

N.A.

PUBLIC

INFORMATION

KIT





PUBLIC
INFORMATION
KIT

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P.O. Box 9999
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THE TWELVE STEPS OF NARCOTICS ANONYMOUS

1. *We admitted that we were powerless over our addiction — that our lives had become unmanageable.*
2. *We came to believe that a Power greater than ourselves could restore us to sanity.*
3. *We made a decision to turn our will and our lives over to the care of God as we understood Him.*
4. *We made a searching and fearless moral inventory of ourselves.*
5. *We admitted to God, to ourselves, and to another human being the exact nature of our wrongs.*
6. *We were entirely ready to have God remove all these defects of character.*
7. *We humbly asked Him to remove our shortcomings.*
8. *We made a list of all persons we had harmed, and became willing to make amends to them all.*
9. *We made direct amends to such people wherever possible, except when to do so would injure them or others.*
10. *We continued to take personal inventory and when we were wrong promptly admitted it.*

We sought through prayer and meditation to improve our conscious contact with God as we understood Him, praying only for knowledge of His will for us, and the power to carry that out.
11. *Having had a spiritual awakening as a result of those steps, we tried to carry this message to addicts, and to practice these principles in all our affairs.*
12.

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Currently Approved P.L. Kit

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INTRODUCTION

March 1979

Fellow N.A. Members,

The Public Information Committee was formed at the 1978 World Service Conference. Among other proposals, this committee agreed to put together a Public Information Kit that would give new and existing groups the information and suggestions necessary for beginning and maintaining a 12th Step phone service, and for getting the word out to the local community about these services. This is the first publication of the P.I. Kit.

Due to the complicated nature of this subject, this Kit was written in outline form. Lengthy arguments and suggestions on this matter would fill volumes. It was decided that the basic need of the fellowship at this time was a concise compilation of basic information. Discussions of the finer points of P.I. work can perhaps best be handled over long periods of time by future P.I. Committees.

The basic guidelines for phone services and Public Information have already been stated:

"Each group has but one primary purpose—to carry the message to the addict who still suffers."

"Narcotics Anonymous has no opinion on outside issues; hence the N.A. name ought never be drawn into public controversy."

"Our public relations policy is based on attraction rather than promotion; we need always maintain personal anonymity at the level of press, radio, and films."

"Each group should be autonomous except in matters affecting other groups or N.A. as a whole."

In this spirit, we suggest that any group attempting the work outlined herein stay in close contact with their area service committee, so that they may follow the group conscience of the local fellowship. In fact, many local groups have formed ASC's specifically to support their phone services. In this matter, the Service Manual of Narcotics should be referred to.

PUBLIC SERVICE

Our primary purpose is to stay clean and sober, and to carry the message to the addict who still suffers. By far the best way to make ourselves available to those who need help is to provide a "help-line" phone service, where someone can call and talk anonymously to a recovering addict. To do this a common phone number has to be set up and listed as Narcotics Anonymous; a number that can be easily supported by the local fellowship.

There are two basic ways to do this: through an ANSWERING SERVICE that will forward incoming calls to the N.A. phone line volunteer's home phone; or by setting up a Central or Area Office, where members work shifts answering the office phone. In both instances, the suffering addict can call without fear of arrest, hear a little about N.A., and perhaps make arrangements to have someone see them and take them to a meeting. The phone service becomes the initial step in 12th Step work for the area.

There are pro's and con's about both ways, and the best way for a particular group should be discussed and decided on by members of the local Fellowship who are familiar with the problems and needs of the area.

The next part of this section will be an outline of the pro's and con's of the ANSWERING SERVICE type of phone line, followed by a similar outline dealing with the Office set up. Following these outlines will be a Set Up Sheet for both types of services, to be used when beginning the actual organization of the chosen system.

Out of necessity, these outlines are very brief. What is offered here is a basic look at some of the bigger problems and advantages of each system, for the anxious beginner.

ANSWERING SERVICE

I. PRO'S

- A. VOLUNTEER PHONE LINE WORKERS can stay at home, or anywhere there is a phone, and not be separated from those particular comforts, their mates, family etc.
- B. A 24-HOUR SERVICE IS PROVIDED. The phone worker is at home sleeping during the late hours. No matter what time an addict calls for help, someone will be there to answer the call.
- C. LOW COST. An answering service costs between \$30.00 and \$50.00 a month, depending on the area. Initial rate will be higher due to phone installation charges.

II. CON'S

- A. DEPENDENCY ON ANSWERING SERVICE
 - 1. Answering service wants to make a profit, and may not worry about how well they do their job.
 - 2. Answering service is not obligated to clean up our mistakes, and may not track down a missing volunteer, call another worker, etc.

B. VOLUNTEERS ARE ON THEIR OWN

1. Members may forget what they promised to do. A Phone Line Chairman should be elected to take uncovered shifts, renew schedules and generally check up on workers and the problems they have.
2. Monthly meetings should be held by the phone line workers to air their problems, discuss changes, and agree on operating procedure. This could occur at the area service committee's meeting.*
3. No central communication. Workers must be contacted one by one, and told of any changes that occur between meetings.

C. ONE PHONE SYSTEM. Each time the phone line worker's phone is taken off the hook, no call can come through. If he makes personal calls, he is "locking out" the suffering addict. If a 12th Step call is taking a long time, someone may be waiting, unable to be put through.

D. ORGANIZATION OF LARGE AMOUNT OF VOLUNTEERS.

1. At least twenty people will have to remember to do what they said they would do, and then do it.
2. Alternate volunteers will have to be available, in case of shift-coverage problems, further increasing the number of people involved.
3. Answering service schedule will have to be doubled checked constantly for misinformation.
4. Each worker and alternate worker will have to have their own 12th Step list, worksheet, etc, increasing the cost of supplies.

*See "Service Manual of Narcotics Anonymous."

HOW IT FUNCTIONS:

Each worker works a 12-hour shift. (6 hour shifts are not recommended, due to the amount of people involved.) The worker calls the answering service at the beginning of their shift, giving them their name and number and telling them when their shift will end.

When the answering service receives a call, they will say "Narcotics Anonymous." If the person wishes to talk to someone, they will ask him to hold on, and will ring the workers phone. When the worker is on the line, they will patch him into the line that the caller is on. This is called "cross-connecting." (Each "cross-connect" is charged to the monthly bill.)

If the caller has a question only, the worker answers it as briefly as possible. (The answering service and the phone company will each charge for message units, for the use of their respective equipment.) If the caller needs to be 12th Stepped, the worker gets his name and number, and tells him that someone will call. He then hangs up, and calls the people on the 12th Step list who have agreed to accept 12th Step calls. When a person is found, the information is exchanged, and the phone line worker waits for the next call.

Due to the one phone system, every conversation must be brief. A long, drawn out conversation with an addict who is too scared to give his name or number will prevent anyone else from getting through. Any personal calls made or received by the worker must be kept as short as possible, as well.

RECOMENDATION

This type of phone service is strongly recommended for Fellowships that are spread out over a wide area, where travel to a central office is difficult; and is recommended to all groups with monthly phone service budgets under \$150.00.

CENTRAL OR AREA OFFICE

I. PRO's

A. CENTRAL LOCATION.

1. There need only be one 12th Step file, which can be updated and changed immediately
2. Other information is available to all workers immediately, such as new meetings, conventions, etc.
3. Records of the area service committee, phone line committee, etc. can be stored in the office, and are thereby easily available to all.
4. Literature can be stored, and a central sales location is provided.
5. Office can be used for committee meetings.

B. A TWO-PHONE SYSTEM CAN BE PROVIDED. One "hot line" to receive calls for help, and a second office phone to call out on.

II. CON'S

A. A 24-HOUR SERVICE IS ONLY POSSIBLE WITH EXTRA COST. Most existing services have a tape recorder answering machine to take late night messages.

1. With extra money, an answering service can be used to "cross-connect" late night calls to the home of a volunteer. (See "answering service")
2. Some phone companies provide a "call forwarding" service similar to the service that an answering service provides. Check with your local phone company.

B. HIGH COST

1. The initial cost includes office rent deposits, phone installation, supplies,

etc. Areas vary greatly, but most Fellowships report an initial cost exceeding \$400.00. Check local costs.

2. Monthly costs may be estimated at a little more than half of the initial costs.

C. DISTANCE TO AND FROM THE OFFICE MAY BE RESTRICTIVE.

HOW IT FUNCTIONS:

The office workers cover shorter shifts than the answering service workers, due to the discomfort of the office setting. Shifts of no longer than four hours are recommended.

The worker arrives and checks the tape machining or answering service for messages, and follows up on these. The same procedure is used in the office as with the answering service for 12th Step calls, except that the office phone is used to make outgoing calls, and the "hot line" is kept open. This allows for longer and less pressured conversations, but it should be remembered that message units are costing money. Personal phone calls are discouraged.

At the end of the shift, the worker gives any needed information to the next shift, or answering service. The worker is responsible for making sure the next shift is covered. If someone doesn't show up, it is his responsibility to call the appropriate persons to solve the problem. If calls are to be forwarded to someone's home, it is his responsibility to make sure that person is home, and that the calls are being forwarded.

With each worker working in a central location, problems are discovered immediately, and can be solved; where with an answering service type set-up they may go unnoticed for the entire shift.

RECOMENDATION:

This type of phone service is recommended for a large and active, city-based Fellowship where distances are not too great, and finances are available; and is recommended for a thinly spread, rural or statewide fellowship where an answering service is impossible, but where enough funds are available to support an office in a central city that can serve as a regional base for the whole state.

ANSWERING SERVICE SET UP SHEET

I. CONSIDERED MAXIMUM COSTS

There will be two monthly bills: the answering service bill and the phone company bill. Try to get an estimate of these two bills. Get the initial costs, they may be considerably more than the monthly costs. Supplies are initial costs, (12th Step lines, write up sheets, etc).

II. ASK FOR SUPPORT

- A. Get committments from phone line volunteers, to see if there will be enough workers. Make a meeting announcement.
- B. Those who can't work the phone line can be listed on the 12th Step list. Everyone is needed.
- C. Have a special meeting with the phone service as the topic.

III. GET THE MONEY

Ask for contributions from meetings, or have a special phone line function (dance, picnic, dinner, etc.)

IV. PUT TOGETHER PHONE LINE KITS—to include:

- A. List of 12th Step volunteers from all the areas you will be serving. Make a men's and women's list. List name, phone number, and area of residence.
- B. Write up sheet, with spaces for name of caller, location, phone number of caller, have they ever been to N.A.?, and who the call was referred to. (You might want to ask where they heard of N.A., for future reference.)

