

Policy & Procedures Guidelines

Central Nova Area of Narcotics Anonymous

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Public Relations Committee

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Concept One

***To fulfill our fellowship's primary purpose,
the NA groups have joined together to create a
structure which develops, coordinates, and maintains
services on behalf of NA as a whole.***

Part 1 Document Identification

This document “Public Relations Committee Guidelines” contains 24 pages

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NOTE

The latest revision date shown
supersedes all previous revision dates.

Uncontrolled document once printed.

Refer to www.centralnovaarea.ca
for latest Revision Date of these
Guidelines.

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Public Relations Committee Vision Statement

The Public Relations Committee is a group of men and women, members of Narcotics Anonymous, who believe in the concept that

*“No addict seeking recovery need die
without having a chance to find a better way of life”*

Our relations with the public enable us to share this message broadly so that those who might benefit from our program of recovery can find us. We perform public relations service to increase the awareness and credibility of the NA program. We share our message openly with the public at large, with prospective members, and with professionals.

All tasks and roles shall be consistent with the spiritual principals of recovery. Honesty, trust, and goodwill are the foundation of our service efforts.

Part 2 Document Administration

Article 1 Purpose

- 1.1 The purpose of these guidelines is to define the processes and responsibilities for arranging and coordinating Public Relations functions in Central Nova Area of Narcotics Anonymous.

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Article 2 Definitions

- 2.1 CNA: Abbreviation of Central Nova Area of Narcotics Anonymous, the geographical area that provides NA services for members and for the public via PR, encompassing all of Nova Scotia (except for parts of the Annapolis Valley).
- 2.2 ASC: Abbreviation of Area Service Committee, comprised of CNA groups, officers, and subcommittees.
- 2.3 NAWS: Abbreviation of the legal name of Narcotics Anonymous World Services, Inc.
- 2.4 H&I: Abbreviation of Hospitals and Institutions. Refer to [paragraph 15.2](#).
- 2.5 PI: Abbreviation of Public Information. Refer to [paragraph 15.5](#).
- 2.6 Cooperation: An act or instance of working or acting together for a common purpose or benefit, joint action. Eg- HRM provides space for PI to have an information table at a community addiction awareness event.
- 2.7 Endorsement: Approval or sanction. We can cooperate, but not endorse.
- 2.8 CBDM: Abbreviation of Consensus-Based Decision-Making, a process that encourages all members to participate in decision-making, allowing the opportunity to develop a fully informed, balanced group conscience leading to sound, sensitive service decisions. CBDM incorporates Concepts 7 and 9 into our decision-making processes.

- 2.9 Quorum: The minimum number of members of a committee that must be present at any of its meetings to make the decisions of that meeting valid.
- 2.10 Straw Poll: Straw polls are not binding decisions, but are a tool to aid in the CBDM process. A straw poll is a test for consensus:
1. To determine if any discussion (or further discussion) is necessary.
 2. To frame issues during discussion.
 3. To determine if the body is ready to make a decision.
- 2.11 Elected positions at the Area level of service: A GSR or any Area position elected by GSR vote (eg- members of the ASC Executive and Subcommittee Chairpersons as stated in Central Nova Area Guidelines). This does not apply to elected positions within a subcommittee, examples of which are Activities Program Coordinator, Literature Treasurer, and PR H&I Panel Leader.

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Article 3 Guideline Amendments

- 3.1 Refer to Article 11 Procedures, [paragraphs 11.6](#) to 11.9 for proposal information.
- 3.2 The process of guideline amendment is:
1. A proposal is made.
 2. The proposal is discussed and modified (if required).
 3. Either:
 - a. Consensus on the proposal is achieved, and the proposal is put into action, or,
 - b. The proposal is forwarded to the ASC for approval.
- 3.3 Amendments that create policy, amends policy (the intent of an Article), or puts established policy in the guidelines require strong support (2/3 vote) of eligible committee members. See [paragraph 12.7](#) for CBDM eligibility.
- 3.4 An amendment not affecting the intent of a guideline article may be voted on during the meeting at which it is proposed.
- 3.5 Committee members must be present to have their say in consensus, unless other arrangements have been made beforehand.
- 3.6 Upon acceptance by the committee, the following types of amendment will be submitted for ASC approval:
1. Any that creates or changes policy, including incorporating established policy that had never been in the guidelines.
 2. Any that affects CNA groups, the ASC, or any other subcommittee.
- 3.7 Housekeeping amendments are performed on an as-required basis, usually without need for proposal action; however, the committee must be informed. Housekeeping examples are spelling or grammar corrections, reformatting, and words added to Article 2 Definitions.
- 3.8 Upon final approval of any amendment (other than minor housekeeping) by the ASC or the PR committee (as applicable), amendment information is added to the Revision date page and the Table of Changes page. The approved guidelines are then emailed to committee members, and to the Web Servant for upload on our website.

3.9 **Table 1** details amendment types, support requirements, action taken, and provides examples of each type of amendment.

