



Vigorous Steps

PR News & Ideas for the Ohio Region and Beyond

Issue 01 - January 2025

PR Carries our Message

Welcome to Vigorous Steps, a service effort of the Ohio Region Public Relations Subcommittee. We are guided by the 12 Traditions, 12 Concepts, the PR Handbook, and NA literature.

In each issue we will highlight the efforts of PR subcommittees in Areas inside and outside the Ohio Region. We invite you to explore this information. Use it to discover new ways to take action and to make our program widely known in your community.

Our group reading says that our program is available to us all, but this is only true if people know that NA exists and understand how to find us.

*“To be of maximum service to the still-suffering addict, we must energetically seek to carry our message throughout our cities, towns and villages.”
It Works, Tradition 11, page 207*

Contact us at PR@naohio.org

In loving service - The Ohio Region PR subcommittee

“To attract the still-suffering addict to our program of recovery, we must take *vigorous steps* to make our program widely known.” It Works, Tradition 11, page 207



NA PR in High Schools

Cheryl L. was on the PR subcommittee for Hamilton and Middleton Area (HAMASCNA). Years ago, their subcommittee went to High Schools and Junior High Schools to do mini presentations as part of their

Drug Awareness Weeks. The PR subcommittee also donated Basic Texts for the libraries.

To do this, they contacted principles, counselors, school board members, and teachers so that they could get the books into the libraries.

Public Information depends on establishing and maintaining effective communication and relationships with community members.

Are you interested in reaching out to schools in your Area? Our Fellowship has some helpful resources! Contact Amy L. at amymlangley@gmail.com for access to a Google drive with slide templates, draft policies, and more!



Memories of DASCNA PR

Marilyn D. shares that 6 members of the Phonline and PR subcommittees worked closely together in the 2010's. They had a project in Dayton with the Regional Transit Authority through a Commuter Advertising agency.

An audio NA PSA (public service announcement) was played on two bus lines for a year. The next year digital and audio PSAs were played on every bus in the morning and evening.

They also did poster drives, set up booths at health fairs, mailed out schedules, donated literature to

treatment facilities, and held pizza parties to attract new members to PR service.

It all goes back to providing our communities with info about NA.

None of us magically stumbled into the loving rooms of Narcotics Anonymous.

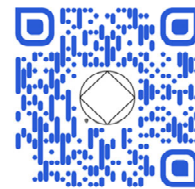
We all were *told* about our meetings through things like: Phone books; PSAs on the radio and TV; fliers posted up in various locations; leaflets and business cards in libraries; websites and social media; print ads; billboards; info tables; phone lines; and H&I panels in treatment centers, jails, and prisons.

**Scan code or click
to watch two
Public Service
Announcements**

Northern NY



Central Ohio



DAYTON PHONE LINES

Hello Family. My name is Colette S.

A PR project I was thrilled & honored to help complete was making Dayton Area Phonline service more efficient.

Change was needed because our answering service was not providing reliable information about NA or our meetings to callers. In addition, it was expensive – nearly \$100 per month.

Our Fellowship wanted calls to be forwarded to a volunteer, 24/7, without having to hand off a physical phone. To accomplish this, we moved to a VoIP virtual phone system. We

made a schedule for volunteers, and had calls routed to their phone numbers on specific hours of the day.

Callers could also access a menu and automatically hear the meeting times and locations.

Not only did we provide reliable service to addicts seeking recovery, but we also reduced the cost by nearly 70%.

The DASCNA phonline still exists, effectively fulfilling NA's primary purpose – to carry the NA message to the suffering addict and let them know how to find us.

NAWS WEBINARS

Trusted servants share ESH! Interested? Email **Rich@na.org** for details.

H&I - Thursday,
01/09/25 at 7pm ET

**PR - Thursday,
01/30/25 at 7pm ET**

Find minutes here:

https://nacentralohio.org/wp-content/uploads/2024/11/Oct24_PR_webinar.pdf

PR Week June 1 - 7, 2025

Is your Area, Home Group, or Subcommittee thinking about participating? Share your enthusiasm and excitement with us! Email us at PR@naohio.org!

Even hanging just one poster, or leaving out just one business card, can lead a desperate and suffering addict to our rooms and to freedom.

Here are some other ideas:

- Fundraise to purchase NA books and give to your local library, jail, high school, community center, etc.
- See if your library will prepare a recovery-related lobby display complete with NA resources.
- Ask local service agencies if they will include a link to your Area website under their list of community groups.
- Host an open house in your Area. Target medical professionals, first responders, clergy, mental health agencies, educators, and the like.

NAWS hosts quarterly PR and H&I webinars. Members from all over attend to share ESH and get answers to questions. **Email Rich@na.org to get the details.**

If you're on Facebook and want to get invited to the international PR page, send a friend request to Paul Healing (not the name of an actual person). Members of that page do lots of PR service. They are happy to help with all manner of Public Relations questions!

