

# Fellowship Development and Growing NA

Individual members, groups, and service bodies all around the globe foster Fellowship development and NA growth. With this in mind, everything we do at NAWS is guided by A Vision for NA Service, and we are grateful for the opportunity to support these worldwide NA communities in their Fellowship development efforts.

This section captures some of this work, including profiles of Fellowship support in Ukraine and the Asia Pacific Forum, a translations update, the latest from our Public Relations Team, and the essential services that make up the infrastructure for so much of our work: Fellowship services, communications, information technology, and production and distribution.

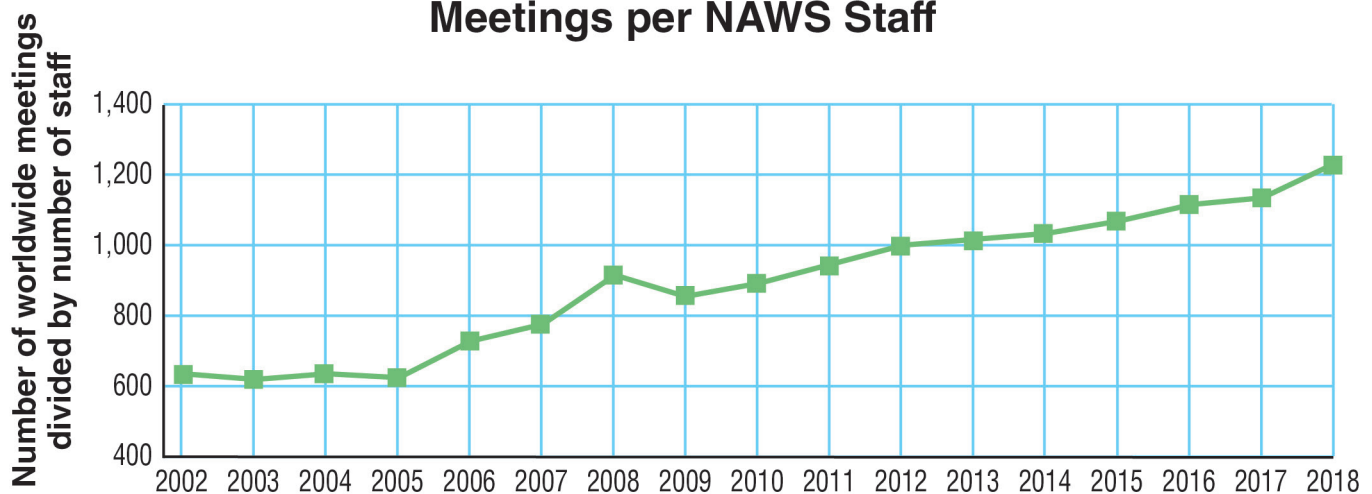
As we have reported before, the level of NAWS staffing continues to remain consistent over the years, and this fiscal year is no different. We have employed between 50 and 60 special workers worldwide for the last 13 years. The Fellowship as a whole has seen dramatic growth over this same period without a corresponding increase in the number of NAWS staff outside of Iran. To get a sense of why our human resources seem stretched, we divided the number of meetings by the number of NAWS staff over the last 15 years. As you will see in the graph below, the number of meetings per staff was just above 600 in 2003. Today, however, the current meeting-to-staff ratio is nearly twice what it was in 2003.

## Fellowship Support

NA World Services receives requests from zonal forums, service symposiums, regional learning days, and other events to support the efforts of various NA service bodies all over the world. A vast majority of what NAWS facilitates in response to these requests includes sessions related to current projects, Issue Discussion Topics workshops, and updates on NAWS activities, as well as planning and service workshops. In addition, we assist emerging NA communities with everything from providing literature to supporting the development of their service structure, and whatever else may be needed in between.

When NAWS supports the requests of the Fellowship, World Board members and NAWS staff can collaborate with members from various NA communities, and we are better able to realize A Vision for NA Service. Bringing together members who would not otherwise have the opportunity to interact creates the opportunity to network, share best practices, collaborate, build trust and goodwill, and serve more effectively. What's more, our travels strengthen communication between the Fellowship and NAWS, and input from these opportunities helps to inform the NAWS Strategic Plan.