V. DO IT!

- A. Work with the answering service and the phone co. in establishing the N.A. phone.
- B. Give list or schedule of the phone line workers to the answering service.

FOLLOW UP

- A. Have a phone line meeting at the end of the week, and every month thereafter.
- B. Update the 12th Step list every month, and make the changes known at the monthly meetings. Let it be known at all the local meetings that the Phone Line Chairperson will take all new or changed numbers to the monthly meeting.
- C. Let the answering service know of any shift changes that occur. Give them a newly printed schedule every month or two. Do not depend on the answering service to list any changes in our personel, it is not their job.
- D. Let the Fellowship know how its going. Make a short announcement once a month, at the local meetings.

OFFICE SET UP SHEET

I. CONSIDER MAXIMUM COSTS

- A. There will be several monthly bills, depending on the set-up:
 - 1. Office rent
 - 2. Phone bills
 - 3. Utilities
 - 4. Answering service (if any)
- B. There will be initial costs for all of the above that may be more than the monthly rate (security deposit on office, phone installation, utility hook-up, etc.) There may also be other initial costs:
 - 1. Phone answering machine
 - 2. Supplies (coffee urn, bathroom supplies, refreshment, etc.)
 - 3. Stationary (12th Step file, bulletin board, etc.)
 - 4. Furniture (if not provided)
- C. Estimate the maximum cost. Try to start out with the initial cost, plus two months cash reserve.

II. ASK FOR SUPPORT

- A. Get commitments for office volunteers, to see if there will be enough workers. Make a meeting announcement.
- B. Have a special meeting with the office as the topic.

III. GET THE MONEY

- A. A large function (dance, picnic, dinner, etc.) is almost mandatory to raise this large amount of money. You will probably have to have several functions a year, since meeting donations alone cannot be expected to foot the whole bill. The first such function will give you an idea as to

what kind of support will be coming your way from the Fellowship.

IV. MAKE A 12TH STEP REFERRAL FILE

- A. Assemble a card file of 12th Step volunteers from all the areas you will be serving. File them according to area of residence. Separate the men from the women, so that the proper person can return the call for help. List name, address, phone number.
- B. Make a booklet of write-up sheets for 12th Step calls, with spaces for name of caller, location, phone number of caller, have they ever been to N.A.? and who the call was referred to. (You might want to ask where they heard of N.A. for future reference.)

V. DO IT!

- A. Rent the office, install the phones, stock supplies, etc.
- B. Check every shift for the first week.

VI. FOLLOW UP

- A. Have a meeting at the end of the first week, and every month thereafter, in the office.
- B. Elect an Office Manager, and an Assistant Manager, to run the office, and to call in emergencies, and a Treasurer.

PUBLIC INFORMATION

Now that we have a service to offer to our community, what are we going to do about it? We can't help the suffering addicts if they don't know we

are here to help. This section will explain some of the better ways to get the message out, that we are available, to the community in general and the addict in particular.

There are two basic ways to do this: through Individual Contact by means of posted bulletins and letter mailings; and through Media Contact utilizing Television, Radio, Newspapers and Magazines.

This section will be divided into short explanations of various Public Contact methods, including a discussion of whatever problems there might be, and recommendations for meeting specific needs. Following these paragraphs there will be outlines showing how these methods can begin and be maintained.

There will also be several examples of letters and announcements included to give a better idea of what is being discussed.

INDIVIDUAL CONTACT

INDIVIDUAL CONTACT refers to the means by which we get our message across to the person who needs it directly. To put it simply, we put the message where it can be seen by the person who is interested. This can be done by posting a short message on a bulletin board, or by sending a letter of explanation to a specific person who is in some way dealing with addicts who need help.

This is especially effective in areas where there is not a large Fellowship, where a meeting list of a page or less can be posted on a board. But it is not as good for a large area to post a short message; the larger the city, the more bulletin boards there are, and the better the chances of reaching the addict.

The MAILING OF LETTERS is recommended for all areas as well, but is specifically recommended for widespread rural areas or small towns. Where in a large city it would be impossible to contact every doctor in the area, a small town or farm area would have no trouble doing this. In this sense the smaller areas are the luckiest, for they will not miss anyone; doctor, lawyer, counselor, or clergyman. The large

cities are forced to send such letters to the central organizations of such professionals, where they may or may not distribute the information.

The OBJECT OF POSTING BULLETINS is to get them up in every possible place that an addict might be looking. This obviously requires some manpower, but if every member is given the supplies, a few months effort may find them with no more ground to cover.

The COST OF MAILINGS is determined by the amount of professionals or organizations in a given area. If the number of individuals is prohibitive, then the group might concentrate on those whose work brings them into direct contact with addicts, such as psychiatrists, criminal lawyers, parole officers, etc. Large professional organizations should be contacted, but not at the expense of these individuals.

I. BULLETINS (See Example #1, page 18)

A. These bulletins should be posted at all public institutions, where the type of people that would see them is the most varied, such as:

1. Hospital emergency rooms
2. Health clinics
3. Police stations
4. Welfare offices
5. Courthouses
6. Colleges

B. The bulletins may also be posted on private bulletin boards, if the owners of the business that provide these do not complain. This is especially effective in small towns where merchants are willing to display meeting lists, and short literature.

1. Store fronts
2. Civic auditoriums
3. Church activity boards
4. Laundromats
5. Phone booths

II. LETTERS (See Example #2, page 19)

- A. Letters of the type in the example may be sent to:
 1. Individuals
 - a. Doctors
 - b. Lawyers
 - c. Clergymen
 - d. Counselors (psychiatric, educators)
 - e. Public Defenders
 - f. District Attorneys
 - g. Judges
 2. Professional Organizations
 - a. Medical associations
 - b. Legal clinics
 - c. Law Enforcement agencies
 - d. Medical clinics
 - e. Civic groups
 - f. Church groups
 - g. Mental health agencies
 - h. Insurance agents
 - i. Probation offices, parole departments and offices
 3. Referral Services
 - a. All "Help-lines"
 - b. Psychiatric crisis clinics
 - c. Other anonymous programs (phone services)

MEDIA CONTACT

In spite of what is said against technology, it has provided us with instant communication of a very clear nature with out fellow humans. Along with this availability has come a certain dependence, in that if the resources of our media are not used, our message is likely to go unnoticed. In a world that turns to its TV and radio daily, it seems foolish, if not self-destructive, to bypass the media for older, more traditional methods.

There are four basic types of media contact methods suitable to our needs: TELEVISION public

service announcements, RADIO public service
announcements, NEWSPAPER public service
advertisements and PAID ADVERTISEMENTS.

PUBLIC SERVICE ANNOUNCEMENTS (PSA's) are the donated air time or printed word space that are offered by the various media in the community. These media are required by law to provide this service, as a sort of payment for the privilege of broadcasting or distributing literature in the public domain. These media are not forced to accept any one particular type of announcement, and they are generally overloaded with requests for the service, so it is not uncommon for some stations to ignore our requests. Also, being a free service, it comes at the bottom of the totem pole. Radio and TV PSA's are generally run late at night, when paying sponsors are scarce and the stations have a lot of "dead air." Newspapers that are well fixed with paying advertisers may not provide free space at all, covering their community obligations with "Community Interest" news items. Therefore, depending on the experience of the group as it attempts to utilize the media, it may serve the group well to pay for an advertisement as a sort of buffer against the whims of these businesses.

The bulk of the work in PSA's is the contacting, which is done generally by mail as the Public Service Directors of these businesses are usually given the job as a spare time addition to their usual jobs. Personal contact is valuable, but a long interview or phone conversation asking for a free advertisement, with a person who barely has time for their work, may turn their sympathies the other way.

I. TELEVISION

- A. Stations require a pre-recorded video cassette, which must be provided by the person wishing to make the PSA announcement. Cost of the cassette, as well as the cost of recording, is very prohibitive to most groups.

- B. If funds are available, ask the station if they would like a 10, 20 or 30-second spot, and record a message similar to those suggested for the Radio PSA's (Examples #3, 4, 5.) The visual image should include the phone line number and the words "Narcotics Anonymous," the N.A. symbol, etc.
- C. All contact will be personal in this case, between a member of the N.A. Fellowship, and the TV station PSA Director.

II. RADIO

- A. Authorization is necessary in most states before a PSA can be broadcast; to prevent free advertising. Some proof of the organization's non-profit status may be required. Contact:
 - 1. World Service Office Inc. of Narcotics Anonymous
 - 2. Federal Communications Commission (local offices)
 - 3. Chamber of Commerce
- B. PSA copy must be made up. (Examples #3, 4, 5) These should be submitted to the local N.A. Fellowship for approval, with special emphasis on tradition violations. This copy will have to be submitted to the authorizing organization mentioned in "A."
- C. Contact the local stations with the approved copy, including an explanatory cover letter. (Example #6)
 - 1. All Stations that service the community should be approached, except in the case of a very powerful station that broadcasts into another area where an N.A. group has a different phone service. In this case that group should be asked to cooperate in an effort to get both phone numbers broadcast on one

special PSA, designed for that station.

- D. Follow up every three months with a letter (Example #7) including fresh copies of the PSA's, as most stations clean up their PSA files after a short time.

III. NEWSPAPERS should be sent a cover letter similar to the one sent to radio stations, but including a very short announcement, one that might appeal to the newspaper because it takes up so little space. (Example #8)

- A. Contact every newspaper that is read in the local area, including "throw away" publications, and private newsletters.
 - 1. In the case of a state-wide paper, include the name of the LOCALITY in which you have your phone service.

IV. PAID ADVERTISEMENTS are limited to the funds available:

- A. A 10-second radio spot in Los Angeles costs about \$4,000.00 for a month's daily broadcasting (check local costs).
- B. Contact other N.A. groups for financial support of city-wide or state-wide broadcasts or publications. These could include all N.A. phones in the state.

EXAMPLE 1

DRUG PROBLEM?

CALL

NARCOTICS ANONYMOUS

000-0000

(local phone number)

(ON A 3" x 5" CARD)

EXAMPLE 6

ATTN:

PUBLIC SERVICE DIRECTOR

Dear Sir:

The.....Committee of Narcotics Anonymous is now operating a 24-hour telephone "help-line" to aid the drug addict who wants to stop using drugs.

The phone line serves the areas of..... though we service this area specifically, our phone personnel are able to route outside calls to the proper numbers. Hence, we are contacting some stations whose broadcasts exceed our area.

