

Western Mass Area Narcotics Anonymous Public Relations Subcommittee Policy

The Public Relations (PR) subcommittee serves the Western Mass Area of Narcotics Anonymous (WMA) and its Area Service Committee (ASC) by carrying the message of recovery from the disease of addiction to the public by means of attraction rather than promotion.

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Article I: Purpose:

- Section1:**To inform the public that Narcotics Anonymous (NA) exists and offers recovery from the disease of addiction.
- Section 2:** To establish and maintain relationships with local facilities and businesses that may refer addicts to NA.
- Section 3:** To ensure that accurate information about our fellowship is available to the public through various channels.
- Section 4:** To offer information about how and where to find NA meetings and its service structure.
- Section5:** To maintain communication with the New England Regional Service Committee (NERC).
- Section6:** To assist and support other WMA subcommittees who may interact with the public.
- Section7:** To conduct all PR activities in accordance with the methods described in the NAWS Public Relations Handbooks, and in accordance with the 12 Steps and 12 Traditions of NA.
- Section8:** To open and maintain lines of communication between the public and Narcotics Anonymous, so that the message of recovery is readily available to all addicts.

Article II: Responsibilities:

- Section1:** To exist as the resource and coordinating body for all WMA PR efforts and services.
- Section2:** To ensure that accurate information about our fellowship is available to the public through the website.

Section3: To maintain a close working relationship with other subcommittees within the WMA, ensuring that all requests for information are referred to and carried out by the appropriate subcommittee in accordance with the Twelve Traditions.

Section4: To respond to any PR requests received by WMA and/or NERNA for Western Mass.

Section5: To maintain regular contact with The New England Region Phone Line Chair to ensure proper phone line coverage for WMA.

Section6: To communicate with neighboring areas, regions, and World Services, utilizing their resources and help as required.

Article III: Function:

Section1: To hold monthly subcommittee meetings at a time and place determined by this subcommittee. Meetings will be held in a public location accessible to all fellowship members.

Section2: To send a representative to the monthly WMA Service meeting and give a report on the subcommittee's activities at the ASC meeting.

Section3: To send a representative to the New England Regional Service meeting every other month.

Section4: This subcommittee functions under these guidelines. This subcommittee also adheres to the WMA guidelines, and the Public Relations Handbook by NAWS.

Section5: To inform and educate the public about NA through services, including but not limited to the following:

Item 1: Coordinate and respond to all requests from the media, including TV, Radio, newspapers and internet.

Item 2: Provide Public Service Announcements (PSAs), to the media/public.

Item 3: Provide an information table at public events with pamphlets and books about Narcotics Anonymous.

Item 4: Create and implement all WMA Poster Drives in the geographical Western Mass Area.

Item 5: Coordinate all non-NA (external) requests for NA speakers/representation to community, healthcare, educational, governmental, and other agencies and organizations.

Item 6: Update meeting lists for WMA on www.westernmassna.org and printing of meeting lists.

Item 7: Maintain NA literature racks at public locations and conduct regular, ongoing informational mailing/emailing to community, healthcare, educational, governmental, and other agencies and organizations.

Item 8: Respond to all email inquiries from www.westernmassna.org , westernmasspr@gmail.com & NERNA.

Item 9: Operate and staff Phone Line/Hotline for WMA.

Item 10: Coordinate with NERNA on phone line coverage and needs.

Article IV: Description:

Section1: This subcommittee consists of the following Elected Positions: Chairperson, Vice-chairperson, Secretary, Web Servant, Literature Coordinator, Phone Line Coordinator.

Section2: All meetings are open to interested members of Narcotics Anonymous. Any addict who attends the subcommittee meeting is considered a member of the subcommittee. Members attain the right to vote at their second consecutive meeting. Membership is without terms. Regular attendance is suggested.

Section3: All members are considered trusted servants of the subcommittee and are accountable to the subcommittee.

Article V: Election / Voting Procedure:

Section1: Nominations and elections for all positions, except the subcommittee chair, will take place at the December subcommittee meeting to correspond with WMA elections. Nominees must be present at the time of nomination and election.

Section2: Open positions will be nominated and elected as needed if a position is open.

All matters before this committee shall be decided by a majority consensus. (1 more than 50% for business and 2/3 for policy).

In the spirit of rotation, it is suggested that no trusted servant serve more than two consecutive 1 year terms. The chairperson only votes in the event of a tie.

No Vice Chairperson or other alternate position shall automatically assume the next higher position. Although those positions may be filled temporarily by an alternate during an absence, resignation, or removal, all positions in this committee are filled by members who have been voted in by their respective committees.

Article VI: Financial Responsibilities:

Section 1: In order to perform its function, the PR subcommittee is solely dependent on the WMA for its funding.

Section 2: To facilitate funding of its activities, the PR subcommittee adheres to the following requirements:

Item 1: This subcommittee will prepare an annual budget to submit to the ASC that lists all expected yearly expenditures. This budget should include (but not limited to) – rent for the monthly subcommittee meeting space, the cost of literature to spread the message of recovery, annual QR code, cost of posters for poster drives, materials for events, and other costs associated with this subcommittee.

