



Vigorous Steps

PR News & Ideas for the Ohio Region and Beyond

NAOHio.org

PR@NAOHio.org

SPECIAL! Double Issue For OCNA!

Issue 05 - May 2025

Who told YOU about NA?

Zach D. serves as the PR Subcommittee Chair for GCASCNA, the [Greater Cincinnati Area Service Committee of NA](#).

He shares, "Hamilton County's Addiction Awareness Day here in Cincinnati is how I found the rooms of Narcotics Anonymous. This is why I'm passionate about NA Public Relations.

"NA's reputation in the Greater Cincinnati community is alive and well as we still participate in Addiction Awareness Days every year. If it wasn't for the PR subcommittee initiative here, I would never have found NA on my own."

Who told you about NA? Was it a late-night PSA on cable TV? A pull-tab flier at the library or coffee shop? Maybe you called a toll-free helpline or found your first meeting on an Area website? Let us know at PR@NAOHio.org!

Areas in the Ohio Region and beyond are doing [PR Week](#) activities for June 1–7.

One Area even made the t-shirt shown here for trusted servants to wear during their events. We can picture still-suffering addicts scanning the QR code & discovering hope and freedom in their towns.

The front says, "We **ALL** are PR" and the back says "PRimary Purpose - Carry The Message" with a QR code!



This Is Not a Drill - It's PR JEOPARDY!

Think Public Relations is just dry slides and reading out of a handbook? Think again. [The Ohio Region PR Subcommittee](#) is turning up the heat at OCNA in Hamilton, Ohio, and you're invited.



We're bringing the fun and the fire with an interactive PR workshop featuring a custom-built game of NA JEOPARDY! Categories like "Attraction or Promotion?", "NA on the Inside," and "PR Fill-in-the-Blank" will test your knowledge, spark laughter, and get us all thinking deeper about how we carry the message to the public.

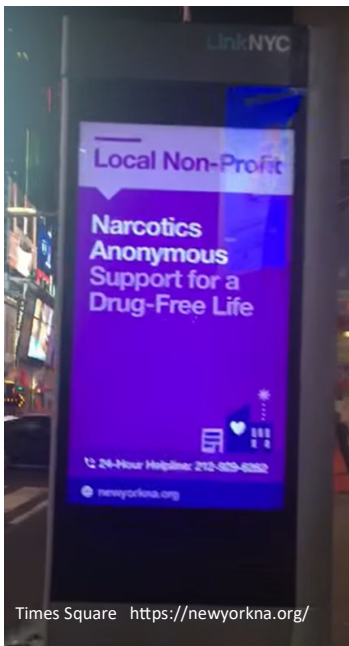
Eight passionate Ohio Region PR committee members—on fire for carrying our message—have been meeting, planning, and dreaming up a session that's not just informative, but actually inspiring. Expect energy, creativity, and some serious connection.

We'll even hear from our incarcerated NA members, share short NA videos, and there might be a little NA swag in the mix, too.

Join us Saturday at 1:45 p.m. and see how Public Relations in NA can be deeply fulfilling, incredibly impactful—and yes, even a little bit fun.

Register for OCNA today! <https://ocna.naohio.org/>

Billboards & Flyers: Powerful Tools for Carrying Our Message



Times Square <https://newyorkna.org/>

Most people don't know that Narcotics Anonymous exists to help the still sick and suffering addict.

They don't know that NA offers accessible online meetings, free resources, and in-person meetings not just in their neighborhoods, but around the world. They don't know we are a spiritual, not religious, program open to anyone, with no dues or fees.

And most of all, they don't know that NA saves lives.

One of the ways that PR subcommittees (including the

Central Ohio Area) carries this message is through outdoor billboards. These large, highly visible signs are placed in carefully selected locations to let people know that NA is a credible, available resource for those struggling with addiction.

Each billboard starts with a proposal. In spring 2024, the Central Ohio Area Service Committee (COASCNA) executive body invited all subcommittees to submit ideas for using funds above our prudent reserve.

The PR Subcommittee answered that call with a written plan, which was reviewed and approved by the Group Service Representatives (GSRs). Only after group approval could these funds be used, ensuring that each billboard reflected the conscience of the Area.

The PR subcommittee selected locations based on data. This included researching ZIP codes with high overdose rates, finding ones in lower-income neighborhoods, and ones near treatment centers.



