



The Image of N.A.



Who has an image of Narcotics Anonymous®?

Newcomers and yet to be Newcomers
Everyone who knows a member of Narcotics Anonymous
Strangers that see our T-shirts and bumper stickers
Restaurant staff and customers where we go for coffee or food
Everyone that knows a former member of Narcotics Anonymous
Inmates, patients, clients and staff that attend an N.A. H&I presentation
Public and professionals attending an N.A. Public Information speaker presentation
Public attending an event where N.A. has a booth presentation
People associated with places where we hold meetings or events
Anyone that hears or sees our Public Service Announcements in the Media
Anyone that reads our meeting directories or sees an N.A. poster

Why do we care?

N.A. is a program of attraction not promotion.
Addicts will not seek recovery in N.A. if they don't know we exist.
Addicts will not seek recovery in N.A. if they don't believe it works.
No one will refer addicts to N.A. if they have a negative image of N.A.
Newcomers won't come back if they don't feel welcomed.
Newcomers won't come back if they are taken advantage of.
Newcomers won't keep coming back if they don't hear a message of recovery.
We will find it difficult to find space to hold meetings and events.

How do we create an image?

Printed Material: Professional quality literature, meeting directories and flyers.
Public Service Announcements: Letting addicts know we exist and how to find us.
Hospitals & Institutions Panels: Create identification with addicts, caring and sharing the N.A. Way.
Public Information Presentations: Generate third party referrals to N.A.
N.A. T-shirts, bumper stickers, and jewelry: Identify us as members of N.A.
Our public behavior: When we are identified as members of N.A. it reflects our recovery.
How we drive and park in public and at meetings with N.A. stickers on our vehicles.
How we behave in restaurants, especially large groups of us.
How is our language in public, around children, in meetings?
Where we rent meeting space: What image do they have of us?
Do we pay our rent on time? Do we pay for damages promptly?
Do we make noise that brings complaints from neighbors?
Do we leave the meeting space in better condition than we found it?
In our meetings: How do our children and pets behave? Are they welcome by the facility?
Do we live by, "that if we can't help someone we won't hurt them"?
Do we carry a message of recovery and abide by our own traditions and concepts for service?
Do we create a distraction by talking, joking about the steps or traditions.
Do we slam service work or make fun of trusted servants?
Do we share problems and solutions, speak about recovery in N. A. using N. A. language?
Do we share our experience, strength and hope, not war stories or opinions?

11th Tradition

"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."