Item 2: The cost of the web hosting domain registration is the responsibility of the WMA and will be included in the yearly budget .

Article VII: Trusted Servant Positions and Duties:

Section 1: Chairperson – *Required clean time two years.* (Nominated and Elected by WMA)

Item 1: Presides over monthly Public Relations Meeting.

Item 2: Arranges times and agendas for meetings.

Item 3: Initiates all necessary correspondence and communication between neighboring Area, Region, and World Public Service committees.

Item 4: Attend the WMA Service Committee monthly.

Item 5: Keeps the WMA Service Committee informed of all ongoing Public Relation activities by submitting a monthly Public Relations report.

Item 6: Reports to the WMA Service Committee any plans for major projects or expenditures.

Item 7: Compiles and submits a yearly budget to the WMA Service Committee.

Item 8: Conducts the Public Relations Meeting with a firm but understanding hand.

Item 9: Votes in the case of a tie.

Item 10: Is ultimately responsible for files, records, and overall functioning of the committee.

Item 11: Will coordinate ongoing workshops and orientations for public speakers.

Item 12: Responsible for communicating any financial needs for the website to WMA.

Item 13: Responsible for making changes, ordering, and distributing physical meeting lists.

Item 14: Communicates website changes from Area. i.e. New Policies, New Forms, Subcommittee changes.

Section 2: Vice-Chairperson- *Required clean time one year.*

Item 1: Attends each monthly subcommittee meeting.

Item 2: Will work closely with and assist in all duties of the Chairperson.

Item 3: Will carry out responsibilities delegated by the Chairperson.

Item 4: Will perform Chairperson's duties in their absence.

Item 5: Will serve as literature coordinator and webservant when the positions are vacant.

Section 3: Secretary - *Required clean time six months.*

Item 1: Attends each monthly subcommittee meeting.

Item 2: Reads the previous month's report (known as "secretary's report") at the monthly Public Relations meeting.

Item 3: Records minutes during monthly Public Relations meetings.

Item 4: Maintains an accurate and organized source readily accessible by all committee members.

Item 5: Maintains files and records of communications, including list of activities and contacts to be passed on to subsequent committee members.

Item 6: Emails the subcommittee report to each member of the subcommittee within 7 days of meeting.

Section 4: Webservant – *Required clean time one year.*

Item 1: Attends each monthly subcommittee meeting.

Item 2: Give the website reports to the WMA PR committee monthly.

Item 3: To respond to any website requests received by WMA and/or NERNA for Western Mass.

Item 4: To communicate with neighboring areas, regions, and World Services, utilizing their resources and help as required.

Item 5: To maintain and update individual & subcommittee meeting information as requests come in.

Item 6: To provide content for the WMA Area – Service Pages & Information Pages.

Item 7: To maintain and update events page and calendar.

Item 8: The Webservant is responsible for investigating and choosing a vendor for hosting the WMA website. Final responsibility rests with the WMA for distribution of funds.

Item 9: Be familiar with Webservant Guidelines - addendum (?)

Item 10: Responsible for communicating any financial needs for the website to the PR Chair

Item 11: The WMA is the owner of the domain name “westernmassna.org”. The Webservant is responsible for maintaining the domain name for the WMA.

Section 5: Literature Coordinator – *Required clean time one year.*

Item 1: Attends each monthly subcommittee meeting.

Item 2: Give the literature reports to the WMA PR committee monthly.

Item 3: Maintains a detailed record of the following:

A: Names, addresses, phone numbers, and email of facilities and contact person where literature racks have been placed.

B: Names and contact information for volunteers and the location of their assigned literature racks.

C: Date when each rack was last stocked with literature.

D: Information about other facilities that have refused literature racks, their reasons, and when those facilities were last contacted.

E: A list of other potential facilities where literature racks might be placed when resources and volunteers **become available**.

Item 4: Orient's new literature volunteers.

Item 5: Contacts literature volunteers that he/she has not heard from in over a month.

Item 6: Supplies volunteers with the literature and meeting lists needed for each facility.

Item 7: Assumes the responsibility of the volunteer who can no longer serve until new literature volunteers can be found.

Item 8: Makes initial contact with each new facility where literature will potentially be placed.

Section 6: Phone Line Coordinator – *Required clean time 2 years.*

Item 1: Attend the next Regional Meeting to be voted in and orientated.

Item 2: Answer calls to helpline directed from NERNA as they come in for the Western Mass Area.

Item 3:Attends each monthly subcommittee meeting.

Item 4: Reports how many calls came into the helpline on a monthly basis at the subcommittee meeting.

Item 5: Reports how callers got the helpline information (if possible) at the subcommittee meeting.

Article VIII: Non-Elected Positions

Section 1: PR Commitment Holder & Speakers Requirements

Item 1: 1 year clean time for commitment holders, unless a specific facility requires more clean time.

Item 2: 6 months of clean time for speakers, unless a specific facility requires more clean time.