Connecticut Region <https://ctna.org/>



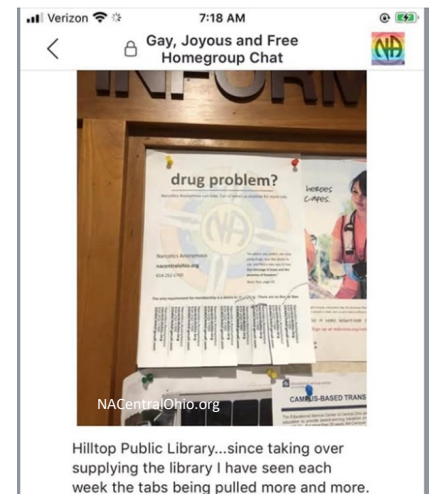
Canadian Assembly of NA <https://canaacna.org/>

Recent placements include Alum Creek Drive near the [Community Based Correctional Facility \(CBCF\)](#) and a major treatment center, and another on South High Street—both areas with high need and strong visibility.

Designs are simple, direct, and easy to read. Each billboard includes COASCNA's local 24/7 helpline number, and the NA website—where people can find in-person meetings, NA videos, the audiobook of the Basic Text, informational pamphlets in multiple languages including Spanish and ASL, and access to virtual meetings any time day or night.

Billboards are seen by thousands of people each day. After a new one goes up, website traffic usually increases by 10 percent during the first 2 weeks. That's an estimated 15 more people per day accessing our life-saving information.

They're also cost effective. A single IP costs about 30 cents to buy. Reaching 30,000 people with a single printed pamphlet would cost \$9,000. One billboard with the same weekly reach costs about \$2,000 total and runs for weeks or months, and directs people to a site that includes every IP and so much more! The Alum Creek billboard has been up since 07/31/2024 and the S. High one since 12/02/2024. (Continued next page.)



Hilltop Public Library...since taking over supplying the library I have seen each week the tabs being pulled more and more.



London, England <https://ukna.org/>



Maryland <https://freestatena.org/>

Billboards are just one part of our efforts.

PR subcommittees do so many other projects, most of it at little or no cost to our Fellowship. [In Central Ohio other projects include:](#)

- monthly presentations to medical professionals
- yearly participation in community events like Pride and the African American Male Wellness Walk
- frequent flyer drives in local neighborhoods, and keeping business card holders stocked around town
- placing electronic NA resources on over 45,000 prison tablets across Ohio, and facilitating virtual common interest meetings for the incarcerated twice a month
- periodically staffing info tables at events like Gallery Hop and Westerville's First Fridays
- a one-time virtual presentation to hundreds of library staff along with donating a complete set of NA books to all 28 library branches in Columbus

But here's the truth: all of this work only happens because members show up to do it.

And too often, we don't.

Conventions, speaker jams, group anniversaries, and even fundraisers—they all feed our current members' spirits and help us to connect with each other, and they are an incredibly important part of our fellowship.

But so are quieter, boots-on-the-ground projects to carry the message to those who have no idea that NA exists.

That kind of service—the flyer drive, the library rack, the early morning presentation to a room full of construction

workers—is how we make sure the words **“It is available to us all”** are more than just something we read before a meeting.

Right now, opportunities are slipping through our hands because we're nervous, or think we don't know how, or are too busy, or believe someone else will do it.

But there is no someone else.

There's just us.

We have freely received the gift of recovery, and that gift comes with a responsibility: to make sure it is known and truly available to the next addict seeking a way out.

If you've never done PR service before, we'll teach you. You can shadow a PR trusted servant. Help stock literature. Commit to share on a PR panel and show up.

Come on a flyer drive! Work with PR to organize one with your home group! *Think about making flyer drives a regular part of group anniversary celebrations.* What better way to celebrate our freedom than to share how it works with people who need us but don't know NA exists.



Russian electronic billboards <https://www.na-russia.org/>

Whatever your comfort level, there's a place for you in PR.

Our goal is simple but urgent: to make sure anyone looking for recovery knows that NA is here.

Together, we carry the message.

Billboards help make that possible, and so do you.

