

# POSTERS, BILLBOARDS, BUS BENCHES, AND TRANSIT SIGNS

**M**any NA service committees choose to inform the public with posters, billboards, bus benches, or transit signs. With these types of ongoing messages there are considerations for the area service committee and for the groups, including maintaining consistent phonenumber volunteers, updated meeting lists, and a possible influx of new members to groups.

## General planning tips

- Coordination among the area subcommittees who are responsible for the phonenumber volunteers and meeting list will be important.
- Budgetary considerations and area resources should be considered. Often these PR efforts may affect the overall area budget and should be thoroughly discussed at the area service committee meeting.
- Once an ASC approves a plan of action, GSRs should prepare their groups for a possible influx of new members.
- Any phonenumber service provider, like an answering service, should be informed of the PR effort so they, too, can prepare for any increased call volume.

## Content consideration

- All signage should include our full name, Narcotics Anonymous.
- The message should be simple, direct, and easy to understand while being attractive, tasteful, and in keeping with NA's positive message of recovery. Example: Recovery from drug addiction happens at NA meetings.
- To increase visibility in the layout and with the artwork, consideration should be given to maintaining a simple, effective design.

## Poster tips

- The committee will want to research places for distribution, develop a plan for distribution, and receive permission from the organizations where posters will be hung.
- Hanging posters is usually a team effort. Two trusted servants work together, and this is an opportunity for a newer member to be paired up with an experienced member.
- It will be helpful to plan for any follow-up actions that the committee will take, such as mailings of information packets to professionals and community organizations.
- Poster visibility is a key factor with distribution. Keep in mind that placing posters in high-traffic areas will allow for maximum exposure.
- Refrain from placing posters on public telephones, trees, public restrooms, etc. Many communities have ordinances concerning this type of activity. Check with the local authorities regarding such ordinances.

## Suggested signage placement

police stations/courthouses

health clinics/hospital emergency rooms

welfare offices

colleges and schools

libraries/post offices

youth facilities (YMCA, boys & girls clubs)

stores (grocery, drugstores)

civic auditoriums

churches/places of worship

laundromats

factories

## Sample posters/signs

IF YOU WANT TO USE DRUGS,  
THAT'S YOUR BUSINESS!

IF YOU WANT TO STOP,  
THAT'S OURS!

NARCOTICS ANONYMOUS  
CAN HELP!



**CALL THE NA HELP LINE:**

Place helpline number here

# Drug Problem?

## We Can Help!



CALL

**Narcotics Anonymous®**

Tel: \_\_\_\_\_

**NARCOTICS ANONYMOUS**

**HELP**



**LINE**

24 HOURS

7 DAYS

Place helpline number here

**IF YOU WANT TO STOP USING WE  
CAN HELP**