsibility & accountability
7. Forever nonprofessional
8. Communication

## **VII. Mock Booth**

This is just as it says. Have a mock booth ask for volunteers to support the booth and volunteers to be the public

## **VIII. Wrap Up**

1. Ask for input and what ever wrap up you want to do.

# BRAINSTORMING GUIDELINES

One good idea leads to another... good idea.

“No” and “can’t” do not exist.

Creativity has no limits.

Be part of—participate.

Think fast, analyze later...  
Judging, evaluating, and criticizing are *not*  
brainstorming.

And above all...

**HAVE FUN!**

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# SUGGESTED GROUND RULES

Stay open-minded.

Listen and share the time.

Remember to play well with others.

Don't forget why we're here!

Stay focused on the subject at hand.

Lively conversation is productive.

To agree and to disagree...that is the process!

One more time—Avoid repetition.

It's important to **start** and **stop** on time.

**and**

**NO KICKING, SCRATCHING, OR BITING**

**ALLOWED...!**

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