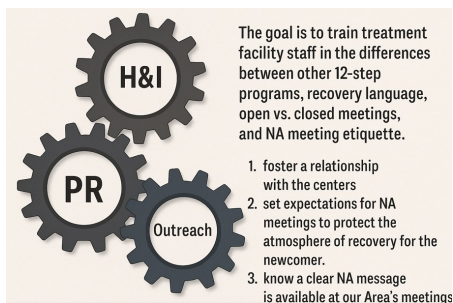


Santiago, Chile <https://nachile.cl/>

From Our Members

Check out these reflections from NA members who live in the Ohio Region. A few of them are Area and Region trusted servants, and we thank them for their dedication!

Megan P is PR Chair of the Central Ohio Area - I'm currently involved in an exciting project which requires a unified effort with the PR, H&I and Outreach Subcommittees in my Area. This project started when a need for treatment center relations was identified by groups. Groups in our Area reported meetings drawing in a lot of treatment center clients. One group shared their meeting had to close due to the meeting facility's concerns of theft & disturbing behavior. This gave rise to the Treatment Center Relations ad-hoc Subcommittee. The goal is to train treatment facility staff in the differences between other 12-step programs, recovery language, open vs. closed meetings, and NA meeting etiquette.



By training staff, and possibly clients, we can accomplish the following: 1.) foster a relationship with the centers, 2.) set expectations for NA meetings to protect the atmosphere of recovery for the newcomer, 3.) know a clear NA message is available at our Area's meetings. H&I helps PR with navigating treatment center contacts. Outreach keeps us updated on meetings that need support with this. It's been nice working with these subcommittees!

Zach D is the PR Chair of the Greater Cincinnati Area. Did you miss his reflection? If so, THEN GO BACK TO PAGE ONE :)



Emily T is the Ohio Region H&I Chair and is from Central Ohio Area - Around about 2014 (who can really say) I was living in Dayton, Ohio, and serving on the Local Services Subcommittee in Five Rivers Area which housed H&I, PR, and Outreach. My sponsor's sister - not a member - was working at a local community center less than a mile from my house. They had the opportunity to have a doctor give a presentation about Narcan in which community members could receive a prescription to bring one dose of Narcan home with them - making it more widely available for life-saving measures.

As a part of the presentation, they wanted to have Narcotics Anonymous members present with literature and meeting schedules - as well as have a member share briefly about recovery. My sponsor thought it would be a good experience for me since I was serving on the subcommittee and since I had gotten clean just a few blocks away. Before I shared, my sponsor and I talked about what was appropriate to share since this was not an NA event, but rather a public forum. I shared very briefly that I lived nearby and that I used in the neighborhood and identified myself as an addict with a few sentences about my experience using. But the focus of what I shared (which was maybe 5 minutes total) was on how I became acquainted with Narcotics Anonymous and how my life had changed as a result of being a member of Narcotics Anonymous. I let the folks know that meetings were available every day all over the city and that we had schedules and some free literature.

One final memory is that the video they showed to explain Narcan was very triggering. For example, they were basically giving directions to addicts for how to "use responsibly" and keep from overdosing. They were like: "take it slow and keep your dose low." That line really stuck with me as you can see I still remember it to this day. I remember having a lot of feelings and opinions at the time about Narcan, and about providing it widely so that addicts can "use successfully." My feelings changed and shifted after that time period. We continued to participate and partner with these presentations around the city. But one thing I knew for sure from talking with my sponsor and being familiar with our literature was that my opinions were not appropriate for an open public forum. I did not speak for NA, so I kept my opinions to myself, and ultimately learned and grew a lot from the experience.

More Members Reflect on PR



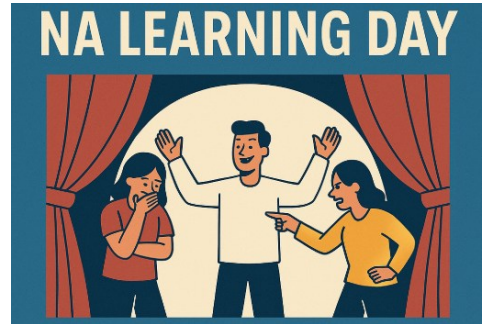
Mark R. is our webmaster at NAOhio.org, and is from the Central Ohio Area -

I don't have a lot of direct experience with PR, but I do remember that in the 1990s I worked with the H&I Chair, PR Chair and other members of the Region to go to correctional facilities in the State of Ohio. It took a lot of effort to make good relationships with the Department of Corrections.