Item 3: Not currently on Drug Replacement Therapy and has a willingness to serve.

Item 4: Attendance of Commitment & Speaker Orientation and receipt of Orientation Packet.

Item 5: Active participation in Narcotics Anonymous.

Item 6: The willingness and ability to make personal sacrifices as needed to meet the requirements of this commitment.

Article IX: Removal of Trusted Servants

Section 1: Loss of abstinence shall result in immediate removal from position.

Section 2: Non-compliance, which includes, but is not limited to: non-fulfillment of the duties of the position, Non-attendance at two consecutive Public Relation Meetings without prior notice to the committee.

Article X: Special Task Forces:

Section 1: Certain members shall be assigned special tasks by this committee to assure the availability of materials needed to carry out our purpose and functions. These materials shall be uniform in style and message, and may be obtained through contact with the New England Region Public Relations Committee and/or World Public Relations Committee. Any new material developed in the Western Mass Area Public Relations Committee shall be approved by the committee as a whole before distribution. Some of these tasks may include but are not limited to:

Item 1: Speaker Pools

Item 2: Written Press Release/Press Kits

Item 3: Recorded audio and/or video messages for radio and TV

Item 4: Materials for community postings, *i.e. bulletin boards, buses, government agencies, libraries, etc.*

Item 5: Posters for Poster Drive

Article XI: Helpful Suggestions

Establish priorities and work toward accomplishing them in a fully informed manner that is consistent with our Twelve Steps, Traditions, and Concepts.

Always keep in mind our Eleventh Tradition "Our public relations policy is based on attraction rather than promotion; we need always maintain personal anonymity at the level of press radio and films."

It is through group conscience that service work is best accomplished, and NO INDIVIDUAL EFFORT should be undertaken. Keep in mind our First Tradition "Our common welfare should come first; personal recovery depends on N.A. unity."

It is important to avoid stating opinions during presentations or media requests, and no one should be THE spokesperson for N.A. Some media requests may well be beyond the scope of an Area Level Public Relations Committee and should be referred to the appropriate service body. Keep in mind our Tenth Tradition "Narcotics Anonymous has no opinion on outside issues; hence the N.A. name ought never be drawn into public controversy."

Any Public Relations undertaking should be looked at for its possible effects upon N.A. as a whole, or immediate effects upon the Area and/or Region. Only after thorough examination of possible consequences should Public Relation projects be

undertaken. Keep in mind our Ninth Tradition "N.A. as such ought never be organized, but we may create service boards or committees directly responsible to those they serve.

Addendum 1: Phonenumber Volunteer Orientation Packet

Western Mass Area of Narcotics Anonymous Phonenumber/12 Step Volunteer Orientation 866-624-3578

Our primary purpose is to carry the message to the addict who still suffers. We are performing a valuable service when we make a commitment to be available to those addicts calling in to the Narcotics Anonymous Helpline. Our job requires compassion, reliability, and persistence. We can express our compassion when addicts call NA and ask for help. It will take patience and persistence to effectively listen to the needs of the caller so you can provide the appropriate referral to a meeting. Our commitment is vitally important both to ourselves and to other addicts. Volunteer work is a part of the maintenance of your clean life; and your committed participation as a phonenumber volunteer and a 12-Step worker may be a lifeline to people who need the message of Narcotics Anonymous.

HELPLINE PHONE CALL STRUCTURE

Addiction is a disease that affects the whole family or environment where a using addict lives; therefore, calls often come from family or friends. NA does not deal with these problems; however, by listing ourselves in the phone book and placing our literature in public locations we invite calls from the public. We treat **ALL** callers with patience and compassion and talk to anyone who reaches out for help. These calls, as well as calls from professionals, are usually handled by the Area Emergency Contact; however if you find yourself talking to one of these individuals it's important to take a little time with these people because they may be reaching out for the first time. They need and deserve encouragement; however, our primary purpose is to carry the message to the addict who still suffers.

Individuals call the hotline for various reasons; many calls are simply requests regarding locations and times of meetings. This information can be obtained through the automated service offered on the phone line. If an individual requests the option to speak to an addict one on one they are directed to leave a message and a recovering addict will return their call within 45 minutes between the hours of 7am-11pm. The area emergency contact will be alerted that a message is waiting, will review the message, and determine the proper course of action. When the determination is made a sick or suffering addict needs to speak to a recovering addict the Area Emergency Contact will call a phone line volunteer with the callers contact information and ask the volunteer to call them as soon as possible.

GUIDELINES FOR RETURNING CALLS

It is important to determine if the addict is in immediate physical danger, or is in need of immediate medical assistance. If the addict is asking questions and able to make arrangements to get to a nearby meeting within the next few hours, chances are you may want to arrange to either meet them there or perhaps give them a ride or make other arrangements for a ride.

We are an information service only where addicts can call to talk anonymously with a recovering addict. **WE ARE NOT QUALIFIED TO HANDLE EMERGENCY SITUATIONS!** In an emergency give the individual the proper crisis hotline telephone number from the list provided. See "*Problems Outside The Scope Of NA*" section for response.