**Meetings per NAWS Staff**



# Fellowship Support 2017–2018

NAWS Participation at Zonal Forums and Other NA Events

| Event/Location                                                               | Workshops Held                                                                                                                                                                                                     |
|------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>September 2017</b>                                                        |                                                                                                                                                                                                                    |
| Canadian Assembly (CANA & CCNA) – Calgary, Alberta, Canada                   | NAWS Update, How to Use <i>Guiding Principles</i> IDT, Atmosphere of Recovery IDT, Conventions and Events, Public Relations and Fellowship Development, Technology and Social Media IDT, and Welcoming All Members |
| So Cal Spanish-Speaking Convention – Anaheim, California, USA                | Atmosphere of Recovery IDT                                                                                                                                                                                         |
| European Delegates Meeting (EDM)/ECCNA – Portimão, Algarve, Portugal         | Mental health IP, and participated in zonal meeting                                                                                                                                                                |
| NE Region of Brazil Convention – Natal, Rio Grande do Norte, Brazil          | Building Strong Home Groups, Technology and Social Media IDT, current NAWS activities, Public Relations, and Planning Basics                                                                                       |
| <b>October 2017</b>                                                          |                                                                                                                                                                                                                    |
| Western Service Learning Days – Seaside, California, USA                     | NAWS Update, How to Use <i>Guiding Principles</i> IDT, Atmosphere of Recovery IDT, Conventions and Events, Public Relations and Fellowship Development, Legal Entities and RSCs, and Welcoming All Members         |
| Northeast Zonal Forum – Iselin, New Jersey, USA                              | Future of the WSC                                                                                                                                                                                                  |
| Latin American Zonal Forum & Latin American Convention – Viña del Mar, Chile | Atmosphere of Recovery IDT, Technology and Social Media IDT, and How to Use <i>Guiding Principles</i> IDT                                                                                                          |
| <b>November 2017</b>                                                         |                                                                                                                                                                                                                    |
| Mid-America Service Assembly (virtual)                                       | Atmosphere of Recovery IDT                                                                                                                                                                                         |
| Iran Region and Middle East Workshop – Dubai, United Arab Emirates           | How members from Arabic- and Farsi-speaking Middle East can better collaborate and how NAWS can help, Arabic Language Translation Committee workgroup, and local PR day                                            |
| Kuwait Women Fellowship Development Workshop – Kuwait                        | A session was held with members concerning local efforts for women seeking recovery.                                                                                                                               |
| <b>December 2017</b>                                                         |                                                                                                                                                                                                                    |
| Rocky Mountain Zonal Forum – Billings, Montana, USA                          | CAR workshop                                                                                                                                                                                                       |
| Multi-Regional Learning Event – Manchester, New Hampshire, USA               | CAR workshop                                                                                                                                                                                                       |
| Bergen Area Convention of NA – Whippany, New Jersey, USA                     | CAR workshop                                                                                                                                                                                                       |
| <b>January 2018</b>                                                          |                                                                                                                                                                                                                    |
| Tri-State Regional CAR Workshop (virtual)                                    | CAR workshop                                                                                                                                                                                                       |
| Nassau Area Convention of NA – Melville, New York, USA                       | CAR workshop                                                                                                                                                                                                       |
| Chicagoland Regional Convention – Chicago, Illinois, USA                     | PR Day with an afternoon focused toward professionals, CAR/CAT workshops                                                                                                                                           |
| Western States Zonal Forum – Fairbanks, Alaska, USA                          | CAR/CAT workshops                                                                                                                                                                                                  |
| Midwest Zonal Forum/Multi-Region CAR/CAT Workshop – Lancaster, Ohio, USA     | CAR/CAT workshops                                                                                                                                                                                                  |

|                                                                                      |                                                                                                                                                                                                                                                                                                                                                                                                                          |
|--------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Autonomy Zonal Forum – Washington, DC, USA                                           | CAR/CAT workshops                                                                                                                                                                                                                                                                                                                                                                                                        |
| Southern Zonal Forum – Nashville, Tennessee, USA                                     | CAR/CAT workshops                                                                                                                                                                                                                                                                                                                                                                                                        |
| Afri-can Zonal Forum – Zanzibar and Dar es Salaam, Tanzania; Cape Town, South Africa | Atmosphere of Recovery IDT, intro to the PR pamphlet, How to Use <i>Guiding Principles</i> IDT, Technology and Social Media IDT, Trusted Servant Roles and Responsibilities, NAWS Update, Public Relations and Fellowship Development, NA Service Structure Presentation workshop, Building Strong Home Groups, Fourth and Fifth Concepts workshop, Traditions 11 and 12 workshop, NAWS project update, and CAR workshop |
| Bangladesh Workshop – Chittagong, Bangladesh                                         | Building Strong Home Groups, Building a Strong ASC, H&I Basics, PR Basics, Technology and Social Media IDT, Atmosphere of Recovery IDT, and NAWS Update                                                                                                                                                                                                                                                                  |
| India Workshop – Imphal, Manipur, India                                              | How to Use <i>Guiding Principles</i> IDT, Translations, H&I Basics, PR Basics, Technology and Social Media IDT, Atmosphere of Recovery IDT, and NAWS Update                                                                                                                                                                                                                                                              |

