

**NA WORLD SERVICES
PUBLIC RELATIONS WORK PLAN
WSC 97/98 CONFERENCE YEAR**

TRAINING, INFORMATION AND EDUCATION

FOR THE FELLOWSHIP- Multiregional / Zonal training / learning days

| WHAT | WHO | WHEN |
|---|--|------------------|
| <ul style="list-style-type: none"> • Develop 'Train the Trainer' kits/modules for multiregional /zonal training events to enhance presentation skills that will hopefully result in more consistent information passed on. • Develop Train the Trainer kits/modules for H&I and PI sessions • Review and evaluate the effectiveness of current Informational/educational tools e.g. PSAs, CSAs, JFT Video, Web Site and the potential future use of the Internet <p>After approval of kits/modules, offer to participate in or organize multiregional/zonal PI/H&I training events for:</p> <ul style="list-style-type: none"> • Europa PI Project • Asia Pacific Forum • Latin American Forum • Canadian Assembly • USA multiregional/zonal forums (4) | EAC/WSB and Staff | Dec 97 |
| | WSC H&I WSC PI/EAC and Staff | Dec 97 |
| | EAC/WSB and staff | Report by WSC 98 |
| | EAC in conjunction with Nominated Trusted servants | throughout year |
| Network and help organize working multiregional/zonal PI/H&I cooperatives in these territories | WSC PI and H&I | throughout year |

Translations - In liaison with WSTC/WSO Translation staff

| WHAT | WHO | WHEN |
|---|--------------------------|----------------------------|
| Have H&I summary translated into Italian Brazilian/Portuguese, French | WSO Translations/WSC H&I | WSC 97 WSC 98 |
| Have Basic PI Guide translated into, Spanish, French, Brazilian/Portuguese. | WSO Translations/WSC PI | PO WSC 97 FR, Br WSC 98 |
| Evaluate next languages to be prioritized. | WSC H&I, PI committees | Forever |

FOR THE PROFESSIONALS

| WHAT | WHO | WHEN |
|--|---|-----------|
| Develop curriculum for educating primary health care workers, social workers, and public educators in starting NA meetings in communities where none exist. <i>See if this can be our test project for WHO-PSA working relations</i> | EAC/Staff, with advice from WSC PI Committee work group. | by WSC 98 |
| Develop curriculum for prison/correctional workers on starting NA meetings behind the walls for inmates. <i>this could be our test project for UNDCP working relations.</i> | EAC/Staff, with advice from WSC H&I Committee work group, | by WSC 98 |

NETWORKING WITH PROFESSIONALS

INTERNATIONAL PROFESSIONAL EVENTS

| WHAT | WHO | WHEN |
|--|------------------------------|---|
| <ul style="list-style-type: none"> Attend and present a paper at ICAA Cairo Egypt. Attend and present to WFTC Present Education session for Colombo Plan project Attend World Health Organization Forum Attend 9th Drug Related Harm Conference | Coordinated by EAC & Staff | 17-22 May, 1997 ??/?? 97 By WSC 98 On hold Deferred to March 1999 |
| Maintain established contacts with International Council of Alcohol and Addictions (ICAA), International Federation of Non Government Organizations (IFNGO), World Federation of Therapeutic Communities (WFTC), International Drug Related Harm Conference, American Correctional Association (ACA), and other professional events. | Staff + EAC | throughout year |
| WSO clearinghouse duties of events that are of a national or regional nature i.e. pass details of professional events to NA regions and NA zones | Staff/EAC/WSCPI | throughout year |
| Maintain contact with KBS, SALIS | Staff | Done. Reevaluate 97/98 |
| Establish new contacts by reviewing eligible major international/ multiregional NGOs, Review current professional events | Staff + EAC EAC+Staff | Throughout year On Going |

| | | |
|--|----------------|-----------------|
| Target international organizations and events dealing with substance abuse problems of indigenous peoples (such as SOAAR), women, migrants, street children, and ethnic and physically challenged and religious minorities | EAC/WSB +Staff | throughout year |
|--|----------------|-----------------|

FOLLOW UP

NA UPDATE FOR PROFESSIONALS

| WHAT | WHO | WHEN |
|--|----------------|-----------|
| Produce one issue in 1997/98 using current editorial process | Staff & EAC/PI | Oct/Nov97 |
| Review mailing list | WSC PI & staff | ongoing |

