



# Vigorous Steps

PR News & Ideas for the Ohio Region and Beyond

[NAOhio.org](http://NAOhio.org)

PR@NAOhio.org

Issue 04 - April 2025

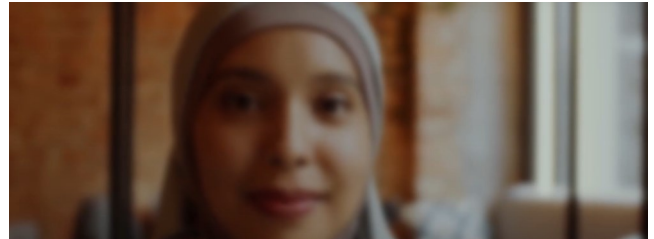
## It's PR Week in 2 Months!

Planning to have a table or booth at an event? It doesn't matter if it's during PR week or not, but [PR week is June 1-7](#) and it's a great reason to do something!

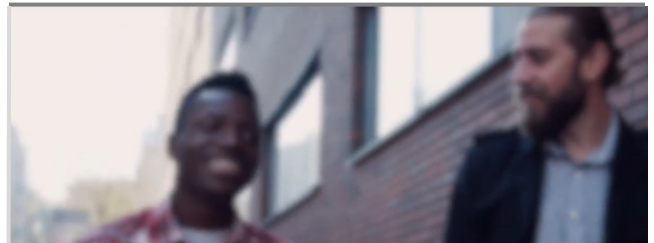
Check out the rest of this issue to see tables done by service bodies in Ohio and across the world. There are ideas about what to have at your table, and suggestions on how to find what you're looking for.

One idea is to show **intro to NA videos** on a laptop or TV. What kinds of videos you ask? Well, read on!

Click on the right and below. They are from [usa-na.org](http://usa-na.org) (US Collaboration of Zones). Many dedicated service enthusiasts helped make them, and they are yours to use. Reach out to them, or contact [COASCNA@gmail.com](mailto:COASCNA@gmail.com)

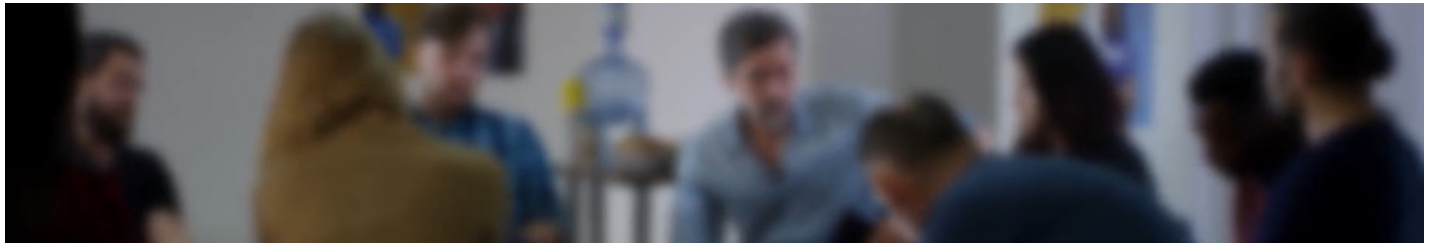


[Narcotics Anonymous: A Resource in Your Community](#)



[What is an NA meeting \(below\)](#)

[Sponsorship \(above\)](#)



## PI and PR: Are they different?

Public Information (PI) and Public Relations (PR) are often used interchangeably, as PI has evolved over time to encompass both just providing info about NA and relationship-building. Some service bodies still use the term Public Information, while others prefer Public Relations. But the goal remains the same: ensuring that people know Narcotics Anonymous exists and how to find it.

**[AKA: Carrying the message to the still sick and suffering.](#)**

Our service body efforts might start with simple actions like leaving literature at a library, putting up a flier in a convenience store, or setting up an NA table at a community event. But over time, these efforts can lead to deeper engagement - what many call PR - where meaningful connections are made. The shopkeeper who



regularly posts NA fliers, the librarian who ensures NA pamphlets stay stocked, or the journalist who stops by an NA table at an event - these interactions help foster relationships that expand NA's reach.

For example, one NA member was staffing a table at a drug summit when the editor-in-chief of the city's major newspaper stopped by. They had a conversation about NA, and as a result, the PR subcommittee was invited to host a "Lunch and Learn" panel for the entire reporting staff. This led to a diverse group of NA members sharing their experience with over 40 journalists, providing them with real-life connections to addicts in recovery who live the NA way of life.

Regardless of what a service body calls itself, these robust efforts create opportunities for further engagement. When we follow up, stay consistent, and build trust, we open doors for NA to share its message with broader audiences in meaningful ways.



## Setting Up an NA Literature Table: What to Include?

Not everyone who stops by a table is looking to read a long pamphlet full of text. Some people just want a quick takeaway, while others might be ready to dive deeper. So, what's the best way to set up your table?

### Keep It Simple

Not everyone is going to sit down and read an Informational Pamphlet (IP) on the spot. Having one-pagers with key information can be really effective. A simple sheet with [NA.org](https://na.org), your website, QR codes to [free IPs](#) and the [audio of the Basic Text](#), & a few NA quotes can be a great way to engage people without overwhelming them.

### Essential Literature

While shorter materials draw people in, it's important to have the BT, It Works, Living Clean, and IPs available for those who want to learn more. [Some IPs to consider:](#)

[Am I An Addict? #007](#) – Helps people assess their relationship with drugs and addiction.

