



Purpose:

To inform the Public that Narcotics Anonymous exists and offers recovery from the disease of addiction. All activities directed to that end shall be carried out in accordance with the Twelve Traditions and Twelve Concepts.

Strategic Focus Areas

1. Engage and Educate Recovery Houses

Goal:

To build strong relationships with local recovery houses and educate their residents about NA as a viable path to recovery.

Action Steps:

- **Identify Recovery Houses:**
 - Compile a list of local recovery houses and treatment centers.
 - Prioritize those with no known NA presence.
- **Develop Outreach Materials:**
 - Create an NA information packet tailored for recovery houses, including literature, meeting lists, and helpline details.
- **Conduct Outreach Meetings:**
 - Schedule introductory meetings with staff and residents.
 - Offer to host NA presentations or set up panels with members sharing personal recovery stories.

Measures of Success:

- Number of recovery houses engaged.
 - Feedback received from recovery house staff and residents.
 - Increase in attendance at local NA meetings from these facilities.
-

2. Discussions with Criminal Justice / Law Enforcement

Goal:

To improve understanding and collaboration with law enforcement and criminal justice professionals, emphasizing the role of NA in helping individuals recover.

Action Steps:

- **Build Connections:**
 - Identify key contacts within local police departments, probation offices, and drug courts.
 - Leverage existing relationships with professionals in the area.
- **Educate on NA:**
 - Conduct workshops or information sessions to address misconceptions about NA's abstinence-based recovery model.
 - Distribute NA literature and meeting lists tailored for professionals.
- **Participate in Criminal Justice Events:**
 - Attend events such as community policing forums, probation fairs, and re-entry programs to promote NA.

Measures of Success:

- Number of workshops or meetings held with criminal justice professionals.
 - Inclusion of NA resources in local probation or re-entry programs.
 - Referrals to NA from criminal justice systems.
 - Increase in attendance at local NA meetings from these facilities.
-

3. Civic Engagements and Committees

Goal:

To establish NA as a visible and active resource in the broader community through participation in civic initiatives and committees focused on addiction recovery.

Action Steps:

- **Join Local Committees:**
 - Identify local addiction and recovery-focused committees or task forces (e.g., municipal addiction services, public health forums).
 - Assign PR subcommittee members to attend and represent NA.
- **Participate in Community Events:**
 - Set up NA information tables at local events such as health fairs, cultural festivals, and town meetings.
 - Collaborate with event organizers to include NA in addiction recovery discussions.
- **Enhance Visibility:**
 - Develop a strategy for using social media and local government communications to promote NA and its events.
 - Highlight NA's contributions in community newsletters or bulletins.

Measures of Success:

- Number of committees or task forces with NA representation.
 - Attendance at public events and distribution of NA materials.
 - Engagement metrics from online and offline civic initiatives.
 - Increase in attendance at local NA meetings from these facilities.
-

4. Infrastructure Development

Goal:

To strengthen the internal infrastructure of the PR subcommittee to ensure long-term sustainability, effective communication, and alignment with NA's regional, zonal, and world PR initiatives.

Action Steps:

- **CRM Development:**
 - Implement a simple CRM (Customer Relationship Management) tool to track outreach contacts, materials distributed, and follow-up efforts.
- **Redistribution Materials:**
 - Develop and distribute a periodic newsletter containing updated meeting lists, event calendars, and relevant NA information for professionals and the community.
- **Coordination with Other Bodies:**
 - Establish regular communication and collaboration with regional, zonal, and world PR committees to align strategies and share resources.
 - Establish a liaison between H&I and PR.
- **Training and Mentoring:**
 - Organize workshops for Mountaineer Region members to build skills in public relations, outreach, and communication.

- Utilize task or action teams to get more involved in PR without having to join the subcommittee initially.
- Develop a mentoring system to support newer members in learning about PR.
- **Policy Development:**
 - Draft and implement policies to standardize PR activities, ensuring alignment with NA traditions and concepts.
 - Review and update policies periodically to reflect evolving needs.

Measures of Success:

- Operational CRM in use for tracking outreach efforts.
 - Regularly published newsletter with positive feedback from the public.
 - Increased participation in regional and zonal, world PR initiatives.
 - Attendance and engagement in training workshops.
 - Adoption of standardized policies within the subcommittee.
-

Implementation Timeline

- **Q1 2025:**
 - Complete outreach list for recovery houses and initial contact.
 - Develop CRM requirements and select a simple solution for implementation.
 - Begin drafting redistribution materials such as the first newsletter.
 - **Q2 2025:**
 - Host initial workshops for PR training and mentoring.
 - Conduct outreach meetings with recovery houses and criminal justice professionals.
 - Attend at least two community events and gather feedback on NA's visibility.
 - **Q3 2025 and Beyond:**
 - Evaluate the effectiveness of outreach efforts and refine approaches.
 - Continue collaboration with regional/zonal/world PR initiatives.
 - Publish newsletters quarterly and report progress in monthly meetings.
-

Conclusion

This strategic plan sets the foundation for the Mountaineer Region PR Subcommittee to increase NA's visibility, improve community collaboration, and build a strong infrastructure to sustain these efforts. With focus on outreach, partnerships, and internal growth, the subcommittee is positioned to make a meaningful impact in spreading NA's message of recovery.