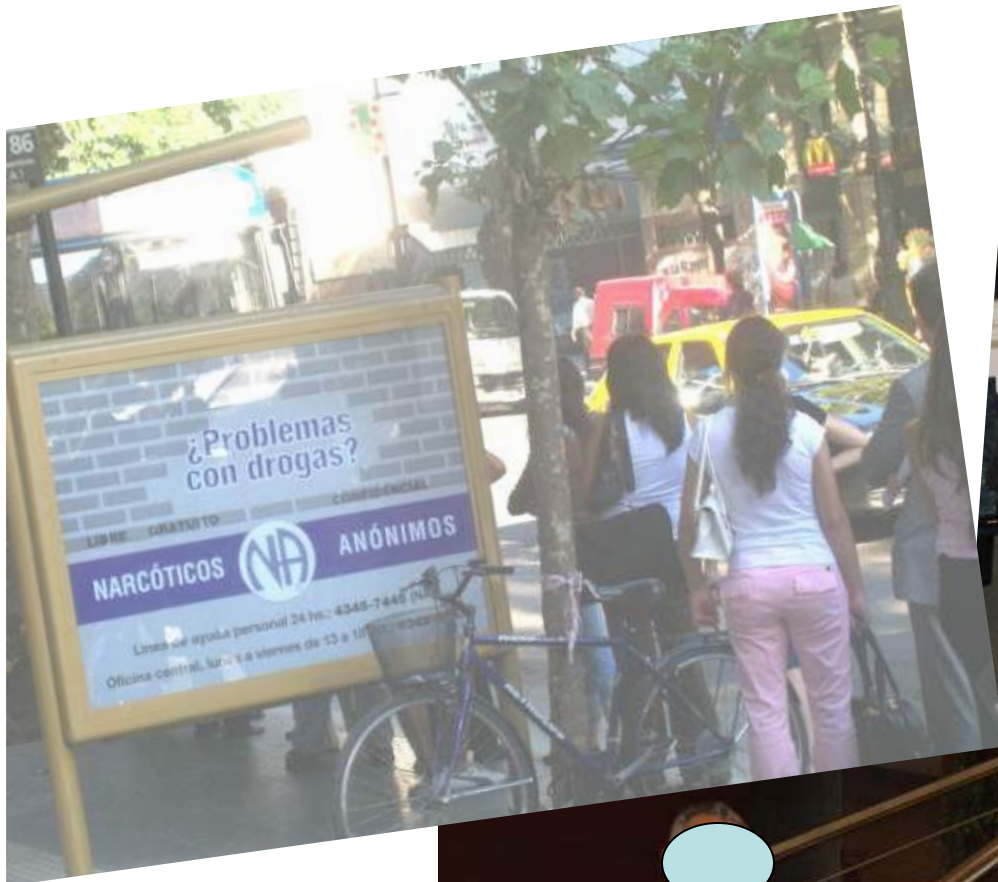


Public Relations





Argentina



Hungary



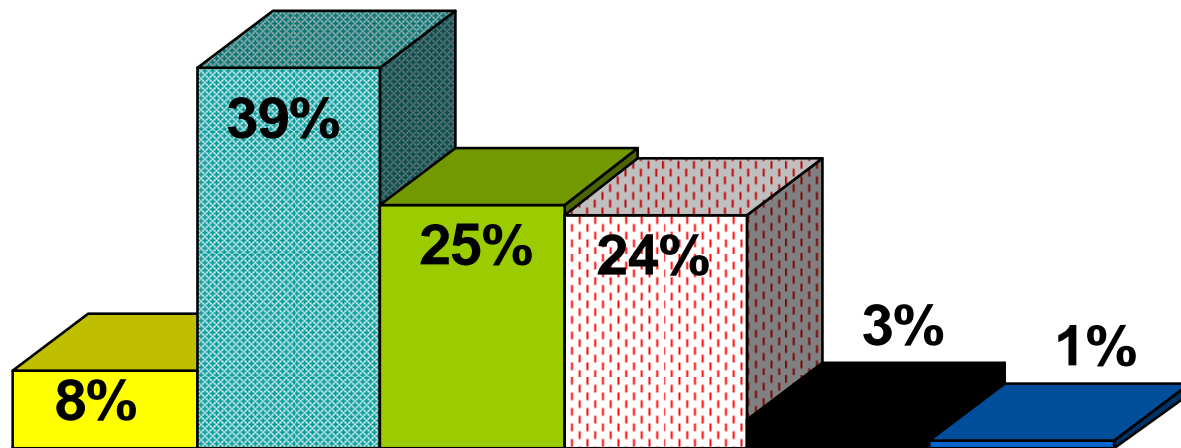
South Korea

PR-Where We've Been (& not been)