Narcotics Anonymous is a Fellowship of recovered addicts who meet regularly to help each other stay clean and free from drugs. We offer a means of recovery to others who wish to stop using. We charge no dues or fees. We are not affiliated with any hospitals, drug recovery houses or any other agencies, but for emergencies our workers do have referral numbers.

We are trying to let the public know of these services, and would greatly appreciate your using the enclosed Public Service Announcements during your broadcast. You will find attached the :10, :20, and :30-second copy that we have registered with theBroadcasters Association.

We are aware that most stations discard their PSA's after a certain time, to accommodate the influx of new material. Since our service is a continuous one, we will be sending you a fresh copy on a quarterly basis with which you may update your files.

We are sincerely grateful for any consideration you may give us.

Yours truly,

EXAMPLE 7

ATTENTION PUBLIC SERVICE DIRECTOR:

Enclosed are copies of our PSA's concerning our 24-hour help-line for drug addicts who want to stop using drugs. We are making quarterly mailings in order that stations may update their files.

We are very grateful for any and all help you may have given us. Since we are not a profit-making organization, we are thoroughly dependent on these PSA's. Any continued aid will be thankfully accepted.

Yours truly,

(Include the 10, 20, and 30-Second PSA copy.)

EXAMPLE 8

ATTN: EDITOR OR PUBLIC SERVICE DIRECTOR

Dear Sir:

Narcotics Anonymous is a Fellowship or society of men and women for whom drugs had become a major problem. We are recovered addicts who meet regularly to help each other stay clean. Ours is a program of complete abstinence from all drugs. We are not affiliated with any other organization, and we charge no dues or fees for our services.

Our committee, which serves the areas in which you distribute your publication, is operating a 24-hour telephone "help-line" in order that addicts needing help can reach us. We are trying to let the public know of our services, and would appreciate any help you might give us in the way of continuing announcements in your publication. Since we are not a profit making organization, we are hoping that this announcement can be printed on a public service basis.

The announcement should read as follows:

**DRUG PROBLEM?
Call Narcotics Anonymous
000-0000
24-Hours**

If your time permits, we would appreciate a note regarding your decision, for our records. Thank you for your consideration.

Sincerely,

The material in Part II of this handbook is work in progress of the WSC P.L. Committee. These pieces were distributed to all participants of the April 29th World Service Conference.

The following sections are to be used for review and input and may be helpful in P.L. activities in your area and region until a final, approved version of our P.L. handbook is available. Use it with caution and record your evaluation of its strengths and weaknesses.

Any input or questions regarding this or other P.L. related material and activities may be directed to your RSR or to the WSC P.L. Committee, c/o the World Service Office.

P.L. AT VARIOUS LEVELS

It is essential that all public information efforts of Narcotics Anonymous be well planned, prepared and carried out. The clarity and quality of our public image has a direct bearing on whether or not addicts who need us find us. For that reason, P.L. efforts must be undertaken with patient, careful planning.

These guidelines were developed to help P.L. subcommittees sort through the sometimes complicated issues involved in P.L. work. You are strongly urged to read them carefully and consider each of your P.L. projects in relation to the points below before proceeding. If you do that, you will find that many of the potential difficulties can be avoided, and this important area of N.A. service can be quite fascinating and rewarding.

First of all, it is important to understand how public information fits into the N.A. service structure. P.L. subcommittees, like other service activities, must be responsible to the Fellowship they serve. This can be accomplished effectively if each committee is a subcommittee of an area or regional service committee. P.L. subcommittees should not be created or operate independently of the group the area or region they serve. This is an important aspect of the unity of purpose which guides our P.L. efforts. The area or regional guidelines should always include specific language about the formation of the P.L. subcommittee, its officers, its duties and its responsibility to work through and under the group conscience of the area or regional committee. Area and regional service committees can provide support, guidance and lines of communication throughout the Fellowship.

The following divisions of media outlet responsibilities have been arrived at through review of the service structure and the "coverage" of each type or source of media activity. It is provided for guidance and understanding in order to avoid problems associated with

media activities that extend beyond the scope of responsibilities of the various levels of service.

The World Service Conference Public Information Committee's responsibilities include all contact with national media, as well as local or regional media that is syndicated outside of the region from which the production is generated. The following are examples, but the list is not intended to be complete: United Press International (UPI), Associated Press (AP) or other national or international news syndicates including the national news activities of ABC, CBS, NBC, CNN, Cable TV networks or Syndicated cable channels (WTBS, WGN etc), Westinghouse Broadcasting, and nationally distributed programs such as Good Morning America, 60 Minutes, 20/20, Merv Griffin; the national and international print publications such as Time, Newsweek, Readers Digest, People Magazine, or similar magazines. Also included should be the national or international desk activities of major newspapers such as the N.Y. Times, L.A. Times, Chicago Tribune, Washington Post, Wall Street Journal, Hearst Syndicate, and syndicated columnists (Ann Landers, Mike Royko, Dear Abby). It should be noted that some reporting and programing done by local affiliates of network or national media companies is for local use only. When contact is made with a media representative from one of those electronic or print outlets that does both local and national coverage, the contact should be asked directly but politely whether the use would be for local or national coverage. P.I. coverage involving only local geographic use can be handled by a regional or area P.I. subcommittee.

In order to promote unity and avoid confusion or conflict, the World Service Conference has adopted the following guidelines for participation by N.A. in world or national media broadcasting or print communications: "that individuals participating in any national television program be selected jointly by the World Service Board of Trustees, the WSC P.I. Chairperson and the WSC Administrative Committee Chairperson."

Regional public information subcommittees' responsibilities include all contact with media outlets contained or syndicated within a particular region when more than one area is involved. For example, a newspaper chain that owns and operates independent papers in different cities in one state should be handled by a regional P.I. subcommittee. Other examples would include print or broadcast media outlets in one state owned and operated as a small syndicate. The following are examples, but the list is not intended to be exclusive: St. Louis Post Dispatch, Los Angeles Daily News, Orange Counter Register, Chicago Sun Times, San Francisco Chronicle, Philadelphia Inquirer, Atlanta Daily Journal or the Miami Herald. Radio and TV coverage in metropolitin cities like Chicago, Miami, Los Angeles, Boston, Philadelphia, and Washington D.C. may be better handled by regional rather than area P.I. committees. Particular attention should be paid to coordination of certain large city radio and TV stations where the broadcast area for local programing is intended for geographical areas that are part of other regions or areas. For example, the New York City stations may provide local coverage for New Jersey and other states north of the city. Coordination among regional committees in these circumstances is important.

Area public information subcommittees should handle those newspapers, radio stations and T.V. stations serving only that area. If the particular newspaper or station serves an area that extends beyond the boundries of the area committee, the adjoining area subcommittees and/or the regional P.I. subcommittees should be consulted.

Our experience has shown that conflicts and tradition violations can be avoided if all P.I. contacts to or from these media outlets are handled by P.I. committees at the appropriate level of service. An important point to remember is that no media contact should be made by an individual acting alone. Every contact should be a cooperative effort according to P.I. guidelines.

It is important for area or regional P.L. subcommittees located adjacent to one another to maintain regular contact. When a specific media outlet's audience or readership lies in more than one area or region, good communication among committees can prevent duplication or omission of services. The many 50,000 watt radio stations are good examples. Unity of purpose, guided by our traditions and spiritual principles, must prevail in all N.A. service efforts. In that spirit, regional P.L. subcommittees provide the setting for contact among area committees.

This may be done in a variety of ways, depending upon the needs of each particular region. ASR's can include P.L. information and/or questions in their regular reports to the RSC; regional P.L. subcommittees can include representatives from area P.L. subcommittees in their regular meetings; regional P.L. subcommittees can host quarterly workshops for area P.L. people. The important point is that channels of communication be open among all neighboring P.L. subcommittees, and that information and cooperation flow freely.

One important reason for this need for cooperation and communication is the potential for overlap of services among the various P.L. subcommittees. The field of exposure of many local media outlets is much greater than any one subcommittee's service area. For instance, the P.L. sub-committee serving Denver, Colorado may communicate to local T.V. stations. These stations, however, broadcast to a geographical area that extends not only beyond the city limits, but includes large portions of Colorado, Western Nebraska, Southern Wyoming and part of Kansas. Prior to contact with these stations, P.L. efforts should be coordinated not only with adjoining area P.L. subcommittees, but also with regional P.L. subcommittees in the surrounding states. Sometimes local media outlets in large metropolitan areas have direct links to national media outlets. In some cities, for example, local affiliates often contribute material to national T.V. networks. It is possible that an area P.L. subcommittee effort might be

picked up and carried across the full newtork system. This can be confusing, and may harm the Fellowship. Whenever this possibility exists, the local P.I. subcommittee should find out from the start just how strong that possibility is. If such nation-wide exposure of a local P.I. project is at all likely, contact the WSC-P.I. Committee before proceeding.

National media coverage should not be attempted, and hopefully won't occur accidentally, through an area or regional subcommittee. The WSC-P.I. Committee has resources and experience in handling these national media contacts, and is responsible to the Fellowship for these national media activities. The WSC-P.I. Committee is best able to coordinate such efforts, promote unity of purpose, avoid violations of traditions and communicate to and about the Fellowship as a whole.

It is also important to consider how P.I. efforts may have an impact on non-P.I. committees within N.A. Usually the first contact made by a person responding to the P.I. effort is with the telephone hotline. This fact is frequently ignored by P.I. subcommittees. If a hotline subcommittee is separate from the P.I. subcommittee, it must be included in planning and implementation of programs that promote public awareness or invite contact with the Fellowship. Similarly, there may be some overlap in the efforts of P.I. and H&I subcommittees. When a P.I. project seems to spill over into the area of H&I, the two subcommittees should cooperate. The ASC or RSC provide ideal settings for such cooperation.

DO'S AND DON'TS FOR P.L. COMMITTEES

These Do's and Don'ts are suggested only. In our past experience in public information work we have found that practicing the Do's best carries the message of N.A. to the public. When the Don'ts are not taken into consideration, our message may become distorted.

- DO Have a working knowledge of the traditions.
- DO Follow established guidelines.
- DO Be consistent. Follow through with your plan of action.
- DO Keep updated records of contacts, posted announcements, PSA's, speaker's list and follow up regularly.
- DO Remember quality is more important than quantity. Start with one or two projects and do them well before branching out.
- DO Make sure that meeting lists are updated regularly.
- DO Remember other programs are part of the public we are informing.
- DO Obtain an understanding of and be responsive to the needs of those we serve.
- DO Present a good image of recovery (be on time, dress appropriately, and avoid the use of obscenities, etc.)
- DO Work within the service structure to determine the feasibility of projects and to keep the lines of communication open.
- DO Make information packets available.
- DO Consult with members experienced in P.L. work before contact with the media and/or public.
- DO Use discretion when giving out personal phone numbers.
- DO Assist the media in screening their features or articles for tradition violations before publication.

