

# **Regional Public Relations Subcommittee Policy**

## **I. PURPOSE:**

For the purpose of public relations, the Greater Philadelphia Region of NA Public Relations services, cooperates with the public by providing information about recovery from drug addiction. Furthermore, we seek to increase awareness of NA's existence through presentations, media exposure, and telephone services. These cooperative efforts enhance our relationships with those outside our fellowship. As a result we further our primary purpose.

## **II. GEOGRAPHIC BOUNDARIES:**

The Greater Philadelphia Region including Philadelphia, Delaware and Chester Counties in Pennsylvania and Camden County in New Jersey.

## **III. FUNCTIONS AND RESPONSIBILITIES:**

1. Help the still suffering addict find the NA program.
2. Help develop the role of NA in the community.
3. Develop and communicate a positive image of the NA program to society at large.
4. Increase the awareness of the individual NA members about their role in NA's public image.
5. Develop cooperative relationships with professionals.

## **IV. MEETINGS:**

The Regional PR Subcommittee meets the first Saturday of each month at 11 am at the Roxborough Memorial Hospital.

## **V. VOTING PROCEDURE:**

The following members may vote at Regional PR Subcommittee meetings:

1. All member Area PR Chairpersons or designated representative.
2. All elected Regional PR Officers elected by the subcommittee.
3. Consensus Based Decision making will be used instead of Motions.

### **1. REQUIREMENTS:**

- a. Chairperson - set by the Regional Service Committee Policy.  
Co-Chairperson- follows the Regional PR Policy, has at least two (2) years clean time and six (6) months prior subcommittee service experience.  
Secretary - follows the Regional PR Policy, has at least two (2) years clean time.  
Presentation Coordinator - follows the Regional PR Policy, has at least two (2) years clean time.

- b. A working knowledge of the 12 Steps, 12 Traditions, 12 Concepts, the Guide to Local Service and the current PR Handbook.
  - c. A willingness to serve.
2. TERM OF SERVICE:  
All elected positions are two (2) year terms.
3. DUTIES:
- Chairperson
- a. Follows all Regional Policy Guidelines for subcommittee chairs.
  - b. Arranges subcommittee meeting agenda and presides over meetings.
  - c. Handles PR correspondence from the region to each area and outlying regions.
  - d. Coordinates all financial matters and answers all inquiries for literature.
  - e. Maintains annual budget.
  - f. Receives and schedules PR presentations with the Presentation Coordinator.
- Co-Chairperson
- a. Assumes the duties of the Chair and other subcommittee officers in their absence.
  - b. Coordinates all activities and works with the committee and its members.
  - c. Chairs any Workgroup or Task Force Committees that the subcommittee deems necessary to create.
- Secretary
- a. Records and distributes minutes from each subcommittee meeting.
  - b. Gives a secretary report.
  - c. Tends all archives.
  - d. Assumes duties of the Chair in the absence of both the Chair and Co-Chair.
- Presentation Coordinator
- a. Receives and prepares all requests for presentations.
  - b. Trains participants in PR presentations.
- General Member  
All member Area PR Chairpersons or designated representative  
Any Narcotics Anonymous member..

**VI. STANDING SUBCOMMITTEE**

The standing Regional PR Subcommittee is comprised of the following:

- 1. Chairperson
- 2. Co-Chairperson
- 3. Secretary
- 4. Presentation Coordinator
- 5. Area PR Chairs or Designated Representatives
- 6. General Members

## **VII. FUNDING**

All funding is provided by the Greater Philadelphia Region. Area subcommittees may request funding and literature in an emergency.

## **VIII. MINUTES**

Minutes will be produced, distributed, and archived by the Secretary for each subcommittee meeting. The appointed secretary of Workgroup or will do the same and turn the archives over to the Secretary.

## **IX. POLICY**

When needed the Regional PR Committee will refer to the current PR Handbook.

## **X. GENERAL GUIDELINES FOR PRESENTATIONS**

This guide is meant to help inform our members, who may be new at PR presentations and speaking engagements, of the best possible way of carrying the NA message. Its purpose is to acquaint an NA member with how to present NA to non-NA organizations, the media, schools, employee assistance programs, health care and community groups. It is based upon the many years of experience of those addicts who have done this before us. An open mind is invited.

**Presenters:** The Chairperson is required to have a minimum of six (6) months cleantime. The Speaker is required to have a minimum of one (1) year clean time.

### **1. PREPARATION:**

- a. Always go with at least two (2) people, preferably a man and a woman. Many people find it easier to relate to one gender more than the other.
- b. Must be able to meet clean time requirements as outlined in the Guide to Public Relations.
- c. Must be able to be reached by telephone.
- d. Has to have a working knowledge of the 12 Steps, 12 Traditions, and 12 Concepts.
- e. A well presented image of recovery, promptness and courtesy goes a long way in carrying the message.
- f. The individuals best qualified to speak in public are those who value anonymity and are willing to serve out of love for the Fellowship, not out of EGO needs.

### **2. DELIVERY**

- a. Preferably stand while speaking.
- b. Avoid WAR and SHOCK stories.
- c. Do not use slang or profanity in your presentation.
- d. Always remember, we are a program of recovery, not prevention.
- e. Don't break your anonymity by referring to where you live or your profession.
- f. Leave ample time for questions and answers.
- g. Reschedule a presentation if both speakers are not present leaving literature as a reference.

### 3. CONTENT

- a. Stick to your personal experience, strength , and hope in NA. We are not experts.
- b. Stress that NA is a group of addicts who meet regularly to help each other stay clean from all drugs, including alcohol.
- c. Emphasize that NA is open to anyone seeking recovery from the disease of addiction. There are no fees or dues.
- d. Experience shows that detailed stories about using and other non-NA or prior to NA stories tend to sensationalize drug use rather than emphasize recovery.
- e. In addition to the story of how you got into recovery, describe the length of your personal experience in the program. Cover those things which are most helpful for listeners to hear. The following topics are ideal:
  - How you found NA.
  - The Helpline number 215-NA- WORKS, (215-629-6757)
  - The website : [www.naworks.org](http://www.naworks.org), the RSO number 215-745-9494
  - How you felt at your first meeting.
  - The only requirement for membership is the desire to stop using.
  - What doing service means to personal growth.
  - How being apart of a group helps to work through the desire to get high.
  - What the 12 Steps, 12 Traditions, and 12 Concepts mean to you and how they've become tools to maintain your recovery.
  - Express that the spirituality of the program is based on principles, Not Religion

### 4. QUESTIONS AND ANSWERS

- a. Do not argue with those whose views of addiction differ from those of NA.
- b. Use discretion when giving out personal phone numbers.
- c. Be familiar with what NA is NOT: a religious movement, an employment agency, or social service organization. NA does NOT: run hospitals, recovery houses, other outside enterprises, have paid social workers, prescribe medications, or pay for treatment.
- d. Become familiar with Chapter 2 of the Basic Text, "What is the Narcotics Anonymous Program?"
- e. Do not accept contributions from those outside of NA.
- f. Don't be afraid to answer a question with "I don't know". Consult with experienced PR members when this situation arises.

### 5. SUMMARY

- a. Main points of CONTENT:
  - Keep to your personal experience, strength, and hope in NA.
  - Stress that NA is open to anyone with a desire to stay clean.
  - The use of personal stories prior to NA does not have a place in PR presentations.