In extreme situations if on a 12-step call you encounter immediate life or death situations you may be required to disassociate yourself from NA and let your Higher Power guide you in the appropriate response.

The primary objective is to get the newcomer to a NA meeting.

NOTE: Always utilize "Star 67" BEFORE you return the call to the addict.

- If the call is a request for information about NA, meeting lists, presentation etc., make sure the PR Chairperson gets the callers call back information.
- If the caller is requesting treatment information, refer them to the yellow pages. Our Traditions require this. Directing people to the phonebook should not indicate a recommendation of any facility.

- Find out all you can about the caller. If they do not want to stop using don't try to persuade them, this tends to be a turn off and may jeopardize a later opportunity. Be patient, remember, you are dealing with a sick person.
- Be aware of your limits. If you can't handle a particular caller do the best you can and reach out to other volunteers for assistance. Ask for help!
- Use your best judgment on whether people need to be 12-stepped, whether you can handle it or send someone else; **NO ONE GOES ALONE!** 12-step calls are always handled in two or more.
- Offer to meet with the caller on neutral ground. Take them to a meeting if they are open to it. If they do not want to see you or go to a meeting don't force the issue.

Once you have taken the newcomer to a meeting, try to see that they get phone numbers and literature. Also try to help them arrange transportation to other meetings. Remember the newcomer is the most important person at any meeting. In addition, it is important that we stay in touch with our addict brother and sisters who have called for help. NA is where, in their desperation, their higher power has guided them and we want to remain available to them as we would a family member or good friend. Don't forget that the addict called NA and that, as trusted servants we follow through in carrying the message of recovery and helping our fellow addicts.

TYPES OF CALLERS

- The addict calling for help for themselves. *(Primary call a phonline volunteer handles)*
- Request for meeting locations. These are mostly NA members. Some however are from newcomers who wish to remain anonymous. The requested information should be given without additional inquiry. *(Primarily handled by the Area Emergency Contact)*
- Person calling for help for another person. Family members, friends etc. If a despairing third party calls NA, the first inquiry must always be direct and to the point: "Do they want it?". If the answer is "No, but God knows they ought to....", it is a sad fact but true that there is nothing we can do for such an addict. The addict themselves must ask for help. This is explained to the caller and they are advised to make the phonline number available to the addict. The person calling for help for another person should be treated with kindness and the utmost patience. *(Primarily handled by the Area Emergency Contact)*
- Person calling regarding a Fellowship matter. From time to time calls come in from students, T.V., radio stations, high schools, Clergy or other organizations looking for information or public speakers. These calls **must** be referred to the Public Information Committee. They are prepared to handle public relations in the limitations of the Traditions. *(Primarily handled by the Area Emergency Contact)*

Your tact and diplomacy are essential. We never have the right to take sides, express personal opinions or to say anything over the phone that would reflect against the traditions of NA. Good public relations with everyone are a must.

PROBLEMS OUTSIDE THE SCOPE OF NA

Outside enterprise issue disclaimers:

For questions about: treatment centers, detox centers, other 12-step fellowships, battered women, child molesting, poison control, overdoses, etc.

"I'm afraid your problem is outside the scope of Narcotics Anonymous. NA focuses on recovery from active addiction. There are agencies available that address your specific problem. You may find their numbers in the yellow pages. Thank you for calling."
(Primarily handled by the Area Emergency Contact)

For medical or other emergencies:

"As a matter of courtesy, because NA is not affiliated with any other agencies, I will give you these emergency numbers."
(Primarily handled by the Area Emergency Contact)

GENERAL VOLUNTEER INFORMATION

Do's and Don'ts

DO

- Identify yourself with your first name only and state that you are an addict.
- Always have the necessary materials (i.e. White Booklet, current meeting list, NA pamphlets, Phoneline/12-step volunteer list, phoneline log) close to the telephone, in order to avoid delay and confusion.
- Find out what the caller needs. Ask questions.
- When returning a call, be certain that the person requesting help is on the line before identifying yourself as an addict or mentioning Narcotics Anonymous.
- Remember to be polite and helpful to all callers.
- Make appropriate referrals when necessary.
- Keep a log of all the calls you return.
- Contact the P.I. Chairperson if a problem arises.
- Use the Phoneline/12-step volunteer list.

DON'T

- Use NA jargon such as "it works when you work it," "home group," "get a sponsor etc.
- Argue with people whose views of addiction differ from yours or NA's. If the caller does not want to stop using, do not try to persuade him/her to stop.
- Try to handle calls that you are not qualified to answer. Don't give medical advice.
- Give out other people's names or telephone numbers.
- Answer questions about who was at an NA meeting (i.e. to police officers, probation officers, or significant others, etc.) However, general information may be given about NA's makeup (variance in size of meetings, NA is open to all age groups, etc.)
- Glorify active addiction by telling war stories.