Type	Support Required	Action	Example
<ol style="list-style-type: none"> 1. Creates policy. 2. Amends policy (intent). 3. Puts established policy in the guidelines. 	Strong support (2/3)	<ol style="list-style-type: none"> 1. Proposal is required. 2. Reviewed by eligible committee members. 3. Consensus reached at this or the next committee meeting. Proposal sent to Area for approval. 4. Upon approval, add info to Revision date & Table of Changes pages. 	<ol style="list-style-type: none"> 1. Adding an Article on how to use CBDM. 2. Adding or eliminating a committee position.
Does not affect the intent of an Article	Strong support (2/3)	<ol style="list-style-type: none"> 1. Proposal is required. 2. PR may reach consensus during the committee meeting. 3. Upon approval, add info to Revision date & Table of Changes pages. 	<ol style="list-style-type: none"> 1. Splitting an Article into two manageable Articles. 2. Changing clean time requirement for a position.
Major housekeeping	Support (50%)	<ol style="list-style-type: none"> 1. Proposal may be required. 2. Not required to (but may) go to ASC. If going to ASC, a proposal is required. 3. Upon approval, add info to Revision date & Table of Changes pages. 4. Inform the committee. 	<ol style="list-style-type: none"> 1. Reformatting. 2. Adding words to Article 2 Definitions.
Minor housekeeping	None	Inform the committee.	Spelling & grammar corrections.

Table 1 – Types of Guideline Amendments

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Part 3 Committee Administration

Article 4 Integrity

- 4.1 The PR committee will act with integrity when arranging and coordinating PR functions in Central Nova Area by adhering to the principles and intent of these guidelines. The Twelve Traditions and Twelve Concepts guide our decision-making processes in all service matters.
- 4.2 Should any difficulties arise, the committee may ask for help from the ASC.

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Article 5 Committee Members

- 5.1 The Public Relations Committee consists of Executive Officers, Non-Executive Officers, and other members.
- 5.2 The five Executive Officers are:
1. Facilitator.
 2. Vice-Facilitator.
 3. Secretary.
 4. Alternate Secretary.
 5. Web Servant.
- 5.3 The five Non-executive Officers are:
1. H&I Coordinator.
 2. H&I Panel Leaders.
 3. PI Coordinator.
 4. Outreach Coordinator.
 5. Cell Phone Coordinator.
- 5.4 Members of PR (or members of CNA who are qualified by PR) may serve in other capacities, such as:
1. H&I or PI panel speakers.
 2. Cell Phone carrier.
 3. Poster Team leader or member.

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Article 6 Requirements & Duties of Executive Committee Officers

- 6.1 To ensure continuity of service, the Facilitator and other officers should use their positional email addresses when communicating with committee members, Area, and external agencies when the subject is a PR committee matter. Password changes or difficulties are to be immediately forwarded to the Area web servant at centralnovaarea@gmail.com, so the problem, etc., can be quickly addressed.
- 6.2 **Basic Requirements of ALL PR Officers**
1. Active participation in NA.
 2. Have a working knowledge and understanding of the Twelve Steps and Twelve Traditions of NA, the Twelve Concepts for NA Service, and A Guide to Local Services in NA.
 3. Have a working knowledge and understanding of the portions of the PR Handbook and H&I Handbook that apply to their position.
 4. Have a working knowledge and understanding of CNA guidelines and PR guidelines.
 5. Willingness to serve and commit personal time and abilities to perform duties.
 6. Ability to attend required service committee meetings to fulfill duties.
 7. Completion of previous service commitments should be considered.

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6.3 **Facilitator** (Chairperson)

1. Requirements specific to the position:
 - a. Have at least two (2) years continuous clean time.
 - b. Having six (6) months experience with PR work is an asset.
 - c. Willingness to resign all other elected positions at the Area level of service. See Article 2 for definition of elected positions at the Area level of service.
2. Duties:
 - a. To attend and submit a report to the PR committee meeting each month.
 - b. To attend and submit a report to Area each month an ASC meeting is held.
 - c. To attend Regional PR committee meetings when required.
 - d. To arrange an agenda in cooperation with the PR committee , and preside over the monthly meeting, ensuring adherence to rules of procedure stated in Article 11 Procedures, conducting the meeting with a firm, understanding hand.
 - e. To bring before the PR committee meeting matters that need to be acted upon by the committee.
 - f. To monitor their positional Gmail account and act upon communications activity.
 - g. To assume the responsibilities and duties of any unfilled Officer positions until such time as those positions are filled.
 - h. To ensure PR documentation on the CNA website is up-to-date.
 - i. To be the sole point of contact for all PR information (minutes, reports, posters, guidelines, or other documents) requiring upload on the CNA website, vetting each, and forwarding them to the web servant for upload on the CNA website. Although the Facilitator remains the single point of accountability, this duty may be delegated to another officer.