* * * * *

- DON'T** Affiliate with other Twelve Step organizations or treatment facilities.
- DON'T** Overtax your human-power and resources. Burn out on a project before it is completed creates a bad image of N.A. to the community and/or media.
- DON'T** Over step media boundaries where area/regional geography is concerned. When in doubt, ask!
- DON'T** Do it yourself. Remember the first tradition and that the service structure is there to be used.

PI22

PUBLIC INFORMATION/COMMUNITY MEETINGS

What is a public information/community meeting?

The purpose of this type of meeting is to inform the public about our Fellowship. A public information/community meeting (call it what you choose) differs from an open N.A. meeting in that we invite people outside our Fellowship to attend and we structure the meeting to address the particular focus of our guests. This is a "special meeting" rather than a regular N.A. meeting.

The focus of a meeting of this type will be in part determined by your choice of the people who will attend. For example, a group might decide to hold a community meeting in their neighborhood and invite clergy, teachers from nearby schools, and/or members of a neighborhood association. An area P.I. committee might plan a city-wide or county meeting to inform the health care professionals and workers in governmental agencies. A regional or state convention can provide an opportunity for a public information meeting separate from the scheduled program and invite media coverage as well as members of the helping professions.

The point is, this is a meeting hosted by Narcotics Anonymous and structured to effectively carry the message to addicts and to people who come in contact with addicts.

Legwork for setting up a P.I./Community meeting.

- 1. Target the groups or individuals you want to reach.**
- 2. Find a location that is easy to reach, centrally located and if possible, well known.**
- 3. Send out a letter of invitation to these individuals and groups.**

4. Follow up by calling organizations/groups to see if they will be sending a representative.
5. If you wish to reach the community at large, have the meeting announced on radio, community calendars, in newspapers etc.
6. Set up speakers and guest speakers ahead of time.
7. Get refreshments.
8. Make sure speakers understand the time limit.
9. Be sure that all participants understand the need to dress nicely and avoid foul language.
10. Start on time.
11. End on time.
12. Bring literature and meeting lists.

SUGGESTED FORMAT OF A PUBLIC INFORMATION MEETING

Introduction:

Hello, I'd like to welcome everyone to this public information meeting, sponsored by the _____ group/area/region of Narcotics Anonymous. My name is _____ (first name only)____, and I'm an addict.

The purpose of this meeting is to inform the community of what we offer in Narcotics Anonymous: recovery from the disease of drug addiction. Our message is simple: An addict, any addict, with the desire to stop using drugs, can stop using, can lose the desire to use, and can find a new way of life through N.A.

N.A. is a worldwide Fellowship of recovering addicts who help each other stay clean. N.A. was founded in July of 1953. It grew very slowly for the first twenty years, but began to spread quite rapidly in the early 1970's. By the early 80's, that growth was explosive, in part as a result of the publication of our Basic Text, Narcotics Anonymous. By January of 1985, there were some 4000 N.A. groups in 27 countries, with several new groups being added to the list each day. Narcotics Anonymous is growing at an incredible rate today in all 50 states and across Canada, and continues to stabilize in more countries all over the world. Here in _____, N.A. was formed in _____ (year)____, and has grown to _____ (number)____ meetings per week. We will discuss the local N.A. fellowship in more detail later.

We will begin tonight's meeting by reading from some N.A. literature to better acquaint you with our program. A recovering addict will then be called on to share his/her personal experience in addiction and recovery. Next we will give you a detailed description of our local N.A. groups, including meetings lists, contacts, and

hotline numbers. We will finish up with a question and answer session. Any opinions you hear tonight are the speaker's, and not necessarily those of N.A. as a whole. The meeting will last until (time) . You are invited to stay for coffee after the meeting is over.

As is customary in regular meetings of N.A., we will begin with a moment of silence for the addict who still suffers, followed by the serenity prayer. [optional]

READINGS:

I have asked _____ to read "Who is an Addict."
I have asked _____ to read "What is the N.A. Program."
I have asked _____ to read "How it Works."

Before I call on the first speaker, I would like to say a few words about anonymity. We remain an anonymous Fellowship so that addicts who seek recovery here may be confident that their anonymity will be protected. Many of us eventually come to have nothing to fear from society if it becomes known that we are recovering addicts; still we maintain anonymity as a reminder that it is not our personal identity that is important in N.A. What is important is that we are addicts who have learned to live without drugs. Personal anonymity at the public level remains an important spiritual principle, reinforcing the humility necessary for ongoing recovery. Thank you for respecting that when you leave here tonight.

Our first speaker tonight is (first name only) .

[Share for not more than 15 minutes. Be neatly dressed. Please DO NOT use ANY foul language. "What I was like, what happened, what I am like now." Be sure to leave ample time to share about your recovery without going over your time limit.]

Our second speaker tonight will share information about our local N.A. groups. (first name) .

1. Local history of N.A.—where and when the first group started, when expansion began, how many groups today. (It is sometimes helpful, if applicable, to be candid about the change in atmosphere in the local groups since the "early days." This may address their pre-conceptions or fears about N.A., if any.)
2. Formation of service committees—describe local H&I efforts, literature outlets, hotline arrangements, P.I. efforts, etc.
3. How to make use of N.A.—Describe the steps to take in contacting N.A., and how they may expect you to respond. Tell them about Twelfth Step lists, pass out meeting lists, including hotline numbers, explain sponsorship, and how it is handled locally, explain how they may get an H&I panel or P.I. speakers to come to their facility, etc.
4. Include other relevant local information, if any.

The floor is now open for questions and answers.

[after Q & A]

The pamphlets and magazines on display are free; the books are for sale. World Service Office order forms are also free, should you want to order your own literature directly. Thank you for your attention tonight; please stay for coffee and fellowship after the meeting, and feel free to contact N.A. at any time should a need arise.

[closing prayer optional]

pi-info

A SIMPLE GUIDE TO WORKING WITH REPORTERS

What do I do when a Reporter calls?

1. Don't panic. Reporters will usually call in order to get information for the purpose of creating a positive story about recovery through N.A. Every effort should be exerted to convey a positive, well organized, appropriate response. Every P.I. subcommittee should have a specific plan for such eventualities so that there is no confusion when it does happen.

2. Call the chairperson of the P.I. subcommittee (area or region as appropriate). Depending on the contingency plan of the P.I. subcommittee, an appropriate person will be asked to take responsibility for the matter. If you are the lucky one, the following steps will be helpful.

a. Be polite and positive, and find out from the reporter the probable circulation or distribution of the information that will be obtained, to determine if this is really an area, or region or world level P.I. matter.

b. Never, unless it absolutely cannot be avoided, talk to a reporter alone. Always have another N.A. member present, preferably another member of the P.I. subcommittee.

c. Obtain information about the reporter and the paper or station they are from. This information should include; name, address, phone numbers, date of contact, probably the date information will be used, and the different papers or stations that will use the information.

d. Immediately after the interview, make clear records about the subject discussed, information revealed and other pertinent facts about the interview. A written or verbal report should be given to the subcommittee chairperson immediately after the interview is over.

e. Be conscious always of our Traditions, particularly about anonymity and N.A. not having any opinion on outside issues.

The following are the most frequently asked questions about how to handle a contact with a reporter from newspapers, magazines, radio and TV. Every P.I. committee should discuss these questions and develop written policy statements, in considerable detail, how such contacts should be handled. Every person involved with P.I. should be given a copy of the policy statements immediately upon their participation on the P.I. subcommittee. When the situations then occur each member of the committee and the Fellowship can be assured that the matter will be handled properly.

In some areas the policy statements may be different from those in other areas or regions. Uniformity is not essential, except in the application of our Traditions to protect the Fellowship as a whole and our individual members.

What if the Reporter wants to attend a meeting?

What if the Reporter wants to bring a camera crew or take pictures as part of the story?

What if the Reporter asks questions about people by name?

If the Reporter learns from any source about the participation of a "public person" (a professional sports figure, entertainer, etc.) they will go to almost any lengths to get information, even an acknowledgement of the individuals membership in N.A.

What if the contact person wants a representative to appear on radio or TV?

What if the Reporter asks about treatment centers or how we refer people to detoxification programs?

Additional insight to handling contacts with media representatives can be obtained from the pamphlet on Trustee Letters on Public Information which can be obtained from the WSO.

Some insight about Reporters

Reporters are people doing a job. They have a responsibility to their editors and papers or stations to produce stories that contain facts, revealing facts if possible, including names and other specific items that they believe are important. They will direct the questioning in ways that they believe will be informative to their audience as a whole. The story, as they envision it in their minds, may not necessarily involve information that you feel is important for them to know about N.A. Your task is to respond to their needs and to our needs to provide infomrative, positive information that does not cause problems for you or the Fellowship.

Reporters are trained to use every item of information that comes to them, written or orally. If you mention names of people, events or places, they will record that, whether on paper, with their equipment or in their minds, and use it, even if you think they missed it. If you reveal something to a reporter that should not have been stated, such as an anonymity break, you must immediately—before the next word is spoken—**ASK THAT THAT ITEM OF KNOWLEDGE NOT BE REPORTED.** If you do not then and immediately make that request it may be too late. They are not likely to respond favorably to a phone call the next day with the same request.

There is a difference in the objectives of reporters and P.I. subcommittee members. The reporter is responsible for obtaining information for a story that is better if it has specific names, dates, places and numbers. They will particularly want to know about the relationship of the members and the fellowship to drug use generally and about specific levels of drug use for certain drugs. They will want to know the relationship of members to former suppliers and others currently using.

The task of the P.L. subcommittee is to take advantage of this opportunity to get across the message of recovery, not to provide information for an expose. It may take some experience and patience to steer clear of giving answers to such questions as illustrated above but it is important to do so.

pi3.15

P.I. QUESTIONS AND TRUSTEE ANSWERS

This section contains a list of questions received from members and groups which relate to various P.I. activities.

The answers, formulated by the Board of Trustees, are not meant to be the final authority, but have proven helpful to many members in gaining a better understanding of the relationship between P.I. and our Twelve Steps and Twelve Traditions.