We Are All PR

PR & Connections with Corrections

All 45,000 incarcerated in Ohio prisons have their own computer tablets. Thanks to PR, NA resources are now available on those tablets.

Through the apps Edovo* & Cypherworx* incarcerated members in prisons *and* jails can access a lot of NA IPs, speaker tapes, and the audio of our Basic Text.

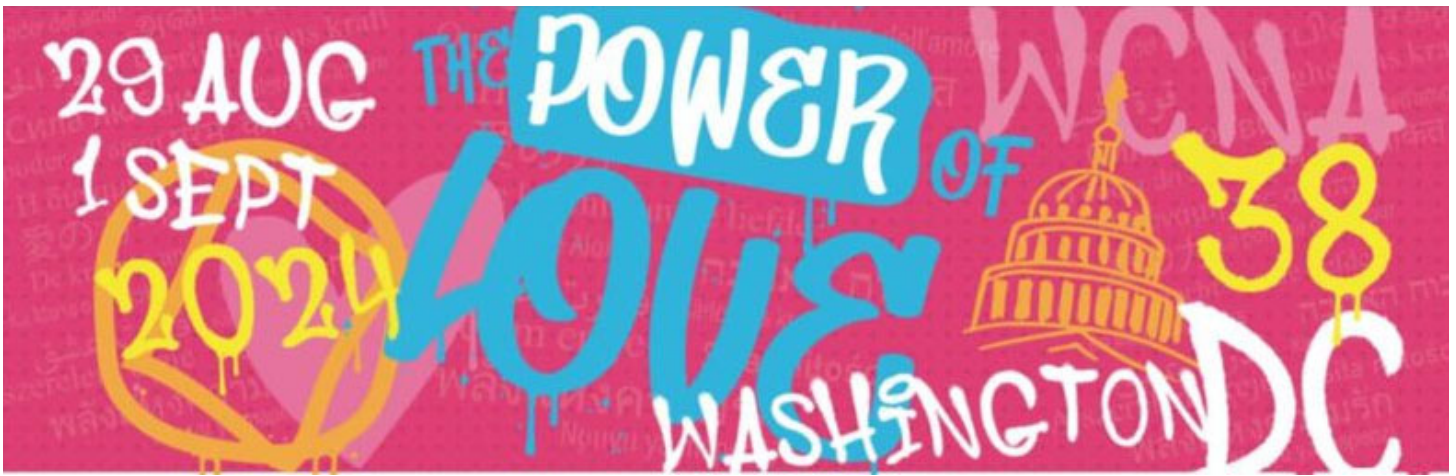
Pretty. Exciting. Stuff.

Want to find out more?

Go to the Ohio Region link below to find a list of the NA resources available, instructions on how to find them, and jails and prisons they are available in.

<https://wordpress.naohio.org/narcotics-anonymous-ohio/eliterature/>

*NA is not affiliated with apps used for carrying our message



PR Forums at WCNA 38

Jane N, NAWS PR Manager, writes:

For the first time, we hosted 6 PR forums at World. They were a great success! We presented on a broad range of topics. Attendance ranged from 500 to over 1,000.

These efforts challenge us all to innovate, to think outside our service routines, and get excited about new ways to make NA visible and available in our communities without blurring our message or crossing lines.

PR Forum Descriptions

Power of Community: PR Cooperation in Local Communities. Cooperation with community events from recovery rallies to ballgames!

Power of Language: Building Bridges. Presenters talked about finding language that works to build bridges between those worlds without compromising ourselves or demanding that the outside world “come around” to our way of thinking.

The Power of Inclusion: Unity Is a Practice of Love. Presenters shared about how we do the work to ensure that our committees reflect our communities, and that our NA communities reflect and include people from all parts of the societies we inhabit

Power of Cooperation: NA and Public Policy. Presenters shared about some ways NA can cooperate with

policymakers and community influencers to ensure that NA is visible and relevant to their efforts.

Power of a Simple Knowing Hug: Medication, Membership, Messaging. Because the question of medication in NA is so fraught we sometimes forget that this is really about how we practice our Third and Fifth Traditions. We all know our message and our purpose. But somehow our fear of medication undermining our message leads us to do what we fear most: we create an exception to our Traditions when we act as if people on medications for opioid use disorder don’t deserve the same chance to find our message as others.

Power of the Moment: Making Connections in Corrections. This practical, hands-on workshop will explore how to work effectively with correctional departments, proactively engage them to suggest new avenues to help inmates, introduce new technologies for working behind the walls including inmate tablets & online meetings, sponsorship behind the walls, & transition to meetings post-release.

Did you go to any of the forums? Tell us about it! What did you learn, and what actions you have initiated?

Send your response to PR@naohio.org. Ask us about getting recordings of the WCNA PR Forums!