There IS Long-Term Recovery in NA

Cleantime in NA
from the 2005 Membership Survey



■ Under 1 Year ■ 1 - 5 Years ■ 6 - 10 Years
■ 11 - 18 years ■ 19 - 23 Years ■ 24 and More

“Who” is NA?

And

“What” is NA?



WSC 2006

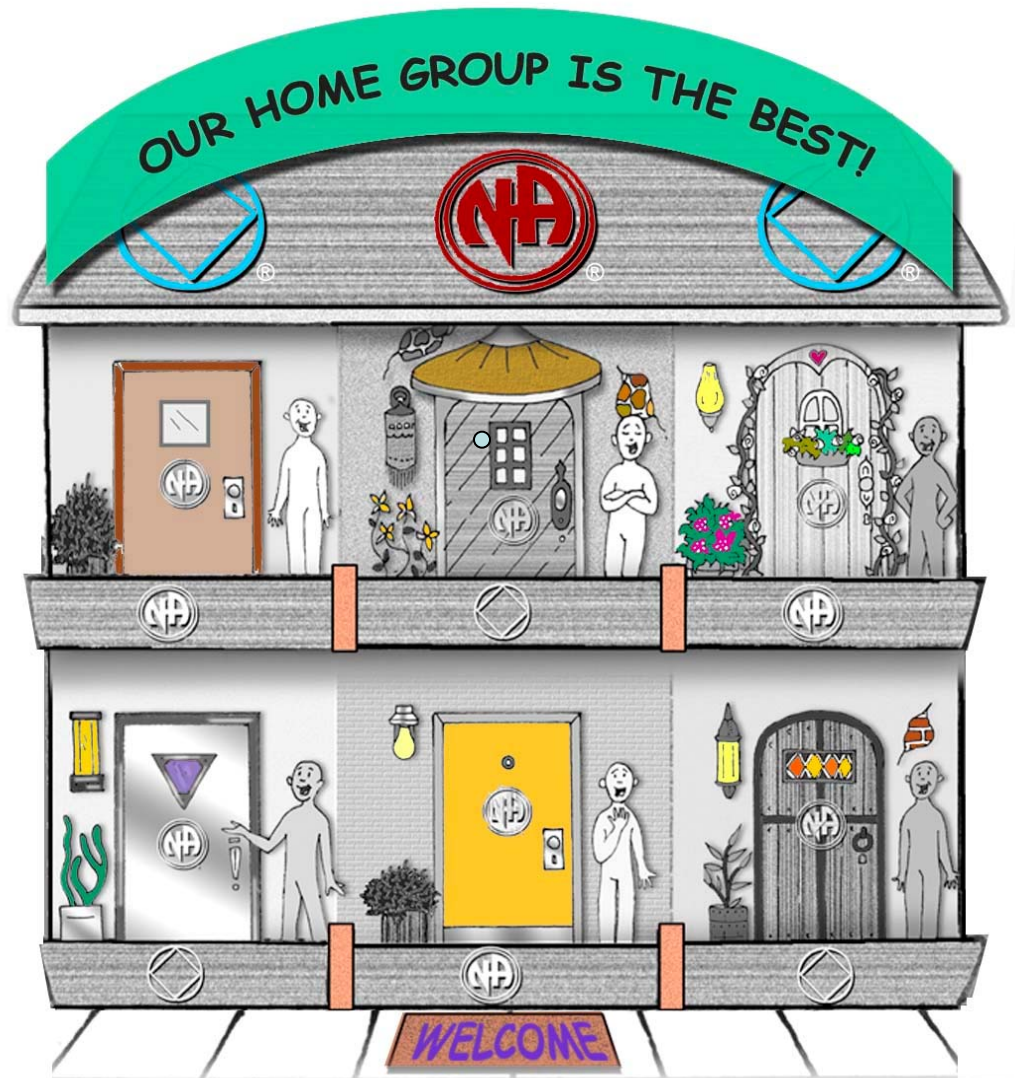
IT'S ALL ABOUT **CARRYING** THE MESSAGE



Newcomer

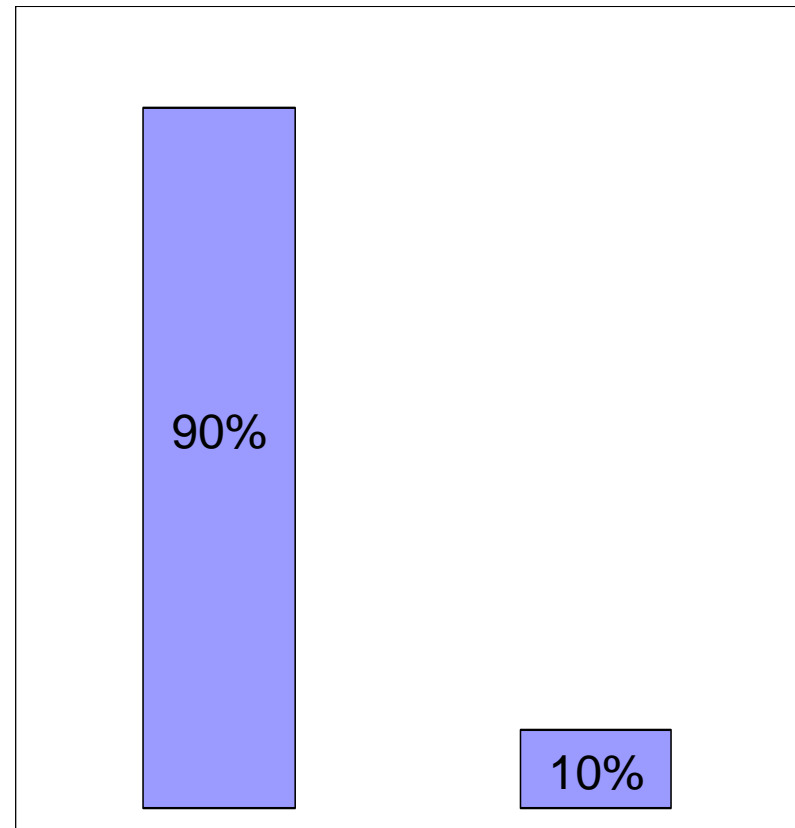


**Which
is the
“Best Fit”**



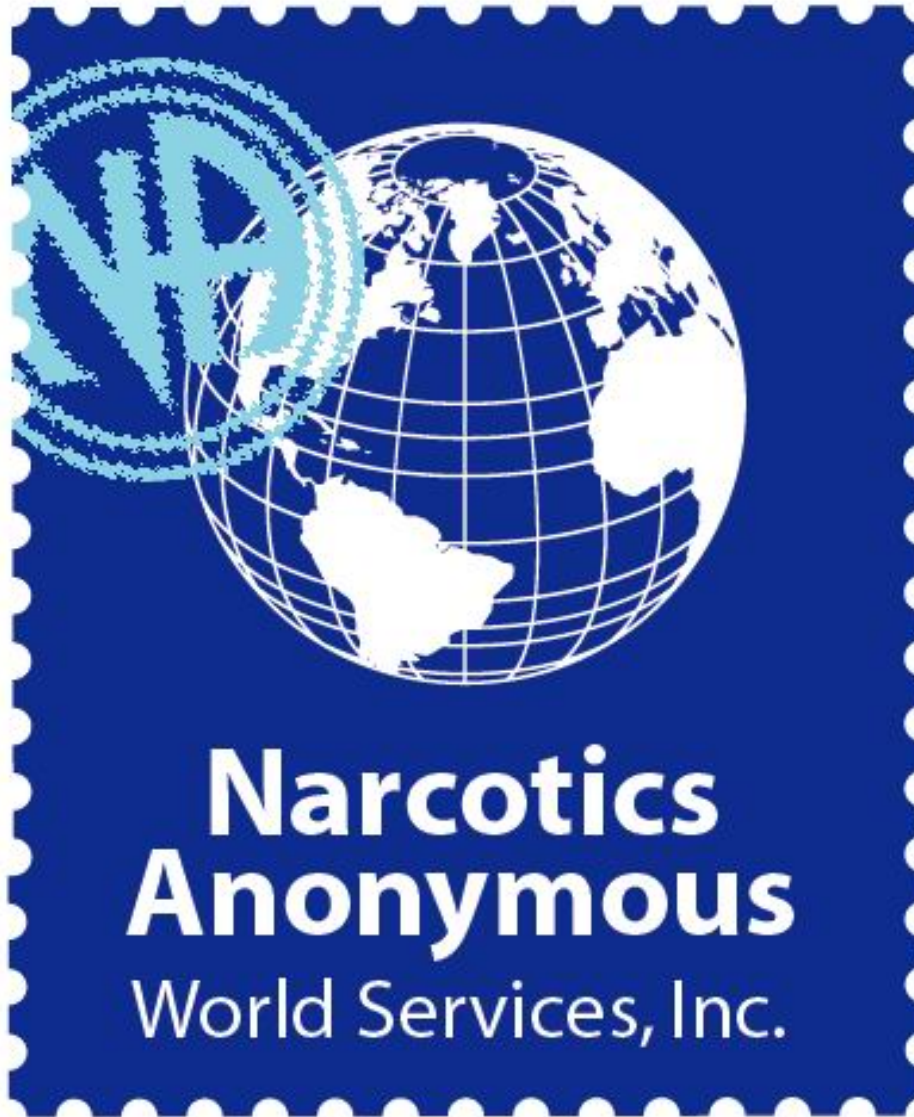
Relationships with Professionals