PHONELINE/12-STEP WORKER REQUIREMENTS

- 1 year clean time.
- Not currently on Drug Replacement Therapy (*updated 8/13/14*)
- A willingness to serve.
- Attendance at phoneline /12-step volunteer orientation.
- Active participation in Narcotics Anonymous.
- The willingness and ability to make personal sacrifices as needed to meet the requirements of this commitment.
- Live or work in the Pioneer Valley.

SUGGESTIONS

- Read World Services Guidelines. <http://www.na.org/?ID=PR2>
- Maintain a working knowledge of NA and the phoneline/12-step volunteer committee policy.

- A working knowledge of the 12 Steps and 12 traditions of NA.
- Knowledge of who may be going to certain meetings.

DURATION OF COMMITMENT

- You may stay on the volunteer list until you request to be removed.

CRITERIA FOR REMOVAL

- Loss of any of the above requirements.
- Relapse
- Continued failure to respond to call back requests or unavailability.
- Disregard of these written guidelines.
- Disconnection or changed telephone number without notification.

METHOD FOR REMOVAL

- Unanimous group conscience at the Pioneer Valley Public Information Subcommittee Meeting.

Addendum 2: Public Relations Commitment Orientation

PUBLIC RELATIONS COMMITMENT HOLDER ORIENTATION PACKAGE

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Introduction to Commitment Holder Orientation Packet

The purpose of this commitment holder orientation package is to familiarize you with the guidelines used in carrying clear and consistent messages of recovery in Narcotics Anonymous Public Relations Commitments so that we may project a positive image for our fellowship.

Public Relations Statement

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. The spiritual principles of our steps, traditions, and concepts guide us in pursuing our public relations aims and our efforts to enhance NA’s public image and reputation. These principles apply to our community and service efforts as well as to the personal behavior and attitude of individual NA members.

H&I COMMITMENT VERSUS A P.R. COMMITMENT

The purpose of an H&I presentation is to carry the NA message to addicts who do not have full access to regular NA meetings. The message shared can be raw and graphic and usually is shared with other addicts.

Public Relations Commitment goals are to carry a clear and concise message of Narcotics Anonymous and how it has helped you. We clarify what services NA can and cannot provide to the community when applicable. We aim for the public to recognize NA as a positive and reliable organization. We develop valuable relationships with professionals and the general public. We do this by being accountable to our commitments by asking for help if unable to meet a commitment and most of all letting the facility know if were running late or unable to show. We understand the audiences were speaking to and ensure we have the right speaker for the right audience. Be mindful to use familiar language. We will want to refrain from using “NA language” in our communications. Not everyone in a public audience will understand what we mean by “ASC chair” or “home group.” Someone who is not familiar with NA terminology should be able to easily understand our communications. If mentioning things like “home group” explain what a home group is.

Commitments in Adolescent Facilities

Any addict with the appropriate clean time is qualified to speak at adolescent facilities. Whatever type of facility we are in, regardless of age, race or sexual identity the message is always the same. We carry a message of recovery from the disease of addiction through the Twelve Steps and Twelve Traditions of Narcotics Anonymous. We maintain an understanding not everyone in the room may be addicts and for those individuals we are an example of what Narcotics Anonymous is capable of doing in someone's life.

When we refer to adolescents, we are referring to anyone under the legal age of majority in your state or country. We need to remember that these adolescents are prospective members and should be treated with respect. Don't preach to or patronize them. Avoid saying things like "I feel like I am talking to my children." Validate their feelings and emotions. Situations created by peer pressure and conflicts with parents or teachers are just as stressful to adolescents as relationships or loss of a job is to an addict who may be older. We practice empathy and patience as we share the hope of recovery we have found. We believe that no addict anywhere need die without a chance to learn a better way of life. We should acknowledge their clean time and let them know there is fun in recovery. Share about activities and other positive experiences such as friendships you have formed in the fellowship. **Don't**

compare your bottom to theirs or use profanity. They may not have been exposed to many behaviors common to our illness, and we do not want to expose them unnecessarily.

Familiarizing yourself with the do's and don'ts as well as your speakers. We need to be especially aware of facility rules and regulations as they relate to our interaction with their attendees. For example, some facilities may require a staff member to be present during meetings. We have also found that if attendance at our meetings is voluntary it will reduce distractions and increase the opportunity for recovery. All meetings should be structured toward recovery.

When you share your experience, strength and hope with adolescents you are speaking to potential NA members. In our experience, just as you don't need an ex-offender to carry the message into a prison, it is not necessary to be an adolescent to carry the message into an adolescent unit.

COMMITMENT HOLDER AND SPEAKER REQUIREMENTS

- 1 year clean time for commitment holder, unless specific facility requires more clean time.
- Six months clean time for speakers, unless specific facility requires more clean time.
- Not currently on Drug Replacement Therapy. A willingness to serve.
- Attendance at Commitment & Speaker Orientation and receipt of Orientation Packet
- Active participation in Narcotics Anonymous.
- The willingness and ability to make personal sacrifices as needed to meet the requirements of this commitment.
- Live or work in the Pioneer Valley.

