



Vigorous Steps

PR News & Ideas for the Ohio Region and Beyond

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Issue 02 - February 2025

Welcome back!

PR Week is June 1–7. Check last month’s newsletter for more information and ideas on how your homegroup, Area, or Region can get involved.

For the sick and suffering addicts walking past our meeting rooms, unaware that we’re inside sharing messages of hope and freedom, our fellowship remains out of reach. Let us continue to work together, every week of the year (not just during PR week), to ensure our program becomes available to all.

A Vision for NA Service (from the PR Handbook):

All of the efforts of Narcotics Anonymous are inspired by the primary purpose of our groups. Upon this common ground we stand committed.

Our vision is that one day:

- Every addict in the world has the chance to experience our message in his or her own language and culture and find the opportunity for a new way of life;
- Every member, inspired by the gift of recovery, experiences spiritual growth and fulfillment through service;
- NA service bodies worldwide work together in a spirit of unity and cooperation to support the groups in carrying our message of recovery;
- Narcotics Anonymous has universal recognition and respect as a viable program of recovery



PR and H&I Serve Together

Trusted servants from the Central Ohio Area PR and H&I subcommittees put on a speaker jam (SJ) on Friday 12/13/2024 at ORW (Ohio Reformatory for Women).

Over 200 residents and 12 staff attended. Seven NA members shared their experience, strength, and hope.

ODRC leadership supports these efforts, which is helpful since each prison has their own policies and procedures.

NA volunteers are eager to participate. But, “life comes up,” so get plenty of people signed up, knowing that at least a few will need to cancel.

Start three to four months in advance. Have one person coordinate volunteer applications, from filling them out with the volunteer so they are done correctly, to

submitting them to the prison, and then following up. Frequent check ins with the prison contact is essential.

Plan to start at 9:30am or 1pm to avoid chow and count. Have speakers for an hour. Then have a 15 minute break to chat, raffle off literature, pass out cookies, etc. Wrap up with speakers for another 45 minutes or so.

One member stated: “There is nothing like sharing a message of experience strength and hope to addicts who are hungry to hear it. The residents at ORW expressed so much gratitude not just for our message but for bringing our NA community to them when they can’t come to us. It was a wonderful experience!”

If you have questions, email us at COASCNA@gmail.com

We do recover!

Public Service Announcement Running in Buckeye Region

John F shares with us from the Buckeye Region, our neighbors in the northeast of Ohio.

“We in the Buckeye Region run an old PSA on TV in the middle of the night, around 2am AT (AT stands for “addict time” lol). It’s a 30 second slot that airs 20 times per month.

“We notice a significant uptake on info requests through the Hopeline whenever we run it. We do this on the ABC network which covers probably 90% of the Buckeye Region.

“We pay \$10 per slot at 2am, which works out to about \$200 per month. Prime time slots during

popular shows like Good Morning America can cost up to \$600 per slot.”

Our PR Handbook tells us that a PSA can be as simple as a TV announcer displaying a card with a local phonenumber and a script that states, “If you’ve been affected by addiction, you can call this NA phone number.” Trusted servants can explore other available broadcast resources to find creative PR opportunities in their communities.



<https://www.na.org/wp-content/uploads/2024/06/PR-Handbook-English-2016.pdf>

“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

WEBINARS

Get connected! Contact Rich@na.org for info on PR and H&I webinars. NAWS does them four times a year.

Check out the Facebook group NA Service Solutions to give and receive ESH.

There are many online sharing sessions with people from across the world sharing what’s worked, what hasn’t, and how to do it.

Get plugged in!