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6.4 **Co-Facilitator** (Vice-Chairperson)

1. Requirements specific to the position:
 - a. Have at least one (1) year continuous clean time.
 - b. Having six (6) months experience with PR work is an asset.
2. Duties:
 - a. To attend and submit a report to the PR committee meeting each month.
 - b. To attend Area and Regional meetings with the Facilitator when required.
 - c. To monitor their positional Gmail account and act upon communications activity.
 - d. To coordinate PR service workshops two (2) times yearly.
 - e. To assist the PR Facilitator in their duties.
 - f. To assume the duties of the PR Facilitator if the Facilitator resigns or is otherwise unable to continue as Facilitator, until the ASC elects a Facilitator. If the Vice Facilitator cannot, the Area Vice-Chairperson will appoint a temporary Facilitator until the ASC fills the position.

- g. To coordinate all Non-Executive Officers of the PR Committee in the spirit of cooperation.
- h. To forward any positional information requiring upload on the CNA website to the Facilitator or delegated officer for vetting.

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6.5 **Secretary**

1. Requirements specific to the position:
 - a. Have at least one (1) year continuous clean time.
 - b. Having three (3) months experience with PR work is an asset.
 - c. Experience with administrative and computer skills is an asset.
2. Duties:
 - a. To attend and submit a report to the PR committee meeting each month.
 - b. To monitor their positional Gmail account and act upon communications activity.
 - c. To keep accurate minutes of each PR committee meeting (attendance, capture any discussions and action items as needed).
 - d. To collect PR trusted servant reports prior to the start of the PR committee meeting.
 - e. To prepare and disburse committee meeting materials prior to the start of the meeting.
 - f. To maintain the PR committee membership list, updating information as required.
 - g. To keep track of PR committee member attendance for CBDM purposes.
 - h. To distribute copies of the minutes to each PR committee member within ten days of the past meeting (either by email or paper as requested by PR members).
 - i. To email copies of the PR minutes to the Archives committee within 10 days of the past meeting. This includes any digital copies of posters, etc.
 - j. To correspond with ASC Secretary regarding PR committee announcements.
 - k. To assist Facilitator / Co-Facilitator with any administrative tasks, or email correspondence, as needed.
 - l. To organize, maintain, and retain PR files and documents.
 - m. To have copies of PR guidelines available for new or other members.
 - n. To forward any positional information requiring upload on the CNA website to the Facilitator or delegated officer for vetting.

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6.6 **Alternate Secretary**

1. Requirements specific to the position:
 - a. Have at least six (6) months continuous clean time.
 - b. Having three (3) months experience with PR work is an asset.
 - c. Experience with administrative and computer skills is an asset.
2. Duties:
 - a. To attend and submit a report to the PR committee meeting each month.
 - b. To assist Secretary to organize, maintain, and retain PR files and documents.
 - c. To assume the duties of the PR Secretary in their absence.

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6.7 **Web Servant**

1. Requirements specific to the position:
 - a. Have at least one (1) year continuous clean time.
 - b. Having six (6) months experience with PR work is an asset.
 - c. Have website design experience and a working knowledge of necessary software and internet basics.
2. Duties:
 - a. To attend and submit a report to the PR committee meeting each month.
 - b. To design and maintain the CNA website as needed, keeping within the NA Traditions, Concepts, guidelines, and recommendations from NAWS.
 - c. To communicate meeting changes and events to the Phonline Coordinator and meeting changes to the Literature Committee.
 - d. To maintain a list of all passwords for Central Nova Area's email addresses.
 - e. To update the CNA, CARNA, CANA/ACNA, and NAWS meeting list databases according to the procedures of the governing database. New groups must be seated at the ASC prior to being put on the meeting list.
 - f. To update the ASC website with CNA and CARNA information within seven days of receiving it.
 - g. To monitor their positional Gmail account and act upon communications activity.
 - h. To monitor the CNA website contact email address centralnovaarea@gmail.com on a regular basis, and act upon communications activity.
 - i. To monitor the meeting list email address meetinglistcnana@gmail.com on a regular basis, and act upon communications activity.

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Article 7 Requirements & Duties of Non-Executive Committee Officers

7.1 See [Article 6 para 6.2](#) for the basic requirements of ALL PR Officers.

7.2 **Hospitals & Institutions (H&I) Coordinator**

1. Requirements specific to the position:
 - a. Have at least two (2) years continuous clean time.
 - b. Having six (6) months experience with PR work is an asset.
2. Duties:
 - a. To attend and submit a report to the PR committee meeting each month.
 - b. To monitor their positional Gmail account and act upon communications activity.
 - c. To coordinate H&I presentations.
 - d. To liaise with facilities and the PR committee.
 - e. To ensure all Panel Leaders have adequate literature for their presentations.

- f. To orient new Panel Leaders with material.
- g. To arrange an accompanying mentor to provide mentorship to incoming Panel Leaders.
- h. To update the PR speaker list and distribute it to the appropriate committee members.