As with the rest of this work in progress, changes and revisions may be made in order to obtain the most comprehensive answers possible, but they may aid in developing written statements for your P.I. subcommittee as described in the previous section.

Q. We are enclosing a list of referral sources including hospitals, state and county agencies and Nar-Anon, which we use for referral sources on our telephone hotlines. We use a disclaimer with these referrals. Is it appropriate for us to do this?

A. We believe that making specific referrals through our N.A. hotlines would in fact violate the Traditions of Narcotics Anonymous, with or without a disclaimer. In order to remain consistent with the Twelve Traditions, the entire referral page listing referral services and numbers needs to be removed.

Hotlines are comprised of individual members of the Fellowship. These members share their experience, strength, and hope with the individuals who call. Sometimes members suggest that the caller receive medical attention; however, specific referrals should be avoided and common sense needs to be exercised.

With respect to Nar-Anon, we believe that again the individual answering the call might state that while we are not affiliated with Nar-Anon, it has been our experience that family members of addicts have often found help for the chemical problem in their family through Nar-Anon.

Q. We have just organized a hotline for Narcotics Anonymous in our area and have received some calls from family members and from one individual obviously in need of medical help. We would like some suggestions on how to handle these calls. Some of us would like to refer family members to Nar-Anon and also recommend medical help when it seems appropriate. How can we do this and stay within the tradition?

A. It would be extremely difficult to withhold information regarding Nar-Anon to family members who call on the N.A. hotline. It would also be inappropriate not to advise someone who was obviously in need of medical assistance that they need to get medical help. However, care needs to be exercised when suggesting Nar-Anon for family members or medical assistance. The languages used to convey the information should be such that an endorsement is not made or implied concerning these resources. For example, the information could be imparted in this manner: "While we are a helpline operated for the purpose of allowing addicts the opportunity to discuss their desire to stop using, we are frequently asked for information by family members or for information about medical facilities. We cannot endorse any specific facility."

"Concerning medical facilities there are many listed in the phone book and you should perhaps go to the one closest to you. On the subject of family members. Some of our members families have found help in Nar-Anon. Although we are not affiliated with Nar-Anon we can get an address or phone number."

We share our experience, strength and hope on hotlines and some of that experience, strength and hope can involve Nar-Anon and our suggestion of medical assistances but it should not in any way constitute our endorsement of those organizations.

Q. What about the importance of anonymity?

A. Our Eleventh and Twelfth Tradition talks about anonymity. Tradition Twelve states that "anonymity is the spiritual foundation of all our traditions ever reminding us to place principles before personalities."

Tradition Eleven cautions us to maintain our anonymity at the level of press, radio and films.

When an individual member of the Fellowship finds himself or herself in the limelight as a member of Narcotics Anonymous, this results in that individual speaking for Narcotics Anonymous. It also creates an artificial barrier between the particular member and other members of the Fellowship. It taps into the grandiosity that is a part of our individual characters and sets the person up as an expert which of course, none of us are. Breaking anonymity at the level of press, radio and films is dangerous to the individual's recovery and might be a deterrent to other individuals coming into the Program. They may feel that we can't be trusted to maintain their anonymity or that they will be required to discuss their addiction and recovery on a public level.

The Fellowship at all levels—area, regional and world—needs to very carefully select individuals to do P.L. work. There are individuals who actively seek media exposure and these individuals are probably the least qualified to do P.L. work. Those individuals best qualified are those who value anonymity and are willing to serve out of love for the Fellowship and not out of ego needs.

Q. In writing to radio and television stations, judges, hospitals, detox's etc., should a P.L. chairperson or committee members use their full name?

A. If there is any reason to believe the letter will be published or find its way on the air then it is important that last names be avoided. Wherever there is a chance that this may occur a non-addict should be used to write the letter. Where this is not feasible, the use of the first name and last initial is appropriate. It has been our experience that letters without a full signature often have less credibility in the eyes of the recipient.

Above all else we need to adhere to our traditions and maintain anonymity at the level of press, radio and films. Some of our members have had the unfortunate experience of having these individuals from press make promises that their anonymity would be maintained only to later see their names in print.

One member wrote a letter to a school board regarding Narcotics Anonymous and the board turned the letter over to a reporter who was writing an article on drug usage in the school system. These types of experiences have taught us to exercise extreme caution in these matters.

Q. How can we answer the question "Who is the founder of Narcotics Anonymous"?

A. The history of Narcotics Anonymous is different from that of Alcoholics Anonymous and some other Twelve Step Fellowships. While much of A.A. beginnings came from two people, Narcotics Anonymous involved as the result of a group effort and did not have a single founder. Along the way a number of individuals played key and important roles. The process through which Narcotics Anonymous grew and developed highlights one of our strengths—the strength of the group. The strength of anonymous people.

Q. When is it appropriate to use non-addicts to provide information about Narcotics Anonymous to the media or outside agencies?

A. We believe that non-addicts should always be used to provide information about our Fellowship on national television, radio, magazines, newspapers, etc. With respect to local T.V. stations we believe it would be helpful for a non-addict to appear but also realize that a non-addict may not always be available for this purpose. With respect to outside agencies, it may be beneficial to use non-addicts, depending on the agencies. For example, in approaching the American Medical Association it might be helpful to have a physician who is a non-addict explain how physicians might utilize Narcotics Anonymous in working with their

addict patients. Endeavors which target federal agencies might find it helpful to utilize a non-addict who has knowledge or expertise in the agency being approached.

We believe that we need to avoid the use of blacked-out faces, silhouettes and shadows. Some of these techniques have been used to maintain anonymity. However, these techniques are also used by the media to protect the identity of criminals, informers and other nefarious characters and therefore denote a very negative image. It gives the impression that we have something to hide. They are not only ineffective but cause a negative image. Something we have and are working very hard to get away from. For this reason non-addicts who have understanding of our Fellowship, our steps and our traditions are important to us.

Q. We are writing to ask if it is alright for some of our members to take photographs during an N.A. meeting.

A. The World Service Board of Trustees feels it is a violation of our Traditions to take photographs at any N.A. meeting, regardless of whether it is a regularly scheduled meeting of Narcotics Anonymous or a meeting held at any N.A. function or activity.

Taking photographs at banquet dinners, dances and picnics seems to be a common practice throughout the Fellowship. We believe this practice does not constitute a violation of our Traditions provided those individuals whose pictures are taken have no objection and that the photographs are for the enjoyment of the individuals involved and are not ever to be used at the level of press, radio, or films.

Q. May a group choose to announce the time and location of the N.A. meeting in newspapers, radio or TV in order to reach still-suffering addicts in the community.

A. A group may announce the time and location of the meeting in newspapers, on radio or TV in order to reach still-suffering addicts, but should do so only when

it is absolutely necessary. Whenever possible hotline numbers should be used in newspapers, radio and television announcements. We realize that this is not possible in some smaller areas and regions which do not have the resources necessary to maintain a hotline. These areas and regions can then announce the times and location of meetings until they are able to maintain telephone hotlines.

Q. Is it a violation of any tradition for members of Narcotics Anonymous Public Information Committee to participate in a public health fair? Would members talking in person about N.A. amount to a breach of anonymity? Can a P.L. committee pay a fee to participate in a health fair?

A. Participation in a public health fair would be an appropriate endeavor for an area, regional or world level P.L. effort. Health fairs provide a good opportunity for the members of our Fellowship to let the community know who we are and what we do. A booth or table is often provided at these functions where we can make literature available and tell people that we exist and can help anyone with a drug problem to recover.

This participation would not be a violation of anonymity. Individuals talking in person about Narcotics Anonymous do so of their own volition and at this level anonymity is a matter of personal choice. We would suggest that first names be used and further would caution participants that at the level of press, radio and films anonymity needs to be maintained as specified by our Eleventh Tradition and Twelfth Tradition. Photographs should not be allowed under any circumstances.

It would no more be a violation of our traditions to pay a fee to participate in a health fair than it would be to participate in one. I would, however, be necessary for any funds expended in this fashion to go through an area, regional or world level budgeting process

Q. When an outside organization or agency requests a Public Information speaker and offers to pay travel expenses, can the P.I. committee or individual accept such reimbursement?

A. Sometimes these offers come from organizations or agencies who do not understand our program, our steps, or our traditions. These organizations and agencies are often accustomed to paying a fee or offering reimbursement for expenses as a matter of course. However, this is not appropriate for Narcotics Anonymous. We are self-supporting through our own contributions and we cannot accept a fee for P.I. work nor a check for expenses incurred. It is important that we explain our traditions and the reason why it is not appropriate to accept this type of fee or reimbursement.

Q. Can a member of a P.I. committee be reimbursed by the P.I. committee for travel expenses?

A. Members of a P.I. committee can be reimbursed by the P.I. committee for travel expenses. Reimbursement for travel expenses is a very responsible course of action by a P.I. committee and is well within the Seventh Tradition.

Area, regional or world level committees are all responsible to those they serve. This reimbursement must go through the budgetary process which has been set by the area, region or world.

Q. Is it appropriate to use the N.A. logo in P.I. materials to go out to the public (PSA's, billboards, posters, etc.) or should the name Narcotics Anonymous be used?

A. The N.A. logo and the name Narcotics Anonymous can both be used in P.I. materials. P.I. work involves informing the public about who we are and what we do. In order for us to do this effectively we need to be able to use our name Narcotics Anonymous. The N.A.

logo is also attractive and we are proud of it, we should most definitely use it when appropriate.

Q. Our public information committee is currently using the N.A. logo and the name of our Fellowship "Narcotics Anonymous" on its stationery. It has been brought to our attention that this may be a violation of our traditions. Can you clarify this matter for us?

A. There is no tradition violation in the use of the N.A. logo and the words Narcotics Anonymous on an area P.I. committee's stationery. The confusion in your area may stem from a motion passed by the World Service Conference in 1982. The motion stated only the N.A. logo and not the name Narcotics Anonymous was to be used on convention and activity brochures and fliers. This motion does not apply to stationery. Hence the name Narcotics Anonymous may be used on stationery of service boards and committees at an area, regional and world level.

Q. Can we use billboards in our P.I. work and are they considered attraction or promotion?

A. A billboard can be one of attraction or promotion depending on its content.

In order to remain within the parameters of attraction, billboards need to be simple and provide very basic information regarding the N.A. Program, and include the local N.A. hotline number.

Q. Is it promotion or attraction when a P.I. committee contacts schools, probation officers, county or government officers and treatment center to let them know about N.A.?