Videos of Public Relations & Fellowship Development

Scan the codes to see short PSAs and other video resources being used in the US and across the globe. Let us know if they inspire you! PR@NAOhio.org



European Convention



Buckeye Region (Ohio)



Germany



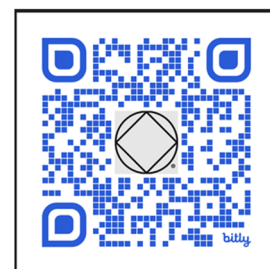
Latin America



Arizona



South Africa



S. Africa - Clock

View these and other resources at <https://www.youtube.com/@centralohioareaofnarcotics1544>



The OCNA41 Committee has been teaming up with the Areas and Groups to put on Speaker Jams in a combined effort to fundraise for the convention and carry the message of Narcotics Anonymous

"Unity is one of our greatest strengths in carrying the message."

Please visit ocna.naohio.org for more information on the upcoming convention. Looking forward to seeing you all there

Adam D, Convention Chair

**“Unity: We are all one, or we are all done.”
Heard from an NA member on a virtual meeting.**

MEASCNA Service Update

MEASCNA stands for the “Mid East Area Service Committee of NA.” We serve Fairfield, Guernsey, Licking, Muskingum, and Perry Counties.

MEASCNA actively participates in events throughout the Area to carry our message. In Licking County, we have a table in May at Steps of Change which serves the unsheltered population, and in August we have a table the Overdose Awareness.

Also in August, we have a table at the Muskingum and Guernsey Counties Overdose Awareness event.

We host an information booth at the Muskingum County Fair and are exploring participation in the 2025 Licking County Hartford Fair with Licking Memorial Hospital.

Schedule holders have been placed in various locations in each county across the area, with committee members ensuring they are regularly updated.

We have two speaking events coming up in 2025, one at a high school and another at a college. We will share information about Narcotics Anonymous with students and administrators.

It is an honor for me to be of service to this program, which has saved my life in more ways than I could have ever thought possible.

In loving service, Angie H.



Making Connections

There are many opportunities to explore and deepen your understanding of Public Relations (PR), Public Information (PI), and Hospitals & Institutions (H&I), both online and in person.

Members from across Ohio have attended these events, presented at symposiums, and actively participated in virtual meetings.

These gatherings offer a rich source of information and inspiration. Bring a friend and check them out - you never know what you might discover!

Multizonal Service Symposium

October 1-4, 2026 in Wichita, KS. The Multi-Zonal Service Symposium offers an opportunity for the exchange of experience, strength, and hope between members of NA service. <https://mzssna.org/>

H&I Experience Exchange

This international group shares info via WhatsApp and hosts webinars on H&I projects, like using prison radio broadcasts in Israel. Email Tom@tomkondo.com to join.

Northeastern States Service Symposium (NESSNA)

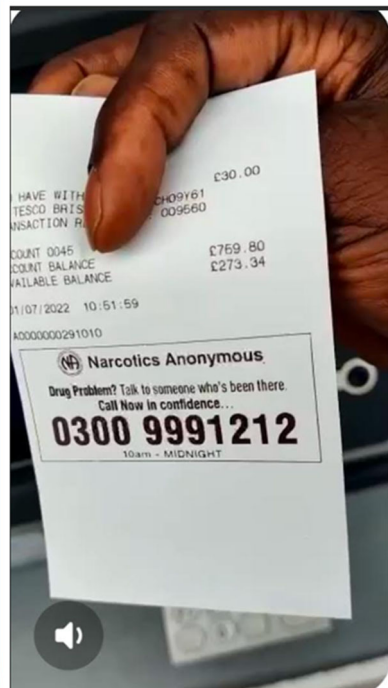
April 25-27, 2026 in Frazer, PA. See <https://nesssna.nezf.org/>. NESSNA connects NA members from around the world, sharing experience, strength, and hope through an exciting series of workshops, presentations, and conversations.

PI on ATM Cash Machines

Anyone else ever experience going to a cash machine multiple times a day and all through the night to get cash for *just.one.mooooore?*

The United Kingdom Region (England, Scotland, Wales, and Northern Ireland) ran a PI campaign to display NA info on the ATM screen and on the receipt.