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7.3 **Hospitals & Institutions (H&I) Panel Leader**

1. Requirements specific to the position:
 - a. Have at least one (1) year continuous clean time.
 - b. Having six (6) months experience with PR work is an asset.
2. Duties:
 - a. To attend and submit a report to the PR committee meeting each month.
 - b. To familiarize themselves with the rules of the facility.
 - c. To invite panel speakers to the H&I presentation and chair the presentation.
 - d. To obtain any supplies that are running low for the presentation (eg- literature).
 - e. To communicate regularly with the H&I Panel Coordinator informing them of any problems with the presentation.
 - f. To ensure new panel speakers have received a copy of the Panel Orientation pamphlet.

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7.4 **Public Information (PI) Coordinator**

1. Requirements specific to the position:
 - a. Have at least two (2) years continuous clean time.
 - b. Having six (6) months experience with PR work is an asset.
2. Duties
 - a. To attend and submit a report to the PR committee meeting each month.
 - b. To monitor their positional Gmail account and act upon communications activity.
 - c. To arrange all PI requests, talks, and presentations.
 - d. To keep and maintain a list of all qualified members available for PI commitments.
 - e. To be responsible for communications between the media and the PR Subcommittee.
 - f. To maintain the PR literature stock at suggested quantities.
 - g. To coordinate all aspects of the Poster Campaign.

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7.5 **Outreach Coordinator**

1. Requirements specific to the position:
 - a. Have at least two (2) years continuous clean time.
 - b. Having six (6) months experience with PR work is an asset.
2. Duties:
 - a. To attend and submit a report to the PR committee meeting each month.
 - b. To monitor their positional Gmail account and act upon communications activity.

- c. To arrange outreach efforts via announcements and inviting members to participate.
- d. To assist Poster Campaign efforts in support of outreach by providing Poster Kits to meetings in isolated areas.

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7.6 **Phoneline Coordinator**

1. Requirements specific to the position:
 - a. Have at least one (1) year continuous clean time.
 - b. Having three (3) months experience with PR work is an asset.
2. Duties:
 - a. To attend and submit a report to the PR committee meeting each month, outlining cell phone calls received and phoneline updates.
 - b. To monitor their positional Gmail account and act upon communications activity.
 - c. To provide training sessions for new Cell Phone Carriers, and yearly for those needing retraining.
 - d. To keep the Phoneline Volunteer list and Twelfth Step call list up to date.
 - e. To coordinate Cell Phone Carrier schedules.
 - f. To update Cell Phone Carriers with new information and changes to procedures.
 - g. To be available to the Cell Phone Carriers for questions or troubles that may arise.
 - h. To carry the Cell Phone in the absence of an approved Cell Phone Carrier.
 - i. To coordinate with the Web Servant and Literature Committee regarding meeting list updates.
 - j. To maintain paper and digital copies of Cell Phone Carrier Kit.

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Article 8 Other Requirements & Restrictions of Committee Officers & Members

- 8.1 PR Officers should serve no more than two (2) consecutive terms in any one service position. A term is considered to be greater than six (6) months up to 12 months. A period less than six (6) consecutive months is not considered a term. For Panel leaders, a term is greater than three (3) months up to 6 months. A period less than three (3) consecutive months is not considered a term.
- 8.2 It is possible to hold the position for longer if there are no other candidates willing to take the position. A member would be appointed to handle the position until an election fills that particular open position, whereupon the appointed member steps down.
- 8.3 Clean time may be waived by strong support (2/3 majority) of eligible members present, following careful consideration of the associated risks to the member, and to CNA as a whole.
- 8.4 All committee members are responsible for the following:
 1. To allow full participation by all committee members.
 2. To observe the spiritual principles of the NA program by respecting other committee members and observers.

3. To remain for the full meeting of the committee. A full meeting is calculated by attendance at the opening roll call and after returning from the break. Exceptions will be addressed by the executive.

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Article 9 Elections

- 9.1 The scheduled election for the PR Facilitator is held at the October Area meeting. To provide continuity of service, elections for all other PR Officers will be carried out in separate periods, as shown in **Table 2**. Nominees/volunteers are required to attend their nomination and election dates.

Month >	October	February	August
Positions	Chairperson / Facilitator (Area election)	Secretary	H&I Coordinator
		PI Coordinator	Outreach Coordinator
	Vice-Chairperson / Co-Facilitator	Phoneline Coordinator	Web Servant
		All Panel Leaders	All Panel Leaders

Table 2 – PR Committee Election Schedule

- 9.2 Elections for open positions may be held at any time.
- 9.3 All positions (except Facilitator) will be elected by either a show of hands or a secret ballot. If there are two or more members seeking election, a secret ballot must be held.
- 9.4 Elected officers will take over their duties at the end of the meeting at which they were elected., except for the PR Secretary. The outgoing Secretary will take and distribute the minutes of the election meeting. All other secretarial duties are assumed by the incoming Secretary at the end of the meeting at which they were elected.
- 9.5 All positions will be a one (1) year term, except Panel Leaders, whose terms are six (6) months.
- 9.6 Positions may be held for a maximum of two (2) consecutive terms.
- 9.7 Electing members to serve is a serious responsibility. Concept Four states “Effective leadership is highly valued in Narcotics Anonymous. Leadership qualities should be carefully considered when selecting trusted servants.” Our leaders are trusted servants, not governors; but we expect our trusted servants to lead us. Through careful selection, we allow them to do so. A good measure of their suitability to fulfil their positional duties is: Are they ready, willing, and able?