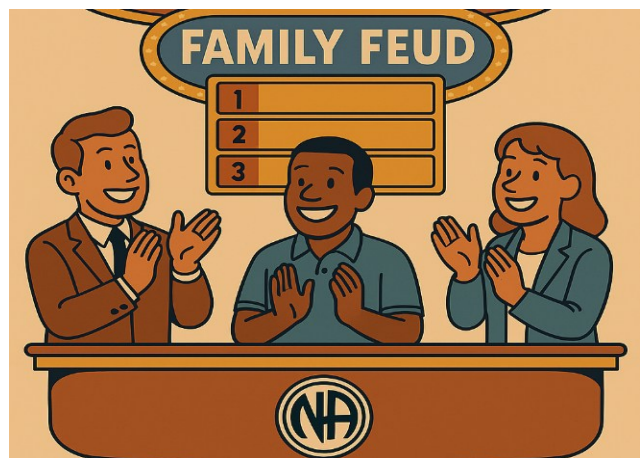
This was before cell phones, so we would meet in person with a recovery services coordinator or a warden. We would go in and give a presentation about what NA is and some of the things we aren't. We would talk with them about bringing in H&I meetings and what a structure would look like for them to hold and maintain NA meetings themselves.

We would do a presentation and then refer them to Local NA Areas. I had a lot of pride in representing NA in that PR effort to make sure we had a good name in the community. If I'm not mistaken, there's a facility in Lima, OH that is still doing NA programs today because of this.

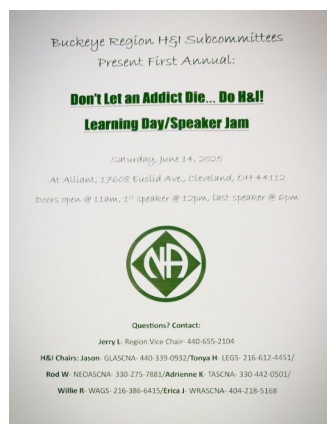
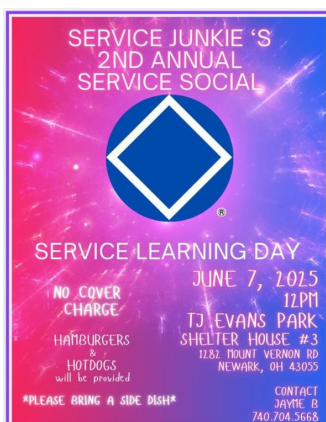
Shari J. is in [MVASCNA](#) and shares about an idea on how we can teach each other about PR.



When I think of learning, I think of sitting and listening to a monologue. I really enjoyed being involved in PR and my mind goes back to the MVASCNA Learning Day when we chose to put on a skit. The skit brought comedy to show the right and wrong ways to have a PR event; things to say and not to say - and do. It made it fun for us in the skit and the audience. It was better than sitting there listening to a single speaker talk to learn about PR. It was a very positive experience and very fun. Being involved opened my eyes to the different service levels in NA.



Tradition 5: Each group has but one primary purpose - to carry the message to the addict who still suffers.



The H&I Chairs of the Areas of the Buckeye Region will host a learning day/speaker jam. June 14th at 17608 Euclid Ave in Cleveland, 44112. First speaker at noon, last one at 6. Learn how LEGS Area H&I started a virtual meeting with the Cuyahoga County Justice Center! [Don't Let An Addict Die! ... Do H&I!](#)

Need your service fix sooner? Go the the [Service Junkie's 2nd Annual Social](#) on June 7 from noon until it ends! It's at TJ Evans Park, Shelter House #3, 1282 Mt. Vernon Rd, Newark 43055.

Or go to both! And take what you learned back and share it with all the other service enthusiasts in your Area!

PR AND H&I ENTHUSIASTS

HELP SPREAD THE WORD!

Shout it Out and Make it Count!

NA resources now on tablets in Ohio prisons & jails.

To all our H&I warriors: For decades, you've been the bridge between hope and despair, showing up behind bars with literature, experience, strength, and love.

You've carried the message into places where recovery can seem impossible. You've sat in circles, passed out IPs, and shared your stories so that incarcerated addicts could begin writing a new one.

And now, we've got a powerful new tool to help you do what you've always done: reach the still-suffering addict.