Perception
Versus
Reality



The Dark Road of Addiction

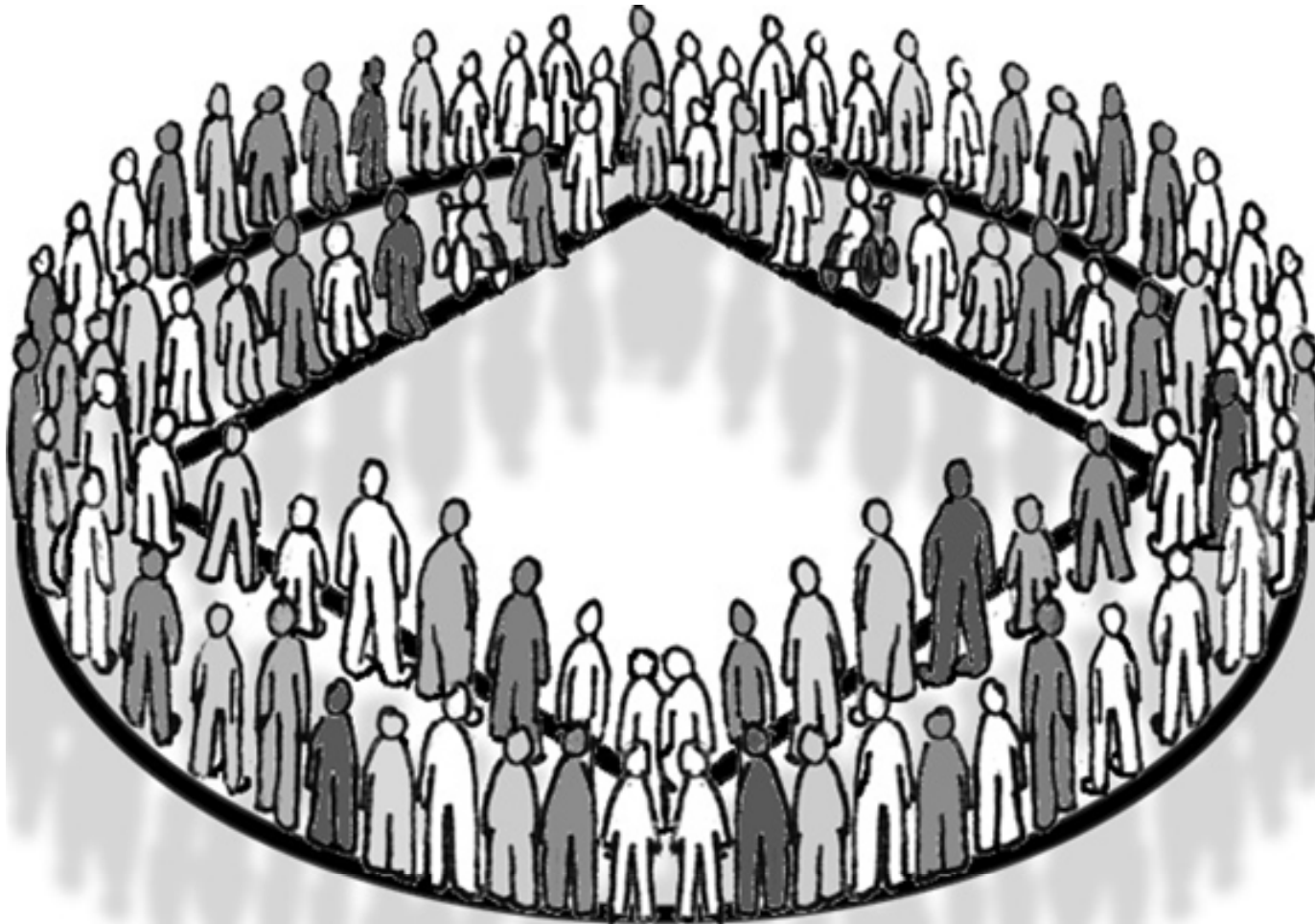




**Narcotics
Anonymous**

World Services, Inc.

Goal: Addicts Find Recovery



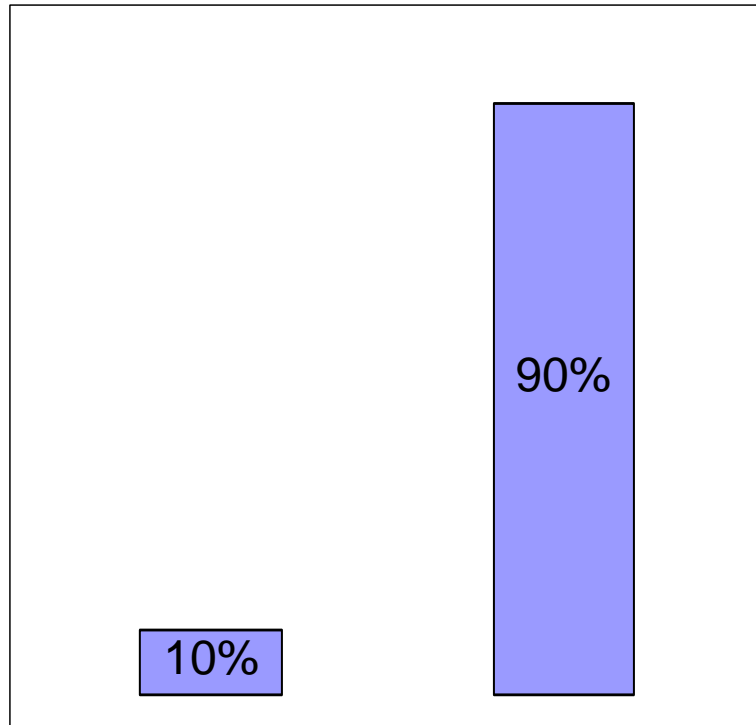
It's About Relationships

- **Goodwill - helpfulness, friendly willingness, kindness**
- **Cooperation – mutual support and teamwork**
- **Collaboration – sharing ideas, alliance, partnership**

Narcotics
Anonymous
World Services, Inc.

Relationships with Professionals

**Perception
Can Become
Reality**



Cooperative Public Relations Efforts

- The Georgia Region for SECAD – members in Georgia have ready access to many of these professionals for follow-up communication
- British Columbia for the Canadian Society of Addiction Medicine
- Greece with the Cypress professional event that resulted in the *first* NA meeting in Cypress
- Trusted servants for a Kunming, China presentation at the Daytop treatment facilities which was a follow-up activity after our initial interaction the last conference cycle
- And, ICAA (International Council of Alcoholism and Addiction), Budapest, Hungary which allowed us to have a Fellowship Development workshop in Hungary

Public Relations



Large Group Discussion

What do you see that still needs to be done?

How can we improve public relations?

Public Relations