Ready. Are they humble, yet confident in their abilities? Can they detach from personal biases to ensure principles come before personalities? Do they see service as a way for growth in recovery? Can they follow direction and accept feedback?

Willing. Do they feel forced to fill an open position? Will they step down from other service commitments interfering with this service position? Will they seek help and mentoring from previous holders and others? Are there some duties they can’t accept?

Able. Do they have the skills/tools to do the job? Can they communicate clearly, making accurate reports, including financials? Can they communicate via their positional email address? Can they attend all service meetings the position asks of them?

- 9.8 To help ensure a nominee/volunteer will succeed, questions may be asked. Some are general in nature, and some apply to those who handle NA funds.
- 9.9 The committee will forward the names of all members standing for PR Facilitator. It is not the aim of the PR committee to eliminate nominees/volunteers for this position.

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Article 10 Removal of Committee Officers

10.1 Removals.

1. Removal of officers is done via proposal action, and should be considered as a last resort, after other options have been examined.
2. Any officer may be removed from their position for noncompliance. Strong support for the removal (2/3 majority) from all eligible members present is required, except in the case of loss of abstinence.
3. Noncompliance includes, but is not limited to:
 - a. Loss of abstinence (Automatic removal. No proposal required).
 - b. Non-fulfillment of the duties of their positions.
 - c. Absence at two (2) consecutive monthly business meetings of the Committee without prior notification to any Executive Officer.

10.2 Resignations.

1. Committee Officers may resign by providing written notification to the Committee Facilitator one (1) month prior to the date such resignation takes effect.
2. In accordance with Area guidelines, the Committee Facilitator may resign by providing written notification to the Area Chairperson one month before the resignation takes effect.

- 10.3 Committee members who miss three consecutive meetings without prior notice to the committee executive will be removed from the contact list (including email). The Committee Secretary will contact the absent member prior to any removal.

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Article 11 Procedures

- 11.1 The procedures (or actions) of the committee are generally managed by three items:

1. The standing rules of the committee.
2. What constitutes a functioning committee during meetings.
3. Proposals brought for committee consideration.

- 11.2 **Standing rules:** The standing rules that the PR Committee follows in performing its duties are the spiritual principles found in:

1. The 12 Traditions and 12 Concepts for NA Service.
2. The Public Relations Handbook.
3. A Guide to Local Services in NA.
4. CNA Guidelines & PR guidelines, as amended. The latest date on page 2 takes precedence.
5. The Simplified CBDM Guide for CNA.

- 11.3 **Functioning committee:** Fifty percent (50%) of eligible committee members, and at least two (2) Executive officers, must be present to constitute a functioning committee for consensus purposes.
- 11.4 If a quorum is not present prior to the start of agenda item “New Business” no new business can be conducted. Report reading and any other business not requiring consensus may be conducted, including the preparation of the PR report for submission to the ASC.
- 11.5 The Facilitator’s role within the PR committee meeting is to guide the business of the meeting, keeping it focused and balanced, and encouraging the principles of consensus-based decision making.
- 11.6 **Proposals:** Proposals brought to the PR Committee’s attention can be made by any eligible committee member. An eligible member is one who fits the criteria in Article 12, CBDM and Voting Policy, Table 3, row B.
- 11.7 Proposals stand on their own merits; seconders are not required. The Secretary supplies blank proposal forms at every meeting. Proposals must be legibly printed:
 1. In order for it to be understood by all.
 2. So it can be transcribed (if required) for the minutes and the Area archives.
- 11.8 If, following discussion, the committee has not reached unanimous support for a proposal, those dissenting from the majority are given the opportunity to state the reason for dissent, if they choose. If their rationale does not change the majority view, the dissenting member(s) may be asked if they can support the majority view, even though they may not totally agree with it.
- 11.9 When filling out the “Committee Decision” area of the proposal form, recording the reason for an Assent with Reservation or a Stand Aside is optional, but is mandatory for a Block.

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Article 12 CBDM & Voting Policy

- 12.1 Consensus-based decision-making (CBDM) is a process by which a “common mind” of the committee is sought regarding the way forward on a particular proposal. CBDM is a creative process that captures ideas in such a way that the result can be better than the original proposal.
- 12.2 For detailed information regard the CBDM process, refer to the ASC document “Simplified CBDM Guide for CNA.” The PR Secretary has copies.
- 12.3 All committee members who attend two consecutive meetings may fully participate in the CBDM process, including the Facilitator.
- 12.4 Members who join the committee can participate in discussions at their first meeting, but not consensus (voting). This gives them an opportunity to see how the committee operates. Observers can participate in discussions, but not consensus.
- 12.5 After a member misses two consecutive meetings, they will not be counted as a voting member when establishing quorum until the meeting of their return.
- 12.6 Non-attendance at special meetings has no impact on CBDM eligibility.
- 12.7 **Table 3** details CBDM participation eligibility.