Narcotics Anonymous resources are now available for free on tablets in prisons and jails all across Ohio. That means our message—our literature, our voices, our experience—is now available on demand for incarcerated members.

In English and in Spanish!

Let's say that again. It's free. It's accessible. It's right there. But here's the thing. It only works if people know it's there—and know how to find it.

What's on the tablets you ask?

- Our Basic Text audiobook
- Nine speaker recordings
- Reaching Out magazine
- Informational pamphlets like "Staying Clean on the Outside"
- Booklets, including "Behind the Walls"



These materials are available through two tablet platforms: CypherWorx and Edovo. All they have to do is open the app and search "Narcotics Anonymous." And it's completely free for the incarcerated to download and use. No cost. No strings.

We know that reading can be a barrier for many inside. That's why the audio content—including the Basic Text and speaker recordings—is such a game-changer. It gives access to the NA message in a powerful, personal way.

Our PR subcommittees are working hard to get even more audio and video material onto the tablets soon.

We're asking every H&I trusted servant—and every NA member with a heart for service—to help spread the word.

Tell everyone!



Wardens

Chaplains

Incarcerated members

Recovery services coordinators

- Family members of those behind bars
- Anyone who brings meetings into facilities

Let them know these NA resources are now available, and tell them how to access them. This is an exciting development. We need your voice to carry it forward. Just like you've been doing all along, just like you always do—only now, with an extra tool in your belt.

Let's make sure every incarcerated addict who wants recovery knows we are here.

Together, we carry the message, further and louder than ever before.

Listen to Ben R., an incarcerated member from Allen Oakwood Correctional Institution in Lima, OH. Ben shared his experience, strength and hope from behind the walls in January, 2025. <https://youtu.be/0eBlnhkDCwM>



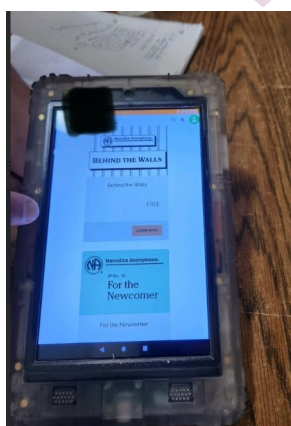
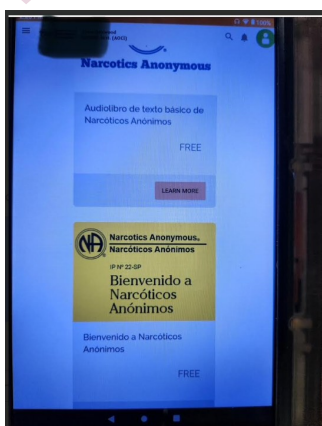
And listen here to guys from Indiana State Prison read the Just For Today group reading! They definitely put their all into it! https://youtu.be/6MZWIaHlv_k

Here's a list of free NA resources available through apps on prison and jail tablets. Availability of specific resources may change over time, and may not be available on all apps. Have users search "Narcotics Anonymous" on Cypherworx and/or Edovo.

Basic Text Audio- Spanish Parte 1 A
Basic Text Audio- Spanish Parte 1 B
Basic Text Audio- Spanish Parte 2 A
Basic Text Audio- Spanish Parte 2 B
Basic Text Audio- Spanish Parte 3 A
Basic Text Audio- Spanish Parte 3 B
Basic Text Audio- Spanish Parte 4 A
Basic Text Audio- Spanish Parte 4 B
Bienvenido a Narcóticos Anónimos
El padrino
El triángulo de la autoobsesión
Entre Rejas
Guía de Introducción a Narcóticos Anónimos
La Autoaceptación
La experiencia de un adicto con la aceptación
La recuperación y la recaída
La Salud Mental de Recuperación
Mantenerse limpio en la calle
Narcóticos Anónimos
Para el recién llegado
Reaching Out Magazine Abril 2024
Reaching Out Magazine Enero 2024
Reaching Out Magazine Julio 2024
Reaching Out Magazine Octubre 2024
Sólo por hoy