## February 2018

|                                                                          |                                                                                                                                   |
|--------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------|
| Plains States Zonal Forum – Lubbock, Texas, USA                          | CAR/CAT workshops                                                                                                                 |
| Southeastern Zonal Forum – Atlanta, Georgia, USA                         | CAR/CAT workshops                                                                                                                 |
| Mid-Atlantic Regional Learning Conference – Lancaster, Pennsylvania, USA | NAWS Update, CAR/CAT workshops                                                                                                    |
| Knoxville/Volunteer Region CAR/CAT Workshop (virtual)                    | CAR/CAT workshops                                                                                                                 |
| Region 51 Virtual Meeting                                                | CAR/CAT workshops                                                                                                                 |
| European Delegates Meeting – Thessaloniki, Greece                        | Participated in zonal meeting                                                                                                     |
| HOW Regional CAR Workshop – Paulinia City, São Paulo State, Brazil       | CAR workshop                                                                                                                      |
| Asia Pacific Forum and Thai Convention – Bangkok, Thailand               | NAWS Update, Introduction to the WSC, Future of the WSC, CAR workshop, FIPT, Public Relations, Concepts 4 and 5, and Translations |

## March 2018

|                                                                    |                                                                                                              |
|--------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------|
| Central California Region Annual Assembly – Posey, California, USA | CAR/CAT workshops                                                                                            |
| Bolivia Regional Convention – Cochabamba, Bolivia                  | PR presentation, Unity: First Tradition, and Atmosphere of Recovery IDT (NAWS funded for local facilitation) |

## April 2018

|                                            |                                                                                                                                                                                           |
|--------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Zanzibar Workshop – Pemba Island, Zanzibar | Atmosphere of Recovery IDT, Effective Leadership, Group Trusted Servants, H&I Basics, Sponsorship, The Benefits of Service, and What Is an NA Group? (NAWS funded for local facilitation) |
|--------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

## June 2018

|                                                                                 |                                        |
|---------------------------------------------------------------------------------|----------------------------------------|
| Annual Assembly Russian-Speaking Zonal Forum – Respublika Bashkortostan, Russia | Literature production and distribution |
|---------------------------------------------------------------------------------|----------------------------------------|

FY 2014–2015

65 workshops  
20 events/locations

FY 2015–2016

110 workshops  
39 events/locations  
13 CAR workshops

FY 2016–2017

86 workshops  
23 events/locations

FY 2017–2018

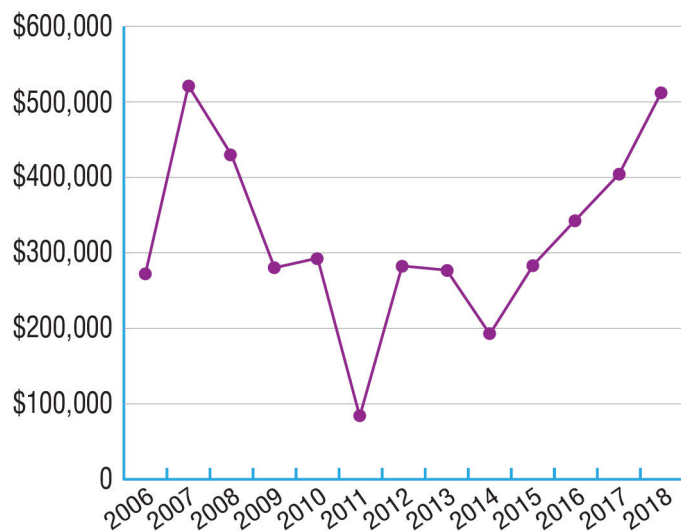
107 workshops  
36 events/locations  
19 CAR workshops

Not only does each trip come in response to a request from an NA community, but we also plan collaboratively with the members best positioned to assess their own needs. In turn, this collective effort improves our capacity to serve and reach the addict who still suffers, and reminds us that we carry the message much more effectively when we work together.