<i>CBDM Eligibility Matrix</i>		Type of Committee Meeting	
		<i>Regular Monthly Meeting</i>	<i>Special Meeting</i>
A	A member joins the committee during a regular or special meeting	CBDM eligibility is suspended until the member attends their second PR meeting. Member can participate in discussions	Same as regular monthly meeting
B	A member attends their second (or subsequent) committee meeting	Member fully participates in discussions and decisions	Same as regular monthly meeting
C	A member misses one committee meeting	Member fully participates in discussions and decisions upon their return	Missing special meetings has no impact on CBDM eligibility
D	A member misses 2 consecutive committee meetings, with or without prior notification to the Facilitator or Secretary	CBDM eligibility is suspended until the member returns. Member fully participates in discussions and decisions upon their return	Missing special meetings has no impact on CBDM eligibility
E	An observer attends	Member can participate in discussions, but not in decisions	Same as regular monthly meeting

Table 3 – CBDM Eligibility Matrix

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Article 13 Committee Meetings

- 13.1 The regular monthly business meetings of the PR Committee are held on the same day as the Area Service Committee meeting, unless otherwise directed by the PR Committee.
- 13.2 Special meetings may be called by the Facilitator or any other eligible member.
1. The purpose of the meeting shall be stated;
 2. No business other than that which is stated may be conducted; and,
 3. At least seven (7) days’ notice shall be provided, unless exceptional circumstances dictate otherwise. Those exceptional circumstances shall also be stated in the special meeting request.

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Article 14 Reports & Records

- 14.1 **Reports:** The PR committee produces three types of reports.
1. Committee Officer reports. These are produced by the committee officers (Executive and Non-Executive), read at the monthly committee meeting, and submitted to the PR Secretary for inclusion in the minutes of the meeting.
 2. Minutes of the monthly committee meetings. These are produced by the PR Secretary and distributed to committee members.
 3. Monthly reports to the ASC. Produced by the committee Facilitator, this is a summary of information gathered during the PR meeting and is read at the monthly ASC meeting. Submitted to the Area Secretary, it is included in the Area minutes.
- 14.2 To ensure receipt of PR minutes, a member must provide an email address to the PR Secretary.
- 14.3 **Records:** The PR committee retains various secretarial records, and produces various documents to aid committee officers in their duties.
- 14.4 Physical copies of past minutes, etc., are sent annually to be retained in the Area archives. Our archives offer identification and a message of hope from our serving members, and are an invaluable source of help for members – currently-serving, past-serving, and those yet to serve.
- 14.5 Any receipts are forwarded to the Area Treasurer, so PR retains no financial records, as such. Financial records may be retained in the form of lessons learned, eg- costs of poster drives of years past are compared to costs today to ensure Concept 11 is followed.
- 14.6 Length of retention and disposal methods depend on the individual item. Secretarial records:
1. Reports: Retain for one (1) year. Dispose of old reports by recycling the paper.
 2. Contact information: Retain indefinitely, updating as required. Dispose of old contact info by shredding or burning.
 3. Other PR forms and documents: Retain indefinitely, updating as required. Dispose of old forms and documents by recycling the paper, ensuring personal information is deleted.

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Part 4 Committee Functions

Article 15 Overview of Functions

- 15.1 The functions of the Public Relations subcommittee are primarily focused in three areas
1. Hospitals & Institutions.
 2. Public Information.
 3. Outreach.
- 15.2 **Hospitals & Institutions:** H&I carries the message of NA and may distribute literature to facilities through our H&I presentations. This may include:
1. Withdrawal Management facilities.
 2. Correctional facilities.
 3. Addiction support facilities.