BT Audio	02 The Basic Text Of Narcotics Anonymous 5th Edition
BT Audio	03 Our Symbol
BT Audio	04 Preface
BT Audio	05 Introduction Narcotics Anonymous
BT Audio	06 Book 1 Narcotics Anonymous
BT Audio	07 Chapter 1 Who Is An Addict
BT Audio	08 Chapter 2 What Is The NA Program
BT Audio	09 Chapter 3 Why Are We Here
BT Audio	10 Chapter 4 How It Works
BT Audio	11 Chapter 5 What Can I Do
BT Audio	12 Chapter 6 The 12 Traditions Of NA
BT Audio	13 Chapter 7 Recovery And Relapse
BT Audio	14 Chapter 8 We Do Recover
BT Audio	15 Chapter 9 Just For Today, Living The Program
BT Audio	16 Chapter 10 More Will Be Revealed
Booklet	Behind the Walls
Booklet	White Booklet
IP	An Introductory Guide to NA
IP	For the Newcomer
IP	Just for Today
IP	Mental Health in Recovery
IP	One Addict's Experience with Acceptance, Faith, and Hope
IP	Recovery and relapse
IP	Self-Acceptance
IP	Sponsorship, Revised
IP	Staying Clean on the Outside
IP	The Triangle of Self-Obsession
IP	Welcome to Narcotics Anonymous
RO	Reaching Out Magazine Issue 1
RO	Reaching Out Magazine Issue 2
RO	Reaching Out Magazine Issue 4
RO	Reaching Out Magazine Issue 3
Speaker	WCNA Speaker: Croatia Sandra
Speaker	WCNA Speaker: Friday Night Main Speaker
Speaker	WCNA Speaker: New York Vincent
Speaker	WCNA Speaker: Russia Igor
Speaker	WCNA Speaker: Saturday Night Part 1
Speaker	WCNA Speaker: Saturday Night Part 2
Speaker	WCNA Speaker: Steps 1-6
Speaker	WCNA Speaker: Steps 7-12
Speaker	WCNA Speaker: WorldWide Telephone Link Up

Images of our FREE resources on prison tablets!



If your facility has tablets with the Edovo or Cypherworx apps, then users should have access to some or all of these FREE NA resources!

Resources on Tablets - What's Next?



Breaking the Chains: Making our NA Materials Easier to Understand

It's not about intelligence—it's about access

Many adults in the United States have trouble reading. About 21% of people age 15 and older have low reading skills. That's more than 43 million people who may struggle to read things like pamphlets.

The problem is bigger in jails and prisons. [About 70% of people behind bars read below a 4th-grade level¹](#).

This shows why it's important to make NA materials [easier to understand for people behind bars²](#).

But low reading skills aren't the only reason people struggle. Some have medical or mental health issues that make reading hard—even if they have a good education. These include:

- Dyslexia – A learning disorder that makes reading words slow and confusing.
- Traumatic Brain Injury (TBI) – Common for vets; affects reading, memory, & understanding.
- ADHD – Hard to focus on long or detailed reading.
- PTSD – Affects memory and concentration.

- Autism – People may read well but struggle with meaning, especially if language is abstract.
- Vision problems – Poor eyesight makes it hard to read even simple text.

Because of all this, many potential members may feel lost or discouraged when trying to read NA literature.

It's not about intelligence—it's about access.

What We Can Do

Here are some ideas for reaching more potential members, behind bars and on the outside.

- Simplify the language: Create NA resources using clear, everyday words and short sentences. This helps not only people with low literacy, but also those with cognitive or vision challenges.
- Offer more audio options: Recorded literature, podcasts, and speaker tapes helps members with brain injury, ADHD, or visual impairments.
- Use visuals: Diagrams, icons, white space, and clean layouts can support understanding, especially for those with dyslexia or autism.

When we make NA more accessible, we carry the message to more people. That includes those inside the prison system, and those with learning or medical challenges.

Every addict in the world deserves the chance to experience our message in their own language and culture and find the opportunity for a new way of life. That includes even those with low literacy and other issues that make it difficult to read and understand our literature.

¹<https://nces.ed.gov/pubs2019/2019179/index.asp>

²<https://governorsfoundation.org/gelf-articles/early-literacy-connection-to-incarceration>

The principle of service, critical to the application of our Eleventh Tradition, is not a passive principle. To be of maximum service to the still-suffering addict, we must energetically seek to carry our message throughout our cities, towns, and villages. Our public relations policy is based on attraction, to be sure, not promotion. But to attract the still-suffering addict to our program, we must take **vigorous steps** to make our program widely known. The better and broader our public relations, the better we will be able to serve. It Works, p 152