CRITERIA FOR REMOVAL

- Loss of any the above requirements.
- Relapse
- Continued failure to 'no – show or no-call' for responsible commitment.
- Disregard of these written guidelines.

METHOD FOR REMOVAL

- Unanimous group conscience at the Pioneer Valley Public Information Subcommittee Meeting.

DO'S AND DON'TS!

DO'S

Do - Make Regional Meeting Directories of meetings available.

Do - Clarify the rules with whomever you bring into the facility.

Do - Start and end on time!

Do - Emphasize that NA recovery is available to all addicts regardless of drug(s) used.

Do - Involve attendees with the meeting when applicable.

Do - Obey the dress code, exercise common sense.

Do - Screen all speakers.

Do - Adhere to the safety/security regulations at all times.

Do - Ensure that a clear NA message of recovery is carried by all guest speakers.

Do – Stay in contact with the facility, other commitment holders and/or PR Chair in regards to changes, needs and or availability.

DON'TS

DON'T - USE PROFANITY

Don't - Attend PR Commitment alone

Don't - Emphasize using days while sharing an NA message of recovery.

DON'T - USE PROFANITY AT ALL!!!!

Don't - Break another person's anonymity.

Don't - Debate any issues involving facility rules, regulations, programs, or other fellowships.

Don't - Get involved in discussions on outside issues, remember why we are there.

Don't – Not show up for a commitment without speaking to someone to let them know.

Narcotics Anonymous



Public Relations Commitment Meeting Format

I would like to start this presentation with a moment of silence for the addict who still suffers, followed by the Serenity Prayer.

Can someone please read.... “What Is The Narcotic Anonymous Program” “Who’s An Addict”

Hi, my name is_____, and I’m an addict. I would like to welcome you to the (day / location) P.R. Presentation of Narcotics Anonymous . PR stands for Public Relations, and what Public Relations does is provide NA presentations to various organizations and facilities to provide information about what Narcotics Anonymous is and what it is not.

We are not social workers or counselors, only fellow addicts who volunteer to carry the message of recovery in NA to those requesting information or services. The message is that “an addict, any addict, can stop using drugs, lose the desire to use, and find a new way to live.” That never again need an addict die of active addiction.

NA is a fellowship of men and women who get together regularly to share their experience, strength, and hope. Ours is

a spiritual, not religious, program that comes from the Twelve

Steps and Twelve Traditions of Narcotics Anonymous. Our Third Tradition states: “the only requirement for membership is the desire to stop using.”

NA is a program of recovery from the disease of addiction, the obsessive, compulsive behavior, not the disease of a specific drug.

Ours is a WE program, not an I program. Alone, I can’t, together, WE can.

- Chair briefly qualifies (5 minutes)
- Introduce speaker

In the last 5-10 minutes, open the floor for questions about NA! **Keep in mind the Twelve Traditions of NA, and the do’s and don’ts when answering questions.**

Thank the speakers and explain the Informational Phamplets on the table are free for the taking, putting emphasis on the Regional Meeting Directory

- Circle up and have someone read “JUST FOR TODAY”

Who Is an Addict?

Most of us do not have to think twice about this question. *We know!* Our whole life and thinking was centered in drugs in one form or another—the getting and using and finding ways and means to get more. We lived to use and used

to live. Very simply, an addict is a man or woman whose life is controlled by drugs. We are people in the grip of a continuing and progressive illness whose ends are always the same: jails, institutions, and death.

Reprinted from the Little White Booklet, *Narcotics Anonymous*.

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What Is the Narcotics Anonymous Program?

NA is a nonprofit fellowship or society of men and women for whom drugs had become a major problem. We are recovering addicts who meet regularly to help each other stay clean. This is a program of complete abstinence from all drugs. There is only one requirement for membership, the desire to stop using. We suggest that you keep an open mind and give yourself a break. Our program is a set of principles written so simply that we can follow them in our daily lives. The most important thing about them is that they work.

There are no strings attached to NA. We are not affiliated with any other organizations. We have no initiation fees or dues, no pledges to sign, no promises to make to anyone. We are not connected with any political, religious, or law enforcement groups, and are under no surveillance at any time. Anyone may join us regardless of age, race, sexual identity, creed, religion, or lack of religion.

We are not interested in what or how much you used or who your connections were, what you have done in the past, how much or how little you have, but only in what you want to do about your problem and how we can help. The newcomer is the most important person at any meeting, because we can only keep what we have by giving it away. We have learned from our group experience that those who keep coming to our meetings regularly stay clean.

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Addendum 3: PR Literature Rack Coordinator Guidelines

Western Mass Area of Narcotics Anonymous

Public Relations Literature Rack/Coordinator Guidelines

A. Purpose

To ensure clear and accurate information about Narcotics Anonymous is available to the public, by way of installing racks and/or literature in public places i.e.: Libraries, colleges, police stations, etc.

