

Northeast Zonal Forum of Narcotics Anonymous



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Abstract: The overall purpose of this report is to: 1) present the major findings and trends in Public Information/Public Relations subcommittees (PI/PR) in our Region; 2) ask the RD's to present this information to the Areas at the subsequent Regional meetings; and 3) consider the input of RD's in prioritizing the planning strategies developed by the Ad Hoc in our last four Zoom meetings.

NEZF Purpose: We the NA Regions of the Northeastern states, have joined together to discuss issues of mutual concern, address common needs, and share experiences, in order to further our primary purpose. As a clearinghouse for the discussion of common problems and their solutions, we complement the existing service structure of NA by addressing our own specific needs through unity, cooperation and communication.

Our Mission: The mission of the NEZF is to provide regularly scheduled time and place in which representatives of our member regions can come together to help further our primary purpose – "to carry the message of recovery to the still suffering addict." As a unified body of NA service representatives, we have the potential to accomplish together much more than what we can accomplish individually...

NEZF Proposal October 2017: *To develop a strategic plan for Public Relations and how the zonal members can collaborate at the Zonal level to support our Regions and Areas. Regional and Area PR chairs should be invited to participate in the ad-hoc. The ad-hoc will compile a report on what PR activities and resources are available in our Regions/Areas and how the zonal members can collaborate to use those resources to address the PR needs in our Regions/Areas. The ad-hoc shall provide a written report to the NEZF 1 week prior to the February 25, 2018 NEZF Web Meeting.*

Period of Performance

The Ad Hoc Committee met four times on Zoom: Nov. 28, Dec. 19, Jan. 28, and Feb. 13 for an average of 90 minutes per call. The Zonal Ad Hoc participants included PI/PR Regional and PI/PR Area Chairs from within the North East Zone. Participants from outside the zone were invited to share expertise on specific issues and

projects related to strategic planning and related initiatives in their PI/PR communities. **Three RD's from the zone** attended the call as participant observers: Mid-Atlantic, Connecticut, Northern New York.

Scope of Work

After the first two calls a **PI/PR Comparison Chart by Regions** was created. (see attached) Based on reviewing the needs and gaps we observed in the Comparison Chart, we were able to compare and discuss the opportunities for Regional collaboration and assistance of underserved communities within the Zone. Among the **trends** we were able to identify through this process:

- ❖ Increasing reliance on technology, i.e. **email, websites and social media** to connect with the Public, the Fellowship and streamlining service delivery;
- ❖ Development and expansion of Public Service Announcements (PSA's) **on radio and cable**;
- ❖ Expansion of the relationship with **NA PR and Drug Courts**;
- ❖ Regular **Table Sittings** at Health Fairs, **Presentations** to High Schools, Graduate Medical Students, Prisons and **National Conferences**;
- ❖ Greater emphasis on **informing the Fellowship** about the role of PR

NEZF has member Regions with varying delivery of PI/PR services. Until recently, almost none of the Regions were aware of the activities, projects, resources or assistance needed by other PI/PR Regions or Area within our zone. **Significantly, there are five Regions within our Zone that have fully functioning PR Regional committees with extensive trusted servant experience and resources: Mid-Atlantic, New England, New Jersey, Tri-State, Western New York.**

NEZF PI/PR AD HOC GOALS

Goals define the outcome we would like to see: where would we like to see PI/PR in our zone, given the critical challenges facing our Fellowship internally and externally?

These goals are meant to be fluid and ever evolving, based on the review and input of all members of the NEZF service body. While it is difficult to quantify the outcomes we would like to see, the goals honor the NEZF Purpose and Mission Statement:

Chart 1

Goals	Outcomes
Planning	To have strategic planning, including monitoring and ongoing reviews of those plans, integrated into the NEZF agenda
Communications	To encourage, maintain and support communications among PI/PR Subcommittees within the Zone
Fellowship Development	To encourage and support Fellowship Development efforts of PI/PR Subcommittees within the NEZF by providing training

Chart 2

Strategies	Tasks to Prioritize	Rank by #
Planning	<ol style="list-style-type: none"> 1) Create, deliver and collate an environmental scan of the Regional & Area PR committees in the NEZF to identify and rank critical needs and issues 2) Create a "Guidebook of Decisions which is an outgrowth of the vision, mission of the zone, to be reviewed every six months to forecast timelines. 3) Make a template for High Priority and Secondary Priority 	[Example: P 1,3,2]
Communications	<ol style="list-style-type: none"> 1) Creation of a Zonal Newsletter that could be posted on related Facebook Groups, NEZF PR website and emailed out to Zonal Regional PR Subcommittees 2) Open up attendance at NEZF PR Zoom webinars to interested members. 3) Create Zonal Google Drive 4) Communicating with other Zones and NAWs PR 	
Fellowship Development	<ol style="list-style-type: none"> 1) PR Awareness Workshops at the Zone for the local members 2) Zonal PR Ad Hoc collaborating with hosting Regional PR to conduct a Professionals Day the Friday afternoon of the Zonal meeting. 3) Create 3-11-minute, MP3 audio/U-tube PR training videos captured in password protected websites for access and viewing with simple smart phones. 	

Summary

The PR Zonal Ad Hoc has had growing and consistent participation over the last four months since it began. PI/PR Chairs have met and shared ways to build on the strategic planning with tangible approaches. Six out of twelve PR Regional Chairs and six PR Area Chairs within those same Regions participated on every call. (Mid-Atlantic, New England, Northern New England, Tri-State, and Western NY.) The PR Area Chair from Mid State Union Area, CT, PR Chair Green Mt. Vermont, and the PR Chair from Pocono Mt. Area, PA participated. From within GNYR, the Staten Island Area PI Chair attended two calls. Bronx Area PR had technical difficulties in the joining Platform. The calls had an average of 15-17 participants. The number of hours the Ad Hoc met was 90 mins x 4= 6 hours. On three of the four calls, presentations were made to the Ad Hoc by current and former PR Chairs from both in and outside our Zone. The development of the strategic planning objectives took about three calls to flesh out.

At the conclusion of our last call, questions about asking the RD's to move forward were raised. The consensus was that we wanted to continue to fan the flame while there is momentum from the Regional and Area PI/PR Participants in the Ad Hoc. The Green Mt. Area PR Chair in Vermont reported that since his RSC has no PR Subcommittee, his Area PR committee has made the most of the ideas shared thus far.

As PR Zonal Ad Hoc Chair, my willingness to continue to facilitate these webinars is still strong. However, I realize that my ability to do so is contingent on the conscience of the RD's of the Zone.

On the next virtual call is February 25, 3pm.