FEATURE ARTICLE- PENDING STAFF RESOURCES

| DESCRIPTION FROM CAR'93 PLAN | 1997 /1998 ACTIVITY PLANNED |
|---|--|
| Distribute form letter to major magazine publishers offering a feature article about NA | Send out an information kit to major papers, magazines, and broadcasters every year and let them know how to access us for information when they're developing stories about NA. |

TARGETED PROFESSIONALS FOR FOLLOW UP 97/98 YEAR

| WHAT | WHO | WHEN |
|---|--------------------------------|------------|
| <ul style="list-style-type: none"> IFNGO Jakarta-Follow up Colombo Plan contact that was made at conference re training of health professionals about NA | EAC & WSB & Staff | 97/98 year |
| <ul style="list-style-type: none"> IFNGO Jakarta- Pursue contact with BERSAMA(Jakarta) re starting the 1st NA meeting in Indonesia | EAC & Staff & KL NA(Malaysia) | 97/98 year |
| <ul style="list-style-type: none"> Follow up World Health Organization | EAC & WSB & staff | ongoing |
| <ul style="list-style-type: none"> United Nations Drug Control Programs | EAC & staff | ongoing |

**ONGOING LIAISON
WITH INTERNATIONAL ORGANIZATIONS AND NON GOVERNMENT
HEADQUARTERS AND SECRETARIATS**

INTERNATIONAL

| WHAT | WHO | WHEN |
|---|----------------------|---------------------------------|
| Decision re the completion of application for consultative status with ECOSOC | Co Directors/WSB/EAC | Postpone pending EAC discussion |
| Ongoing liaison with primary Non Government secretariats | EAC & Staff | Ongoing |
| Framework for ongoing cooperation needs to be determined and defined for working with government organizations such as UNDCP, WHO, Colombo etc. | Staff & EAC | Ongoing |

Regional intergovernmental organizations-(Pending Staff Resources)

| WHAT | WHO | WHEN |
|---|-------------|----------------------------|
| Gather information and initiate contact with health, social welfare, law enforcement, and education divisions of ASEAN, OAU, European Union, OAS, CIS, the Arab League, and sub-regional groupings of all | Staff + EAC | Discussion for March/April |

RESEARCH

STRATEGY

| WHAT | WHO | WHEN |
|---|--------------------------------|-----------------------|
| Research Team to be ratified: | WSB/EAC & Staff | May/July WSB meeting. |
| WSB to finalize all philosophical discussions re research and the traditions. | Full WSB | By July 97 meeting |
| Finalize plan with identified needs, purpose and activities agreed upon Research in general | WSB/EAC | By July/Aug Meeting |
| Evaluation tool agreed upon | WSB/EAC | By Jan/March 98 |
| PROPOSED NA RESEARCH ROUNDTABLE DISCUSSIONS | | |
| | WHO | WHEN |
| Finalize plan for roundtable discussions along with needs identified, aims & objectives agreed upon | EAC/Team coordinator and staff | July/Aug |
| Contact researchers, invite them to attend a small roundtable discussion on NA research/survey results at WSO | Staff + Team coordinator | Aug/Nov 97 |
| Conduct roundtable discussion | Team / Staff & researchers | March 98 |

RESEARCH CONSULTANT PROPOSAL

| WHAT | WHO | WHEN |
|--|-------------|------------------------|
| Discuss, investigate benefit of hiring staff/consultant researcher | Team +staff | Recommendation by ???? |

DEMOGRAPHIC CENSUS / SURVEYS:

| WHAT | WHO | WHEN |
|---|-----------------|--------|
| Presentation report of the trial WCNA survey results to the WSC 97 | WSB/EAC | WSC 97 |
| Pending WSC action, WS to publish results | WSO | Aug 97 |
| Pending WSC action, ongoing development census / surveys plus evaluation and analyst software/ tools for World Service and Fellowship use | WSB/EAC + Staff | WSC 98 |

GROUP REGISTRATION DEMOGRAPHIC DATA

| WHAT | WHO | WHEN |
|---|---|--|
| Evaluate current group registration plan and procedures and provide recommendations for revamping to secure registrations and consistent updates--determine useful and realistic response level | WSO Network Administrator and Group Services Department | Discussion July 98, pending information from WSO |
| Consider WSO recommendations for revamping group registration. Make decisions necessary for implementation | EAC | See above |
| Implement group registration plan | Staff + EAC | within 90 days after EAC decision |

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