B. Description of P.R. Literature Rack Service

- This service is part of the Western Mass Area Public Relations (WMAPR.) committee. The WMAPR committee has final decision making authority over the work of this service body.
- This service body shall consist of a literature coordinator who is directly responsible to the WMAPR committee as well as literature volunteers who report to the literature coordinator.

C. Requirements and Responsibilities

All participants of this service shall have:

- Personal time, transportation and ability to perform their responsibility's.
- Willingness to serve the position.
- Required clean time.
- An understanding and practical knowledge of the Twelve Steps and Twelve Traditions.
- A willingness to become familiar with "A Guide to Public Information" and /or "A Guide to Local Service"

1 Literature Coordinator

In the event that there is no literature coordinator, the PR Vice Chair then the PR Chair shall temporarily assume the responsibility of this position.

Requirements

- 1 Year clean time.
- Member of the WMAPR committee.
- Elected by the WMAPR committee.

Responsibilities

- The literature coordinator reports to the WMAPR committee monthly at the WMAPR sub-committee meeting.
- Maintains a detailed record of the following:
 - A) Names, addresses, and phone numbers of facilities where literature racks have been placed.
 - B) A contact person's name, phone number, and email for each facility.
 - C) Names and contact information for volunteers and the location of their assigned literature racks.
 - D) Date when each rack was last stocked with literature.
 - E) Information about other facility's that have refused literature racks, their reasons, and when those facilities were last contacted.
 - F) A List of other potential facilities where literature racks might be placed when resources and volunteers become available.
 - G) Any other pertinent Information.
- Locates, recruits, and orients new literature volunteers.
- Contacts literature volunteers that he/she has not heard from in over a month.
- Supplies volunteers with the literature and meeting lists needed for each facility.
- Assumes the responsibility of the volunteer who can no longer serve until new literature volunteers can be found.

- Makes initial contact with each new facility where literature will potentially be stacked.

2. Literature Volunteers

Requirements

- 90 Days clean time.
- Orientation training by literature coordinator

Responsibilities

- Responsible for ensuring literature is well stocked and meeting list are up to date in the assigned facility.
- Literature volunteers will initially check their assigned facility bi-weekly until they have determined approximately how often restocking is needed.
- Maintain regular contact with at least one person at the facility they are assigned to.
- Contact the Literature Coordinator promptly if they are no longer able to fulfill their commitment.

D. Procedure

- The literature coordinator is responsible for contacting new facilities where literature racks will be placed.
- Contact for each new facility should be made only if supplies and at least one literature volunteer are available. It would reflect poorly on Narcotics Anonymous if we were unable to follow through with bringing promised literature to a facility.
- Initial contact should be made by phone, letter, or email by the literature coordinator to identify a contact person and set up an initial meeting.
- When meeting for the first time with someone from a new facility, BOTH the literature coordinator and the potential literature volunteer should be present. **NEVER go alone when meeting formally with a member of the public.** Bring a sample of the literature rack to be installed fully stocked with informational pamphlets, meeting lists, and other NA literature to the initial meeting.
- Contact information should be exchanged with at least one person from the new facility. Always let them know that they can leave a message for a Pioneer Valley Area Public Relations Member by calling our Information Line at 1-866-624-3578

E. Do's and Don'ts

DO

- Follow established guidelines.
- Remember the Twelve Traditions.
- Remember other Twelve Step fellowships are part of the public we are informing. Practice cooperation, not affiliation.
- Present a good image of recovery(Be on time, dress appropriately, and avoid the use of obscenities, etc.)
- Remember that, though you are not a representative of NA, you are being seen as a NA member. Conduct yourself accordingly.
- Ask permission when necessary.

Don't

- Endorse, finance, or lend the NA name to any related facility or outside organization.
- Do the work of another committee, such as H&I.
- Do it by yourself. Remember the First Tradition and that the service structure is there to be used.
- Act as a spokesperson for NA as a whole.
- Antagonize those whose ideas of addiction differ from those of NA.

- Take contributions from outside sources.
- Refer to any agency or other fellowship.
- State an opinion or take a stand on any controversial or public issue.

Addendum 4: Web Servant Guidelines

WMA Public Relations Web Servant Guidelines

The Web Servant serves the Western Mass Area of Narcotics Anonymous (WMA) and its Area Service Committee (ASC, WMASC) by carrying the message of recovery from the disease of addiction to the public by means of the internet.

www.westernmassna.org

Purpose:

- To provide a functional website for anyone seeking information about recovery in the WMA.
- To inform the public that Narcotics Anonymous (NA) exists and offers recovery from the disease of addiction.
- To provide information for members of the NA fellowship.
- To provide information for professionals seeking information about recovery.
- To provide information for individuals seeking recovery.
- To offer information about how and where to find NA meetings.
- To assist and support other WMA subcommittees as needed.