Scan the QR code to see a 30 second video the whole thing in action, or go to <https://youtube.com/shorts/V7lhJ1On7jl>

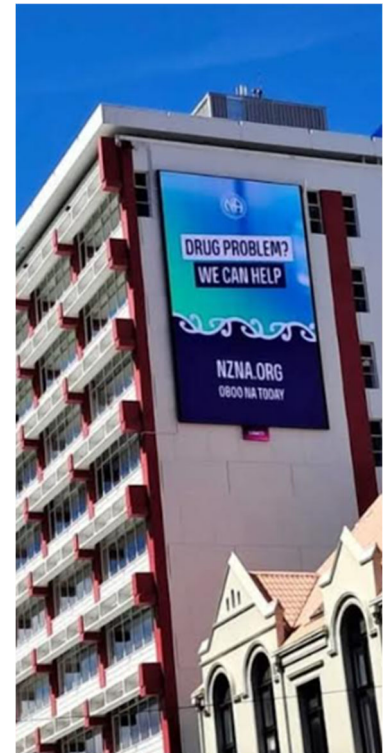


Big PI in New Zealand!

A billboard is like a poster we put in a coffee shop, or business cards we leave in libraries. And New Zealand just put up a massive poster on the side of a building. It's classic PI - it says who we are, what we do, and how to find us (nzna.org + phone #). We used to put this info in phone books; now we put it up on buildings!

Spiritual Principle a Day, Oct 19

Today I will look for ways to harness my creativity in service to the Fellowship and the rest of humanity. I will cultivate my spiritual connection to allow creativity to flow through me. SPAD, October 19.



Everything that occurs in the course of NA service must be motivated by the desire to more successfully carry the message of recovery to the addict who still suffers. (Basic Text, pg xvi)

Service in Northern Ohio

H&I Chair Tonya H. from the LEGS Area (Lake Erie General Service) in the Buckeye Region shares that they are putting on an H&I Learning Day sometime in June. They meet at 3pm on Zoom the 1st and 3rd Saturday of the month. Check it out, get involved, and help save an addict's life!
<https://legsna.org/>

BUCKEYE REGION
H&I SUBCOMMITTEES Present...

Don't Let An Addict Die!!

DO H&I

Learning Day Speaker
Jam

We need YOUR HELP & SUPPORT PLANNING THIS EVENT!!

We will be meeting @ 3pm every 1st and 3rd Saturday of every month ON ZOOM

ZOOM ID: 562 235 5550
ZOOM PW: H&I

If you are willing to participate, please contact:
Tonya H. H&I Chair (419) 239-0932
Tanya H. H&I Chair (726) 617-4451
Willie H. H&I Chair (726) 365-6415

ALL ADDICTS WELCOME!!!

H&I Shenanigans & Pancakes Columbus OH, April 5th 10am - 1pm

Join the Central Ohio Area in Columbus for the second best pancakes around! This is the 5th annual Jail Break and Pancake Breakfast. Bring some extra money to put your friends in jail!
Trinity Evangelical Church, 404 S. Third St, Columbus OH 43215. nacentralohio.org

CENTRAL OHIO AREA OF NARCOTICS ANONYMOUS nacentralohio.org

HOSPITALS & INSTITUTIONS SUBCOMMITTEE'S

5TH ANNUAL
JAIL BREAK & PANCAKE BREAKFAST

FUNDRAISER

SATURDAY APRIL 5TH 10 AM - 1 PM
Pancakes & Fundraiser: 10AM - 12PM
Speakers: 12PM - 1PM

**\$5 DONATION PER PERSON (NO ADDICT TURNED AWAY)
BRING EXTRA \$ TO PUT YOUR FRIENDS IN JAIL!**

LOCATION
Trinity Evangelical Church
404 S 3rd St. Columbus, OH 43215

H&I CONTACT
Kenzie T
614-204-3765