

**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 	EAC/WSB and Staff	Dec 97
	WSC H&I WSC PI/EAC and Staff	Dec 97
	EAC/WSB and staff	Report by WSC 98
After approval of kits/modules, offer to participate in or organize multiregional/zonal PI/H&I training events for:	EAC in conjunction with Nominated Trusted servants	throughout year
<ul style="list-style-type: none"> Europa PI Project Asia Pacific Forum Latin American Forum Canadian Assembly USA multiregional/zonal forums (4) 		
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. 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 Maintain contact with KBS, SALIS	Staff + EAC Staff/EAC/WSCPI Staff	throughout year throughout year 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

q:\bot\external\prplan\pr97_98.doc