“Why public relations is important to the NA member? The Narcotics Anonymous message is “that an addict, any addict, can stop using drugs, lose the desire to use and find a new way to live.” Our relations with the public enable us to share this message broadly so that those who might benefit from our program of recovery can find us. We perform public relations service to increase the awareness and credibility of the NA program. We share our message openly with the public at large, with prospective members, and with professionals. Maintaining an open, attractive attitude in these efforts helps us to create and improve relationships with those outside the fellowship. Establishing and maintaining a commitment to these relationships, can help us to further our primary purpose.” PR Handbook, preface

Why are we asking you to complete this survey?

The PR subcommittee has not been functioning, not been serving you, not been facilitating projects on your behalf for some time. We have been responsive to requests from the community, but we have not been proactive in providing the community with information. We need to know what, exactly, you want us to do. What are your priorities? How can we best serve the groups? What issues can the PR committee help to address?

“Once created, how do we assure that our service boards and committees will remain directly responsible to those they serve? We do this, first and foremost, through consistent communication. Through their representatives, groups communicate with the boards and committees serving them. The groups provide regular information about their condition and their activities. They communicate their concerns, their needs, their ideas, and their wishes. This information helps our boards and committees better understand and serve the needs of the groups. Communication is a two-way street.Groups share information and guidance with the boards and committees serving them. Then these boards and committees report back to the groups to which they are responsible, describing their operations, discussions, and plans. Responsible service boards and committees consult the groups in matters directly affecting them and seek direction from the groups in matters not already covered by existing policy. By maintaining regular two-way communication between NA groups and the boards and committees serving them, we create an atmosphere of responsibility that serves our fellowship and its primary purpose well.” It Works: How and Why Tradition 9, page

“The following points are goals that we can strive to fulfill in making NA a visible and attractive choice for addicts:

1. We clarify what services NA can and cannot provide to the community.
2. We make NA members more aware of their role in NA’s public image.
3. We aim for the public to recognize NA as a positive and reliable organization.
4. We develop valuable relationships with professionals and the general public.” PR Handbook, page 5
Group Survey

Please rate the project type and the target audience (1 being most important, the 2 next most important, etc.)

Internal Projects (projects for NA members/Groups)

- Project Type General PR/PI Workshop
- Project Type: Helpline Workshop
- Project Type: Presentation Workshop
- Project Type: Newcomer Workshops
- Project Type: Other _______________

External Projects (projects for the community)

- Project Type: Community Events
  - College/University/Schools
  - Community Fairs
  - Health Fairs
  - Recovery/Mental Health
  - Other _______________

- Project Type: Poster Campaigns
  - Buses/Bus Benches
  - Convenience/grocery stores
  - Correctional Facilities
  - Government Agencies
  - Healthcare Facilities/Pharmacies
  - Other _______________

- Project Type: PSA (Public Service Announcements)
  - Print
  - Radio
  - Social Media
  - TV
  - Theater
  - Other _______________

- Project Type: Presentations
  - College/University/Schools
  - Community Groups
  - Corrections Facilities
  - Government Agencies
  - Healthcare Facilities/Pharmacies
  - Media
  - Medication Assisted Treatment (MAT/DRT) Providers
  - Other _______________
  - Other _______________
  - Other _______________
East End Area Public Relations Committee
Group Survey

Any other ideas or suggestions:

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