A. Our Eleventh Tradition tells us that our public relations policy is one of attraction rather than promotion. When P.I. committee members go out into the community and inform government agencies and individuals who work with addicts about who we are and what we do, they are operating well within the level of attraction. We provide information regarding our

program and letting those agencies and individuals know we are a Twelve Step Program of recovery from the disease of addiction.

Care needs to be exercised to avoid any promises or to make any commitments we cannot keep. When we begin to do this we have crossed our line into promotion.

Q. Are PSA ads on the radio attraction or promotion.

A. Whether PSA's on the radio and television are attraction or promotion depends directly on the content of the material presented in the advertisement. It seems to us that there is a fine line between attraction and promotion. Providing basic information and letting the public know who we are and what we do is another area of attraction. When we go beyond the act of letting the public know who we are and what we do, we get into the area of promotion where we start making exaggerated promises which are beyond the scope of recovery from addiction, we have crossed the line into promotion.

All video materials need to be carefully reviewed by the World Service Board of Trustees to ensure that they stay within an informational framework.

Q. What about P.I. endeavors for or at N.A. Conventions?

A. P.I. efforts at conventions have often been informal, haphazard and sometimes disastrous. If it is a regional convention we suggest that the regional public information committee be involved and that the committee provide a specific, formal set up for any public relations effort.

One regional convention held a public information meeting. Beforehand, they sent out letters to the press, radio and television as well as judges, probation officers and doctors informing of the date, time and place where the meeting was going to be held. It was extremely successful. A world convention should ask the World P.I. Committee to assume responsibility for P.I. efforts at the world convention.

P.I. efforts at conventions need to follow a specific plan and have a P.I. committee fully responsible for them.

Q. Is it appropriate to convey the message that addiction is a disease in our P.I. effort?

A. Addiction is a disease. Our literature states addiction is a disease. Our Basic Text states "We have a disease: progressive, incurable and fatal." We, as a Fellowship, have had first-hand experience with thousands of addicts. Based on our first hand experience we believe we have a chronic, progressive and fatal disease which if untreated will result in jails, institutions and death for us. We believe it is absolutely necessary to state these basic facts about addiction in our public information endeavors.

We are in a stage of public understanding of the disease of drug addiction where Alcoholics Anonymous was with the disease of alcoholism in the late thirties. It was at that time widely held that alcoholism was a moral weakness caused by a lack of character in the alcoholic or it was a psychiatric disorder whose treatment consisted of instilling character in the individual or by treating the underlying psychiatric disorder whereby the excessive drinking disappeared. Alcoholics Anonymous members were the first to suggest that alcoholism was a disease. As a result of the efforts of members of the A.A. Fellowship, today, there is universal acceptance of alcoholism as a disease and the stigma attached to alcoholism has substantially diminished.

There is still an enormous stigma attached to drug addiction and as long as addicts and those individuals working with addicts believe that drug addiction can and should be controlled by the addict, addicts will die trying to find ways and means to develop control. A bi product of public information committee activities will be the educating of the addicts and those working with addicts that drug addiction is a disease and the addict is powerless over it. We need to accept ourselves as persons who have a disease and we need to inform those who work with us and those who love us

that [addiction is a disease]. We can best do this by talking about addiction as a disease in our P.I. efforts.

Q. Should local area or regional P.I. committees produce TV spots?

A. It has been our experience that most regionally produced P.I. video spots have been of a very poor quality. In some incidences the local P.I. committee expended considerable time, energy and money only to find the spots they produced did not meet FCC standards or the local stations refused to use them because of their overall poor quality.

In the past it has been necessary for regional and area level P.I. committees to make video spots due to the fact that the world level P.I. committee had not produced videos. This year, videos have been made by the P.I. committee and will be available following the World Service Conference. These will be available from the World Service Office for a nominal price. They are professionally done, have been carefully reviewed by the World Level Trusted Servants including the Board of Trustees and are well within the guidelines of the Twelve Traditions.

We recommend that with the availability of these videos area and regional P.I. committees use their time and resources in other more needed areas.

Q. Why is it not advisable for a P.I. committee to do P.I. work separate from an area or regional service committee.

A. When a committee acts on its own or is not a part of a regional or area service committee, it is not accountable to anyone. The P.I. committee is responsible for area, regional or world level P.I. work—these committees have responsibility to the Fellowship.

Any committee acting apart from the greater whole creates a very dangerous situation both for the individuals involved and for the Fellowship. P.I. committees must be formed by the area or region in order to be P.I. committees.

Q. Why is it not advisable for an individual to do P.I. work separate from a P.I. committee?

A. Our First Tradition states that our common welfare comes first and that personal recovery depends on N.A. unity. This tradition teaches us that the "we" comes before the "I." Often, what may seem like a wonderful idea to an individual turns out to have disastrous results. Most of the very serious anonymity breaks which have occurred over the past several years resulted from individuals acting on their own and did not occur as the result of public information committee members carrying out projects discussed and decided upon by a public information committee.

When we act on our own we tend to be grandiose, and often operate on self will. One of the reasons we found our way into Narcotics Anonymous is that we could not do it alone. With respect to public information the "I can't, but we can" still applies. Sometimes when a P.I. committee does not accept our idea or project we want to rush out and do it anyway. We grow in our recovery when we can resist this urge.

pi316

PUBLIC SERVICE ANNOUNCEMENTS—GENERAL INFORMATION AND PLACEMENT

Generally speaking, there are three types of PSA's for Radio and T.V.

Television—10, 20, 30 and 60 second spots supplied to stations on 3/4, 1 or 2 inch video tape.

Radio—"Canned" cassette or reel 10, 20, 30 and 60 second spots or type-written spots read by the station's disc jockeys.

Some General points to remember:

Quality is more important than quantity. Go slowly, be careful and be thorough.

Keep records, see suggested form attached.

The station is doing you a favor. They are not obligated to run your spot.

Personal contact with Public Affairs Director is best.

Be sure that radio and T.V. tapes are stored in a cool, dry dark area. Heat and water can ruin tapes fast.

The following suggestions for getting on the air are aimed at most smaller and medium sized stations. Large major city T.V. and radio stations have individual specifications and criteria for getting on the air.

If the broadcast audience is beyond your area's geographical boundaries be sure to wrk with your regional P.I. subcommittee before airing spots. If outside of regional area the WSC P.I. Subcommittee needs to be informed.

Getting on the air suggestions:

1. Call the Director of Public Affairs of your local radio or T.V. station and introduce yourself as a

member of Narcotics Anonymous, a non-profit group of recovering addicts helping addicts to stay drug free. Request 15 minutes of his or her time to discuss the possibility of the station's use of our PSA's. Ask them what type and length of PSA's they use i.e. T.V.-tape size, length of spot. For length requirements radio stations ask whether they use cassette, reel to reel or written and long?

2. He is very busy so be on time, neatly dressed and don't use profanity. He sees you as representing N.A.

3. Explain briefly a little bit about the origin of N.A., its rapid growth and your personal experience, the need for addicts to see/or hear the N.A. message.

4. Give him a **Who, What, How and Why and The Group** I.P. along with your name and phone number for future reference.

5. Knowing what his station requires for the spot in advance, he will ask to see and/or read the spot or ask you to leave it for station management review.

6. Be sure spots have name and phone number of P.I. contact, spot length and title particulars on labels, both on tape and case.

7. If you leave a tape for viewing and/or dubbing onto their system be sure to get a time and date to pick it up. You need it for future changes and other stations.

8. If the station elects to use your spot, be sure to follow up and also report the use to your area and regional P.I. levels.

9. If an invitation to appear on talk shows is offered, inform your area and/or regional P.I. subcommittees.

Do not handwrite or print. Use type written spots only.

Use spots provided by the world or regional level P.I. whenever available.

10 second spot has approx. 20 words.

29 second spot has approx. 50 words.

30 seconds spot has approx. 75 words.

60 second spot has approx. 150 words.

Use 8 1/2 X 11 white bond paper.

Only one announcement per page.

Copy must be clear and easy to read.

Do not fold or staple paper.

Do not use abbreviations.

Use double spaces, and upper and lower case type.

Upper left section of 8 1/2 X 11 should show Narcotics Anonymous and address.

Upper right shows individual contact and phone number under organization start and stop dates or "run till further notice."

Under start and stop dates put reading time-20 or 30 seconds etc.

The actual copy should be typed under the reading time.

SUGGESTED RADIO/T.V. SPOT (type written form)

Organization

Narcotics Anonymous

Your area address

City state zip

Contact

Your P.I. Chair name

Phone number

START DATE_____

END DATE_____

(or run till further notice)

PSA READING TIME: (10-20-30-60 SECONDS)

PSA SPOT COPY (upper and lower case type, double space, no abbreviations)

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PSA FOLLOW UP FORM (suggested)

STATION _____ TYPE _____ OF _____ SPOTS
DESIRED _____
STREET/PO BOX _____
TITLE OF SPOT LEFT WITH TV
STATION _____ CITY ZIP
STATE _____ CONTACT
AND TITLE _____ PHONE
_____ TITLE OF SPOT LEFT WITH
STATION _____
COMMENTS _____

STATION _____
STREET/PO BOX _____ CITY
ZIP STATE _____ PHONE

COMMENTS _____

NOTE: Be sure to write thank you letter and emphasize our appreciation to station for the help they are offering the suffering addict.

GUIDELINES FOR HOTLINE AND TWELVE STEP VOLUNTEERS

You are performing a valuable service when you answer the phones for Narcotics Anonymous. Your job requires compassion, reliability, and persistence. You can express your compassion when addicts or their loved ones call N.A. and ask for help. You act reliably when you always keep your shift and respond to callers. It will take patience and persistence to effectively listen to the needs of the caller so you can provide the appropriate referral to a meeting or twelve step worker. Your commitment is vitally important both to yourself and to other addicts. Volunteer work is a part of the maintenance of your clean life; and your committed participation as a hotline volunteer is good service to people who need the message of N.A.

Addiction is a disease that affects the whole family or environment where a using addict lives. Therefore, many callers come from the family and friends of addicts. N.A. does not deal with these problems. However, by listing ourselves in the telephone directory we invite calls from the public. We ought to treat callers well and talk to anyone who reaches out for help. Families and friends of addicts often feel isolated and ashamed. It is important to take a little time with these people because they may be reaching out for the first time. They need and deserve encouragement.

It is important to determine if your addict is in immediate physical danger, or in need of immediate medical assistance. If your addict is asking questions and able to make arrangements to get to a nearby meeting within the next few hours, chances are you may want to arrange for a volunteer from your 12 step list to either meet him there—or perhaps give him a ride or make arrangements for a ride.