[For the Newcomer #016](#) – A welcoming guide for those just discovering Narcotics Anonymous .

[Welcome to NA #022](#) – A great first introduction

[Staying Clean on the Outside #023](#) – Perfect for those in transition, like people coming out of incarceration.

[The Triangle of Self-Obsession #012](#) – A deep dive into common struggles in addiction and recovery.

[By Young Addicts, For Young Addicts #013](#) – Speaks directly to younger people in recovery.

[An Intro to NA Meetings #029](#) - Says what happens at a meeting and helps newcomers feel more comfortable.

## Make It Easy to Find a Meeting

A local meeting list is one of the most useful things you can have on your table. Consider adding a map that shows where all the meetings are located. QR codes linked to meeting directories are another great option.

## Be Inclusive & Embody “Regardless of…”

If your community has a large immigrant population, having some [materials in other languages](#) can make a big difference. It helps all potential members feel welcome!

## Be Welcoming

A friendly presence can make all the difference. Smile, stay engaged, make eye contact, and keep a positive attitude - people notice the energy we bring. A welcoming vibe helps create a space where others feel comfortable approaching us.

The best literature table is one that meets people where they are. Keep it simple, provide a mix, be welcoming, and make it easy for people to take the next step!



Check out the [North East States Service Symposium](#) of NA! It's April 25-27 in Frazer, PA (near Philly). Gather with members from the US and World to discuss and discover the magic of service!

**Our Fellowship, Our Responsibility**

<https://nesssna.nezf.org/>

## Setting Up Your NA Table at a Community Event?

**Make it Pop!!** When you're tabling during PR Week or any other time, small touches can make a big impact. Here are some cool examples of what people have used: Matches from Manhattan; business cards from Canada; fliers from India; posters from Australia; and a banner from Philly. Some committees hand out NA pens, and others keep a bowl of candy for a sweet icebreaker. There are lots of ways to connect!



## S. Africa PSA: Scan the code, click the link, or enter URL

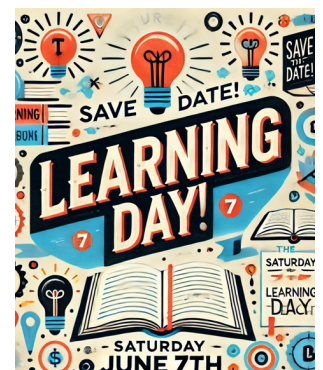
Public Service Announcements, or PSAs, are an effective way to attract newcomers to meetings. No overblown claims, no guarantees, just simple information that resonates loudly with people like us. See previous newsletters for links to even more PSAs. There so many kinds! Go to [NAOhio.org](http://NAOhio.org) > PR for previous issues.

<https://www.youtube.com/watch?v=ZK3wniPTN4Y>

## Save the dates!

May 23, 24, & 25 - OCNA, the Ohio Convention of NA. Public Relations, and Hospitals & Institutions, will each have workshops. Come see us! <https://ocna.naohio.org/>

Saturday, June 7th - MEASCNA Learning Day. The details are still being worked out. Check back regularly at <https://wordpress.naohio.org/narcotics-anonymous-ohio/events/> for the flier!





## EDUCATIONAL OUTREACH

### Members Needed for HS Presentations

The Portland Area PR Education Outreach Committee is looking for Narcotics Anonymous members to virtually share a 10-minute piece of their story with young addicts in Portland-area high schools.

This one-time service commitment is a powerful way to carry the message and make a lasting impact.

To participate, members must complete a brief orientation and vetting process to be added to their trusted servant list.

Jason S. is the Coordinator. Reach out to him at [education.outreach@portlandna.org](mailto:education.outreach@portlandna.org) or text 971-353-8332.

**Jason will present on this effort during the NA World Services (NAWS) [PR Webinar](#) on Thursday, April 17 at 7pm Ohio Time. Email [Rich@na.org](mailto:Rich@na.org) to receive the Zoom link and get on the mailing list (for H&I too!)**

This program is expanding to other regions, and training is available for Area PR Subcommittees looking to implement similar initiatives. Contact Jason for details!



### Survey Sparks Connection

To better understand members' needs and interests, a survey was conducted across DASCNA, MVASCNA, and FRASCNA, focusing on education, service involvement, and activities. While participation was lower than expected (32 responses), it still fostered meaningful connections and valuable insights.

#### Key findings included:

Strong interest in NA activities, with picnics as the most requested event. Members also expressed a strong desire to learn more about service positions, particularly in H&I, PR, and Activities.

Recognizing the importance of this feedback, FRASCNA's Outreach Subcommittee is launching a monthly learning panel series to bring survey findings directly to meetings. This initiative aims to deepen engagement, connect members with service opportunities, and ensure that collected feedback leads to meaningful improvements.

Though participation varied, the survey reinforced a core principle: connection is key. By continuing these conversations and fostering involvement, we strengthen our fellowship and create new opportunities for growth.

**The better and broader our public relations, the better we will be able to serve.**

*It Works, Tradition 11, page 207*



**Get Inspired!** <https://youtu.be/UIR1peHqtso>

Click or scan the code, or use the URL, to see a slew of ideas to vigorously and energetically carry our message. And consider going to [NESSNA](#) at the end of April! See page 2! Gather with dozens of service enthusiasts from all over and experience the excitement, inspiration, and unity of this service symposium!

