THE DO’S AND DON’TS OF PUBLIC RELATIONS SERVICE IN NA

Do’s

• Make Directories of outside meetings and NA helpline numbers available to potential members so they can find NA upon release.
• Start and end on time.
• Clearly state that Narcotics Anonymous is separate from the facility and from other fellowships.
• Obey the Dress code and exercise common sense.
• Conduct orientation and/or training sessions for all members involved in H&I service.
• Meet with facility staff on a regular basis to check on how NA is doing in the facility and to hear how we could improve.
• Ensure that a clear NA message of recovery is carried by all panel members.
• Clarify the rules to whomever you bring to the facility, or have them attend an orientation if the facility offers one.
• Emphasize that NA recovery is available to all addicts regardless of drug(s) used.
• Involve potential members in a meeting, especially in long-term facilities (NA meeting readings, etc.)
• Screen all panel members, speakers, and chairpersons.
• Attempt to get all agreements with the facility in writing.
• Adhere to the security regulations at all times.

Don’ts

• Conduct a PR meeting or presentation alone
• Give any inmate or client within the facility your email/address/cell phone number.
• Break another person’s anonymity.
• Get involved in discussions on outside issue; don’t forget why we are here.
• Discuss facility staff members with inmates/clients.
• Show favoritism to any client/inmate.
• Bring an NA member who has family/friends into a facility.
• Accept money or gifts from, or give money or gifts to, any inmate/client.
• Emphasize using days while sharing an NA message of recovery.
• Use excessive profanity.
• Debate any issues involving facility rules, regulations, programs, or other fellowships.
• Discuss conditions within the facility.
• Wear flashy jewelry, and don’t carry excessive cash.
• Take messages or carry letters in or out of the facility.
• Ask why type of crime an inmate has been convicted of, or discuss guilt or innocence.