In addition, it is important that we stay in touch with our addict brothers and sisters who have called for

help. N.A. is where, in their desperation, their higher power has guided them and we want to remain available to them as we would be a family member or good friend who was going to be hospitalized. If the addict begins recovery in a hospital, we may call him regularly to let him know that we care—or send a get well card and follow that up with a visit. Literature such as the Basic Text of recovery can be given to him to read during a stay in the hospital, when the seriousness of his condition is very new in his mind. In any of these circumstances—we don't forget that our addict called N.A.—and that as trusted servants, we follow through in carrying the message of recovery and helping our addict get to his first N.A. meeting.

Hotlines spread the word to the suffering addict by:

—Sharing meeting times and places.

—One on one conversations with a recovering addict via the telephone.

—Setting up in-person Twelve Step calls with the suffering addict.

—Giving directions.

—Using referral numbers of other services without endorsement.

REMEMBER:

You are the liaison between the Twelfth stepper and the addict who is calling for help, and the answering service is the liaison between you and the addict who is calling.

We are an information service only where addicts can call to talk anonymously with a recovering addict. We are not qualified to handle emergency or crisis situations.

This is an initial step in twelve step work.

Our primary purpose is to stay clean, and to carry the message of recovery to the addict who still suffers. By far the best way to make ourselves available to those who need help is to provide a "Help Line" phone service, where someone can call and talk anonymously to a recovering addict. A common phone number set up and listed as Narcotics Anonymous in the phone directory serves that purpose. The suffering addict can call this number without fear of arrest, receive information about N.A., meeting times and locations and perhaps make arrangements to meet someone and obtain transportation to a meeting. The phone service is the beginning of twelfth step work.

GUIDELINES FOR ANSWERING CALLS

1. If the call is a request for information about Narcotics Anonymous, meeting lists, ect., make sure the caller receives the information requested. (by mail, in person, etc.)
2. Do not tie up the N.A. number for long periods of time, preventing other calls from coming in. Get caller's number and call back.
3. If a caller is requesting treatment information, please give disclaimer—"N.A. is not affiliated with nor

does it endorse any treatment center or Dr." Our traditions require this. Directing people to the phone book or giving names and locations of several facilities, should not indicate a recommendation any specific one.

4. When returning information calls, if you don't know the information requested, call someone who does and then return call.

5. Be aware of your limits! It is OK if you can't handle a particular caller. You are doing the best you can do.

6. Use your own best judgement on whether or not people need to be twelve stepped. Whether you handle it or send someone else, no one goes alone. Twelfth step calls are always handled in pairs.

7. All workers will be supplied with a current meeting list and 12th step list.

8. Do not give out phone numbers of 12th step volunteers. Always have the volunteer call the person requesting help.

9. Remember: This system may not be perfect, and your suggestions may be and your suggestions may be valuable in making improvements.

10. Please relay any feedback, suggestions, or problems to us. It is the only way to improve. The address for mailing is:

If the caller has questions only, attempt to answer them as briefly as possible (some calls will be strictly informational). If the caller needs to be 12th stepped, try to determine the following information.

1. The area he is calling from
2. Has the caller ever been to an N.A. meeting?

Also make a note of any other pertinent information the caller may offer. It is suggested that you get as much information from the caller as you can in as short a period of time as possible, being careful not to scare the caller away. Make it clear that certain basic information is important in order to get appropriate help, and that all information is confidential. Then tell the caller that someone will be back in touch with him shortly who can speak with him at greater length.

After you hang up, refer to your 12th step list; call a 12 step volunteer of the same sex and in the same geographical area as the caller, and relay the name, number and basic information regarding the caller. Then wait for your next call.

As a phone volunteer, you act as a liaison between the 12th stepper and the addict who is calling for help, and as such represent a vital link in the relay system. Due to the nature of a hotline, conversations must be kept brief, whenever possible. A long, drawn out conversation with a caller will prevent anyone else from getting through. Any personal calls made or received during your shift must be kept as short as possible.

REFERRAL—ADDITIONAL SERVICES AND HELP LINES

Name, address and phone numbers of: All other help lines in the area such as:

Child abuse, abused women, rape

Drug crisis, poison center

Suicide crises, mental health, runaway, detox centers, treatment centers, outpatient treatment, Nar-Anon, Al-Anon etc.

Remember: This list of resource phone numbers for hotline or answering service participants IN NO WAY implies endorsement of Narcotics Anonymous, nor is it a complete list of all resources available.

Confidential Information: We strongly suggest that you maintain the anonymity of the people on your 12th step list at all times. Please do not give out names and numbers from this list to anyone who calls in; it is up to each individual to disclose his own phone number as he sees fit.

Requirements: A six month clean time requirement is suggested by the Hotline committee for Phone Line volunteers. At six months, most recovering addicts have passed through the "danger" period, and have had a chance to get a fairly good hold on his own clean time. However, exceptions may be made in this requirement at the discretion of the Hotline Committee conscience.

Please Remember: For the most part, you are on your own. For this system to work, it is important that you be willing to carry out the responsibility of your commitment as a phone line volunteer. Personal emergencies do arise, of course; it is up to you to notify the Hotline Committee Chairperson if you cannot work your shift. **GOOD LUCK AND THANK YOU FOR YOUR TIME.**

Community Acceptance

Initially, various community organizations may not be receptive to a new group. Over a period of time quality service will result in credibility. Organizations such as mental health, detox, the press, other 12 step programs should accept your groups' intentions and offer full support.

Lack of sufficient clean time

Not having the suggested six months clean time for volunteers may pose a problem for many areas. Lack of working knowledge of the 12 Steps and the 12 Traditions may result in ineffective carrying of the message to the addict who still suffers.

The Hotline/Helpline Committee may find it necessary, in the beginning, to waive this requirement on an individual basis in areas where members lack six months clean time.

Types of Callers

1. The addict calling for help for him/herself.

Many of the calls are requests for meeting locations. These are mostly from N.A. members. Some however, are from newcomers who may wish to remain anonymous. The requested information should be given without additional inquiry. When members call for information, the question should be answered promptly. Sometimes it may be necessary to remind a member that the phone line must remain open for the sick addict. Most members will readily understand the need to complete their business rapidly.

- 2) Person calling for help for another person.

- A] Family members
- B] Friends
- C] Treatment centers

If a despairing third party calls N.A., the first inquiry must always be direct and to the point: "Does he/she want it?" If the answer is "No, but God knows he/she ought to..." it is a sad but true fact that there is nothing we can do for such an addict. The addict him/herself must ask for help. This is explained to the

caller and he/she is advised to make the N.A. hotline number available to the addict. The person calling for help for another person should be treated with kindness and the utmost patience.

3) Person calling regarding a Fellowship matter.

From time to time, calls come in from T.V. and radio stations, high schools or other organizations looking for information or public speakers. These calls should be referred to the Public Information Subcommittee. They are prepared to handle public relations in the limitations of the traditions.

Also, students occasionally call requesting information. Here, you're on your own. They want information for a school project and will take all the help you can offer. You must set the limits.

You as a hotline volunteer will need to use your own good judgement regarding these calls. NEVER give out the name, address or phone number of any member of the N.A. Fellowship (including your own). Refrain from using last names, places of employment, etc.

Our mission is to carry the message to the addict who is still suffering. We are not qualified to even suggest anything that requires professional knowledge. Therefore, it will not take very long to tell the newcomer in a general way what we used to be like, what happened and what we are like now. If they want to talk at length, get a hold of a twelve step worker who will listen. Keep our one line open for incoming calls. Don't be taken in by the old line that they can't talk to anyone but you. Never attempt to be a spokesperson for N.A. Remember that each member is but a small part of a great whole.

Your tact and diplomacy are essential. We never have the right to take sides, express personal opinions, or to say anything over the phone that would reflect against the traditions of N.A. Good public relations with everyone are a must.

GUIDELINES FOR 12TH STEP VOLUNTEERS

The 12th Step List Volunteers

The recovering addict who volunteers to be available for 12th step work is an essential element to the successful operation of the N.A. phone service. As with the phone line volunteer, it is suggested that 12th step volunteers have a minimum of 6 months clean time. Names and phone numbers of volunteers will remain on the 12th step list distributed to phone line volunteers for a period of at least two months.

PROCEDURE: During your two month commitment, you may be called at any time by a phone line volunteer requesting that you contact an addict seeking help. It is important that you be aware of the fact that a call might not always come at a convenient time, and you may be asked to make some personal sacrifices (such as sleep or recreation) in order to carry the message of recovery to the addict who still suffers. Twelfth Step work may also be time consuming, and involve more than just telephone contact with the addict seeking help. In making this effort, you will be furthering your own recovery by giving away what you have. You may also help save a life.

Suggestions For Doing 12th Step Work

The primary objective is to get the prospective newcomer to an N.A. meeting. When you receive a call from a phone line volunteer you will be given some basic information about the person you are about to contact.

1. Call the person immediately after the phone line volunteer has called and conveyed the information. The person seeking help has been told that someone will call back soon. If you will not be able to return the call right away, please tell the phone line volunteer so that someone else can be asked to take the call.

2. It is suggested that you start the conversation by giving your first name and your disease. This tends to put the caller at ease and may induce him to talk more freely and openly.

3. Find out all you can about the caller. If he does not want to stop using, don't try to persuade him; this tends to be a turn-off and may jeopardize a later opportunity. Be patient—remember, you are dealing with a sick person.

4. Offer to meet with the caller in person, and/or take him to a meeting, if he is open to it. If he does not want to see you or go to a meeting, don't force the issue.

5. If you do arrange to meet a caller, take a current meeting list with you, as well as an N.A. pamphlet, if possible.

6. Take someone with you (your sponsor or someone you know who has 12th step experience).

Once you have taken the prospective newcomer to a meeting, try to see that he gets phone numbers and literature. Also try to arrange transportation to other meetings, if needed. Remember that the newcomer is the most important person at any meeting.

If you take a newcomer into your home, it is suggested that you make sure he is not holding anything. This is also a good idea to consider when transporting a newcomer to and from meetings. This is a program of complete abstinence. Remember that we do have one must that applies to everyone: no drugs or outfits in our possession. This is for the protection of our Fellowship and our groups.

If the newcomer is going through withdrawal but does not require hospitalization, you may want to set up a buddy system with him. Try to get some other N.A. members involved, and take shifts staying with the

newcomer while he is withdrawing. Try to find out if he has any medical insurance coverage, in case hospitalization does become necessary.