- 15.3 H&I presentations are coordinated by the H&I Coordinator and performed by H&I Panel Leaders and H&I Panel Speakers. Requirements and duties are:
1. H&I Coordinator: See [paragraph 7.2](#).
 2. H&I Panel Leader: See [paragraph 7.3](#).
 3. H&I Panel Speaker: See next paragraph.
- 15.4 ***Hospitals & Institutions (H&I) Panel Speaker***
1. Requirements specific to the position:
 - a. Have at least:
 - i. Three (3) months continuous clean time to observe.
 - ii. Completed two (2) observations, and have six (6) months continuous clean time to speak.
 - b. At the discretion of the H&I Coordinator, members being re-added to the PR Speaker list may have their required observations reduced to one (1).
 - c. H&I Panel Speakers need not be members of the PR committee, but must be qualified and assigned by the committee.
 - d. Must be cleared by the facilities whenever necessary.
 2. Duties:
 - a. To be familiar with the H&I presentation format, including the “Do’s and Don’ts” and suggested topics.
 - b. To respect the guidance and experience of the H&I Panel Leader.
 - c. To receive and review the Panel Orientation pamphlet prior to entering any facility for a commitment.
- 15.5 **Public Information:** PI establishes and maintains open communications between NA and the public to inform them of the availability of recovery in NA. This may include:
1. Presentations at schools and universities.
 2. Presentations to medical and correctional professionals.
 3. Information provided to the public via:
 - a. The CNA website.
 - b. The CNA phoneline.
 - c. Informational posters.
 - d. Community addiction awareness events.
- 15.6 PI presentations are coordinated by the PI Coordinator and performed by the coordinator and PI Panel Speakers. Requirements and duties are:
1. PI Coordinator: See [paragraph 7.4](#).
 2. PI Panel Speaker: See next paragraph.
- 15.7 ***Public Information (PI) Panel Speaker***
1. Requirements specific to the position:
 - a. Have at least:
 - i. Six (6) months continuous clean time to observe.
 - ii. Attended one (1) PI Panel Speaker workshop.

- iii. Completed two (2) PI observations, and have one (1) year continuous clean time to speak. At the discretion of the PI Coordinator, members that are being readded to the PR Speaker list, may have their required observations reduced to one.
 - b. PI Panel Speakers need not be members of the PR committee, but must be qualified and assigned by the committee.
 - 2. Duties:
 - a. To receive and review the Panel Speaker Orientation Pamphlet prior to entering into any facility or institution for a commitment.
 - b. To be familiar with PI presentation formats.
 - c. To respect the guidance and experience of the PI Coordinator.
 - d. To conduct yourself in a courteous and responsible manner as a representative of NA.
- 15.8 Information provided to the public via the CNA website is a Web Servant duty. See [paragraph 6.7](#) and Article 17.
- 15.9 Information provided to the public via the 24-hour CNA phonenumber is a Phonenumber Coordinator and Cell Phone Carrier duty. Requirements and duties are:
- 1. Phonenumber Coordinator: See [paragraph 7.6](#).
 - 2. Cell Phone Carrier: See next paragraph.
- 15.10 *Cell Phone Carrier*
- 1. Requirements specific to the position:
 - a. Have at least nine (9) months continuous clean time.
 - b. Cell Phone Carriers need not be members of the PR committee, but must be qualified and assigned by the committee.
 - 2. Duties:
 - a. To keep an updated log of all calls.
 - b. To report log entries to the Cell Phone Coordinator in a timely manner.
 - c. To attend at least one (1) cell phone training session every three (3) years after initial training.
 - d. To use the NA Cell phone to conduct NA business related calls only; personal use is unacceptable. Failure to complete duties as outlined in the PR Handbook will result in removal from the rotation until retraining is completed and the Cell Phone Carrier is once again accepted by the PR Committee.
- 15.11 Information provided to the public via informational posters is a PI Coordinator, Poster Team Leader, and Poster Team Member duty. Requirements and duties are:
- 1. PI Coordinator: See [paragraph 7.4](#).
 - 2. Poster Team Leader and Poster Team Member: See next paragraph.

15.12 *Poster Team Leader & Member*

1. Requirements specific to the position:
 - a. Team Leader must have one (1) year clean time.
 - b. Team Member should have three (3) months clean time. Any Team Member with less than three (3) months clean time must be partnered with a Team Member with upwards of three (3) months clean time.
 - c. Poster Team Leaders or Members need not be members of the PR committee, but must be qualified and assigned by the committee.
2. Duties:
 - a. To follow guidelines for poster placement provided in the poster drive kit.
 - b. To conduct themselves in a courteous and responsible manner as a representative of NA.
 - c. Team Leaders will attend and submit a report to the PR committee meeting each month a poster drive is active.

15.13 Information provided to the public via community addiction awareness events is a PI Coordinator duty in cooperation with various levels of government, institutions, organizations, etc. See [paragraph 7.4](#).

15.14 **Outreach:** Outreach serves as the outstretched hand of an established NA community to isolated groups and addicts. Requirements and duties of the Outreach Coordinator are in [paragraph 7.5](#).

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Article 16 Fund-Flow System

16.1 Concept 11 states: “NA funds are to be used to further our primary purpose, and must be managed responsibly.” To manage funds responsibly, a fund-flow system is in effect.

16.2 The fund-flow system comprises three parts:

1. Prudent Reserve.
2. Income generated by the committee.
3. Expenses of the committee.

16.3 **Prudent Reserve:** The PR Committee has no prudent reserve. Instead, it has a yearly operating budget approved by the ASC.

16.4 **Income:** The PR Committee generates no income.

16.5 **Expenses:** All expenses incurred providing PR activities are to be reasonable and actual costs supported by receipts. Receipts are vetted by the committee, and submitted to the ASC treasurer for reimbursement.