Responsibilities:

- To exist as the resource and coordinating body for all WMA online efforts and services.
- To maintain a close working relationship with other subcommittees within the WMA, ensuring that all requests for information on the website are carried out by the website subcommittee in accordance with the Twelve Traditions.
- To respond to any website requests received by WMA and/or NERC for Western Mass.
- To maintain regular contact with The New England Region Website Chair.
- To maintain close communication with neighboring areas, regions, and World Services, utilizing their resources and help as required.
- To maintain and update individual & subcommittee meeting information as requests come in.
- To ensure that accurate information about our fellowship is available to the public through the website.
- To provide content for the WMA Area – Service Pages & Information Pages.
- To maintain and update events page and calendar.

Financial Responsibilities & Ownership:

- In order to perform its function, the website subcommittee is solely dependent on the WMASC for its funding.
- The cost of the web hosting domain registration is the responsibility of the WMASC and will be included in the yearly Area budget.
- The Website chairperson is responsible for communicating any financial needs on behalf of the subcommittee.
- The WMASC is the owner of the domain name “westernmassna.org”. The Website chairperson is responsible for maintaining the domain name for the WMASC.
- The Website chairperson is responsible for investigating and choosing a vendor for hosting the WMA website. Final responsibility rests with the WMASC for distribution of funds.

Trusted Servant Positions and Duties:

Web Servant – *Required clean time one year.* (Nominated and Elected by Public Relation Subcommittee).

- Initiates all necessary correspondence and communication between neighboring area, Regional, and World Public Service committees.
- Attend the Public Relation Subcommittee meeting monthly.
- Keeps the WMASC informed of website activities by submitting a monthly report to PR Chairperson.
- Make changes to website changes from Area. i.e. New Policies, New Forms, Subcommittee changes.
- Communicates with members and the public as necessary. This includes replying to all incoming emails addressed to the Area Website, archive email, follow up on email that appears to be unanswered with sender and recipient, and other inquiries.
- Maintain domain name “westernmassna.org”. Request money from the area when fees are due.
- Maintain Email address & Google Drive Account - with Secretary

Website Sections & Content:

- Content Reviews - Bi-Annually - January & July

Privacy Policy:

Privacy policy on communications with the NA service structure is an important aspect of our Twelfth Tradition of anonymity. The Website Subcommittee will apply all of the Traditions and the Twelve Concepts of Service in developing and implementing a “Privacy Policy” for the Western Massachusetts Narcotics Anonymous website. This privacy policy will evolve as needed and be approved by the Website Subcommittee before posting on the website.

The following is the current “Privacy Policy” as posted on the Western Massachusetts Narcotics Anonymous website:

- Our Twelfth Tradition states, "Anonymity is the spiritual foundation of all our traditions, ever reminding us to place principles before personalities."
- Cookies: We believe in supporting the spirit of our tradition of personal anonymity on the Internet by stating clearly that we do not employ any technical means to track or identify any visitor to this website. You may take this promise of anonymity for granted as an NA member and wonder why we need to bring this issue up. We do so because of our experience with a few NA related websites that use "cookies" to track your usage of their websites.

Even more objectionable is the use of cookies by outside organizations on these NA websites. For further information on "cookies", consult your Internet browser's help utility or other Internet resource.

- Communications: Any communication submitted to westernmassna.org will be treated with confidentiality and anonymity in mind. We will delete all communications received on a regular basis. We do not guarantee total anonymity in all circumstances. We suggest that the senders of e-mail or feedback forms take their own precautions if they desire to remain anonymous.
- All communications are considered to be official NA business requiring some level of identification for the purposes of responding to those communications. All efforts will be made to pass on communications in a timely manner to a responsible trusted servant.
- There are alternative methods for communicating with service committees within the Western Mass Area. These alternatives are listed on the committee's individual pages.
- Personal Requests: Under no circumstances will we forward email of a personal nature to any NA member here in the Western Mass Area. This is an official website of the Western Mass Area and we do not acknowledge anyone's membership in Narcotics Anonymous. Thank you for respecting this policy.
- Policy Changes: The policy outlined here will evolve in the future as the guidelines and policies for our website are changed at the direction of the Western Mass Area Service Committee and/or the Website Subcommittee. Your comments are welcome on this topic so please use our feedback form.

Supporting Documents:

- N/A

HELPFUL SUGGESTIONS

Establish priorities and work toward accomplishing them in a fully informed manner that is consistent with our Twelve Steps, Traditions, and Concepts.

Always keep in mind our Eleventh Tradition "Our public relations policy is based on attraction rather than promotion; we need always maintain personal anonymity at the level of press radio and films."

It is through group conscience that service work is best accomplished, and NO INDIVIDUAL EFFORT should be undertaken. Keep in mind our First Tradition "Our common welfare should come first; personal recovery depends on N.A. unity."

It is important to avoid stating or portraying opinions through the website. Keep in mind our Tenth Tradition "Narcotics Anonymous has no opinion on outside issues; hence the N.A. name ought never be drawn into public controversy."

Any Website subcommittee undertaking should be looked at for its possible effects upon N.A. as a whole, or immediate effects upon the Area and/or Region. Only after thorough examination of possible consequences should website subcommittee projects be undertaken. Keep in mind our Ninth Tradition "N.A. as such ought never be organized, but we may create service boards or committees directly responsible to those they serve.