There are some situations which will require medical attention. A list of facilities and emergency phone numbers has been provided to you. If you find yourself in a situation which you are not equipped to handle, do not hesitate to call for help.

WE ARE DEDICATED TO THE PROPOSITION THAT NO ADDICT SEEKING RECOVERY NEED DIE WITHOUT HAVING A CHANCE TO FIND A BETTER WAY OF LIFE.

GUIDELINES FOR SETTING UP A HOTLINE SERVICE

Types of Hotlines

1. A phone installed under the name of Narcotics Anonymous and physically in an area that can be manned by N.A. volunteers 24 hours around the clock.
2. Same phone as above at an answering service with volunteers wearing a beeper within 25 plus mile limits available for calls to suffering addict 24 hours a day.
3. Same phone at answering service with ability to patch thru calls to recovering addict.
4. Same phone at answering service with operator contacting volunteer at home and referring suffering addicts phone numbers for call.
5. Telephone number belongs to answering service and caller asks for N.A. and is given meeting information or leaves name and number for recovering addict to call.
6. Community Helpline is a multi-reference crisis Hotline provided by community of which N.A. is one of the services: has information, contact list.

7. Phone with answer machine and taped message listing short N.A. definition, meeting and request for name and number. Should be checked several times daily.

8. Toll free Hotline state wide.

Obstacles to a Hotline

***Cost**

***Lack of volunteer member participation and commitment**

***Geographical area**

***Community acceptance**

***Lack of sufficient clean time**

***Lack of proper guidance and procedures**

***Poor organization**

Hotline/Helpline Pitfalls

Awareness of these pitfalls may help your group to move in a more positive and stable direction.

Costs—Investigate all costs thoroughly— installation charges, long distance calls, bell and answering service, monthly billings, beeper rental charges, 12th step volunteer, shift log call report forms, etc.

Geographical Area

Some outlying areas may not have the member strength to support this type of service. In many instances a long distance call is not as effective as local area helplines attempting to cover too large an area result not only in an inability to carry the message to the suffering addict but also over burden members and/or committees.

It is suggested that prior to establishing a new answering service, a thorough investigation should be made of the actual need for such a service. There may be surrounding areas, regions, etc., who have successfully established and maintained an answering service who can provide valuable assistance.

Consider Maximum Costs

A. Purchase the phone number for Narcotics Anonymous. When possible do not use an answering service number. (Then, if you change services for any reason you will be able to keep the same number).

B. Investigate all available services. Find out how they operate. Will the service they provide meet our needs? Remember—the cheapest is not always the best.

C. There may be two monthly bills; the answering service bill and the phone company bill.

D. Obtain an estimate of initial cost for installation. This may be considerably more than monthly costs. Also consider cost for basic supplies (i.e. 12 step lists, mailings, etc.).

Additional Suggestions

A. The service should answer "Narcotics Anonymous."

B. Shop and compare answering services.

C. Suitable answering service should have previous experience, i.e., answering emergency doctor calls.

D. Answering service should keep all phone numbers confidential.

WE NEVER GIVE OUT THE NAMES OR PHONE NUMBERS OF N.A. MEMBERS! IF YOU ARE CALLING ANYONE REGARDING N.A. AFFAIRS, DO NOT IDENTIFY YOURSELF AS CALLING FROM N.A. UNTIL YOU HAVE THE DESIRED PERSON OF THE LINE.

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A BRIEF DESCRIPTION OF THE NARCOTICS ANONYMOUS PROGRAM

Narcotics Anonymous was founded in early 1950's as a non-profit Fellowship or society of men and women who suffered from addiction. Ours is a program of complete abstinence from all drugs with only one requirement for membership, the honest desire to stay clean. The program is contained in a set of spiritual principles written so simply that almost anyone can follow them in their daily lives.

N.A. groups meet on a regular basis to carry the message to addicts who still suffer. Group members are recovering addicts who attempt to help others in order to maintain their personal recovery. This aspect of N.A. works when all else fails.

We are not affiliated with any other organization. We are not connected with any political, religious or law enforcement groups. There are no dues or fees and no commitments demanded of anyone. Anyone may join regardless of age, race, color, creed, religion or lack of religion.

We are not interested in how much or what people used or who their connections were, what they have done in the past or their social status. We are interested in what they want to do about their drug problem and how we can help.

We feel our approach to the problem of addiction is both realistic and practical. Further, N.A.'s experience has demonstrated that the addict need not be removed from the community life for successful recovery. All that is required is application of certain spiritual principles to their daily life.

Obviously, the only way to keep from getting or continuing a drug habit is by not taking that next fix, pill, snort, token or drink. When an addict uses drugs in any form, or substitutes one drug for another, he usually releases his addiction all over again or creates a new one.

Before selecting and hiring an answering service, meet with management and share the above.

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GUIDELINES FOR ANSWERING SERVICE OPERATORS WHO MAY HAVE DIRECT CONTACT WITH CALLERS

Service to callers of the Narcotics Anonymous (N.A.) hotline is provided in three ways: by taking messages from a caller; by bridging telephone access to members of our Fellowship by giving the caller the time and location of our Fellowship meetings. During some hours our volunteers will be standing by every evening at their personal phones to accept incoming calls (which are bridged by you). At other times, we ask that you take messages from our callers and give them to our volunteer when he or she calls in and conveys the proper code number.

VERY IMPORTANT: When the caller wants to leave a message, ask for their number and for their **FIRST** name only only. This procedure is in accordance with the traditions of our Fellowship worldwide.

Some callers will be reluctant to leave their name and number. Then ask the caller to phone back at a time designated in order to talk to someone in our Fellowship.

N.A. volunteers are assigned to answer our phone at certain times (see attached roster). As with volunteers everywhere, some of us may fail to be there during our assigned shift. We therefore have a primary volunteer and an alternate.

Both the primary and alternate volunteer should call in at the designated time to receive the day's messages and confirm that he/she is ready to receive callers. When the primary volunteer calls in, please confirm that person's name and number with the roster and bridge callers to him or her per usual.

The alternate volunteer will call after the shift starts to make sure that the primary volunteer is on line to accomplish our services. If the primary volunteer has

failed to call in, then give messages to our alternate and note that all future calls for that evening should be bridged to the alternate. In either instance, please confirm the alternates name and phone number on your N.A. roster. Incoming calls should also be bridged to the alternate in the event of a busy signal when you call the primary volunteer or in the event the primary doesn't answer by the EIGHTH ring. Our volunteers are all too human, so don't give up on our primary volunteer if he/she fails to answer one call during their shift. So even after one lapse, future incoming calls should be bridged to the primary volunteer if possible.

Hopefully, in the rare instance when neither the primary or alternate is on line or when they report in but fail to answer by the eighth rings, please express sincere regrets to the caller for the inconvenience and ask the caller to leave a message. If the caller declines to leave their first name and phone number, then ask the caller to call back another hour. We do not expect you to track us down or make excuses for our lapses.

Occasionally a caller will want to leave a message with our coordinator of volunteers (or to a member for specific information regarding P.L., H&I, etc). This is proper in order to convey information to help him/her do a creditable job. All other messages should, as usual, be conveyed to the volunteer who is available that evening. When our volunteer receives the day messages from you, he/she will ask you to hold any messages for _____ in your pending rack. Our hotline coordinator will call in to receive messages which are for him/her exclusively.

Our volunteer will call in to you at the end of the shift to let you know that he/she is going off line and is no longer receiving calls. We are providing an information service to callers who want to stay clean the N.A. way. We are not a crisis line. From time to time, a caller may phone while in some kind of acute crisis and demand to speak to an N.A. person. Please be compassionate but firm! We trust that you will encourage crisis callers to leave a message or call

back that evening as per usual. Then use your best judgement to refer the crisis caller to suicide prevention, the rescue squad, police, etc.

Daytime callers, mostly newcomers to N.A., will sometimes call expressly for a meeting time and location. Please give them this information from the attached meeting list.

You will probably find many instances when our service to people who call N.A. can be improved. WE encourage your suggestions and criticisms too. Please note these critiques and pass them along to our coordinator. Your assistance is appreciated.

Each one of you are called upon to be our first voice to the still suffering addict. You are a vital link in our mission to help the person who is willing to recover from the ravages of addiction.

On behalf of all of us in the N.A. Fellowship, thank you.

piwork1

TWELVE STEP LIST

[illegible]

EXAMPLE OF SHIFT LOG FOR HOTLINE/HELPLINE CALL

(Example)

Date 09/10/84

Day of Week Monday

Time called Who called How the caller was served

5:55 (message from) Joe B. called him at 6:00, directed to meeting at
Marin General

6:15 to 6:30 Mary Blue (loved one) Referred to Marin Al-Anon

8:45 to 8:55 Betty Aloy Referred to S. F. NA hotline

9:00 to 9:05 Ralph J. Referred to Dean H. (Twelve step call)

9:40 to 9:50 male name unknown Read him meeting locations and times for
Wednesday

9:50 to 9:55 John Brown (clergy) Called in to Janet O. 9 am Tuesday 9/11/84
(If you need more space, use the other side of this page)

Date _____

Day of Week _____

Time called Who called How the caller was served

Date _____

Day of Week _____

Time called Who called How the caller was served

THE TWELVE TRADITIONS OF NARCOTICS ANONYMOUS

1. *Our common welfare should come first; personal recovery depends on N.A. unity.*

For our group purpose there is but one ultimate authority — a loving God as He may express Himself in our group conscience. Our leaders are but trusted servants, they do not govern.

3. *The only requirement for membership is a desire to stop using.*

4. *Each group should be autonomous except in matters affecting other groups or N.A. as a whole.*

5. *Each group has but one primary purpose — to carry the message to the addict who still suffers.*

An N.A. group ought never endorse, finance, or lend the N.A. name to any related facility or outside enterprise, lest problems of money, property or prestige divert us from our primary purpose.

7. *Every N.A. group ought to be fully self-supporting, declining outside contributions.*

8. *Narcotics Anonymous should remain forever nonprofessional, but our service centers may employ special workers.*

9. *N.A., as such, ought never be organized; but we may create service boards or committees directly responsible to those they serve.*

10. *Narcotics Anonymous has no opinion on outside issues; hence the N.A. name ought never be drawn into public controversy.*

11. *Our public relations policy is based on attraction rather than promotion; we need always maintain personal anonymity at the level of press, radio, and films.*

12. *Anonymity is the spiritual foundation of all our traditions, ever reminding us to place principles before personalities.*