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Article 17 Website Function & Operation

- 17.1 The purpose of the CNA website is twofold:
1. To provide public information on who we are, how to contact us, and where to find our meetings.
 2. To keep members informed of fellowship information, such as meeting lists, fellowship service material, and events/activities, etc.
- 17.2 The contents of the website shall comply with:
1. The 12 Traditions of NA, and the 12 Concepts for NA Service.
 2. The Fellowship Intellectual Property Trust (FIPT).
 3. The Public Relations Handbook.
 4. CNA guidelines.
 5. PR guidelines, as amended. The latest date on page 2 takes precedence.
- 17.3 The website domain name is identified by the area name (www.centralnovaarea.ca), and will be maintained and controlled by a dedicated position within the PR committee known as the Web Servant. See [paragraph 6.7](#).
- 17.4 The ASC will fund all costs associated with the website. The website will not be hosted on a “Free” hosting or otherwise non-self-supported service.
- 17.5 All changes to the structure or function of the website must be approved by the ASC.
1. The “Structure” is the number of pages and the framework of each page. That framework will have clearly defined areas of content. Maintaining the website will include only making changes to the content, not changes to the number of pages or the framework.
 2. The “Function” is the manner in which the contents of the individual pages interact with the visitors. Examples are:
 - a. Page to page functions.
 - b. File downloads (service material and their formats).
 - c. Contact or survey forms.
 - d. External links.
 - e. Any other functions requested by the ASC.
- 17.6 If the requested structures and functions are outside the abilities of the Web Servant and other experienced PR Committee members, outside services and software may be used with the approval and funding of the ASC. Examples are:
1. Web templates.
 2. Online registration services.
 3. Secure site hosting (HTTPS).
 4. Licensing of proprietary software.
- 17.7 The Index Page (Home Page) shall clearly state the purpose of the website as well as an introduction statement of what Narcotics Anonymous is and our primary purpose. Navigation should be clear and user friendly, and the content of the succeeding page should be accurate and relevant to the navigation command.
- 17.8 Each succeeding page to the Index Page (Home Page) shall have clear and generic content to be as inclusive and accurate as possible.

17.9 The Website shall include the following:

1. Material focused on informing potential members.
2. Material focused on informing professionals.
3. The Central Nova Area meeting list.
4. Links to the Regional, National, and World meeting directories.
5. Contact information for CNA, CARNA, CANA/ACNA, and NAWS.
6. Information on Central Nova Area events and activities.
7. A means to contact the Web Servant, and specified subcommittee trusted servants.
8. Links to CARNA, and CANA/ACNA events.
9. Other items deemed appropriate by the PR committee or the ASC.
10. Area resources.

17.10 The website will not include the following:

1. Links to websites not sanctioned by a Narcotics Anonymous service office or service body.
2. Commercial advertising.
3. Links to sites that contain commercial advertising.
4. Other items deemed inappropriate by the PR committee or the ASC.

17.11 Any material that is to be posted to the website will not contain any personal information, phones numbers, email addresses, etc. Any material that does contain personal information shall only consist of first name and last initial.

17.12 That material shall be password protected and/or in a member's area that requires login information. The password/login information will be provided to any member that requests it. Members may be asked to which home group or service committee they are a member of before releasing the password/login information.

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End of guidelines

The Twelve Traditions of NA and the Twelve Concepts for NA Service

Twelve Traditions

1. Our common welfare should come first; personal recovery depends on NA unity.
2. 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 NA as a whole.
5. Each group has but one primary purpose -- to carry the message to the addict who still suffers.
6. An NA group ought never endorse, finance, or lend the NA name to any related facility or outside enterprise, lest problems of money, property, or prestige divert us from our primary purpose.
7. Every NA group out to be fully self-supporting, declining outside contributions.
8. Narcotics Anonymous should remain forever nonprofessional, but our service centers may employ special workers.
9. NA, 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 NA 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.

Twelve Concepts

1. To fulfill our fellowship's primary purpose, the NA groups have joined together to create a structure, which develops, coordinates and maintains services on behalf of NA as a whole.
2. The final responsibility and authority for NA services rests with the NA groups.
3. The NA groups delegate to the service structure the authority necessary to fulfill the responsibilities assigned to it.
4. Effective leadership is highly valued in Narcotics Anonymous. Leadership qualities should be carefully considered when selecting trusted servants.
5. For each responsibility assigned to the service structure, a single point of decision and accountability should be clearly defined.
6. Group conscience is the spiritual means by which we invite a loving God to influence our decisions.
7. All members of a service body bear substantial responsibility for that body's decisions and should be allowed to fully participate in its decision-making processes.
8. Our service structure depends on the integrity and effectiveness of our communications.
9. All elements of our service structure have the responsibility to carefully consider all viewpoints in their decision-making processes.
10. Any member of a service body can petition that body for the redress of a personal grievance, without fear of reprisal.
11. NA funds are to be used to further our primary purpose, and must be managed responsibly.
12. In keeping with the spiritual nature of Narcotics Anonymous, our structure should always be one of service, never of government.