Fellowship support continues to be a priority, especially where NA remains relatively new, where it may just be gaining a foothold, or where—for a variety of reasons—NA communities might benefit from NAWS support. Although time and money constraints mean we must decline some requests, the preceding table catalogs all of the events attended and workshops conducted this fiscal year.

Additionally, one can say that just about everything NAWS does is related to FD. After all, most of our efforts focus on supporting groups and members as they carry the message of recovery to make the program more available to addicts across the world, and we believe these investments of our human and financial resources reflect our values. More often than not, these endeavors are long-term commitments with slow but positive growth, and we can't always neatly package the results within a given fiscal year, or even within a single country. On the other hand, there are certain milestones in emerging NA communities as well as the journey to reach such landmarks that we can highlight within a fiscal year. And with that, we offer two notable highlights: one profile of NAWS' support in Ukraine, and another in the Asian Pacific Forum.

### NAWS Workshop Expenses 2006–2018



### Nurturing Growth in Ukraine

The road to sustainable Fellowship growth is nothing if not challenging for most emerging NA communities around the world. Often these communities must overcome many cultural, geopolitical, and technological obstacles, all while dealing with limited access to resources. At the same time, persevering in spite of such challenges is a large part of what can make this Fellowship development process so rewarding—and this has certainly been the case with Ukraine. In fact, one of the most remarkable aspects of Fellowship development in Ukraine is the significant Fellowship growth despite the political upheavals there in recent years. That's why we're excited to highlight NAWS' activities in Ukraine. We support Fellowship growth and sustainability in this region by providing literature, collaborating on NA events, and maintaining ongoing communication.

Like many developing NA communities, NA in Ukraine started with the service of local members carrying the message to addicts in their community. Accordingly, NAWS began supporting these efforts by assisting with literature—an endeavor made possible only by Fellowship contributions. But helping an emerging NA community with literature is only part of the story, and a relatively easy part at that, for we regularly provide literature to developing NA communities. What NAWS could not give NA in Ukraine was the hard parts: steadfast focus of the local translation committee (LTC) to translate NA literature into Ukrainian; willingness of members to travel by car or train for six hours to attend a literature conference; and prudence to continually reinvest proceeds from literature sales into Fellowship development until a stable service structure emerged. These are but a few of the ways NA in Ukraine has worked toward Fellowship development, and throughout this process we have witnessed this community working together to carry the message and foster unity.

NAWS has also supported recent events in Ukraine. In 2016, WB and NAWS staff traveled to the first Ukraine convention in Kiev, which provided an opportunity to engage with this NA community in a meaningful way. The convention was such a success that proceeds from the event allowed Ukraine to partially fund their delegate for the first time to the European Delegates Meeting! More recently, NAWS participated at the First Ukrainian Literature Conference in Dnipro in April 2019, where we conducted a series of workshops designed to help trusted servants create deeper connections to NAWS' resources and bolster peer support and mentoring. One of the most inspiring sentiments expressed by the attendees at this conference was that these members wanted to explore ways to repay NAWS for past assistance with literature. These events highlight the pursuit of self-support and Fellowship development reinvestment from NA in Ukraine, as well as the





*Workshop at First Ukrainian Literature Conference, Dnipro, Ukraine*

willingness of the local members to work with NAWS to build a stronger sense of community and allow for greater collaboration to keep their progress going strong!

Ultimately, the goal of these support efforts has been to jump-start sustainability by assisting the Ukrainian NA community in ways that help the local members become the driving engine for a flourishing service structure. While coordination between the Ukrainian NA community and NAWS has helped Fellowship development in this part of the world, the success of these joint efforts has relied on effective communication and the consistent willingness of the local trusted servants to go the extra mile to nurture Fellowship growth.

Today, Ukraine has active Public Relations, Hospitals & Institutions, and Literature Translation Committees, not to mention the service workshops that are now being conducted by local Ukrainian service bodies. With all of these efforts, Ukraine has developed into a region with

more than 290 weekly meetings and thriving services. Another measure of their growth and success in developing their community is the fact that Ukraine was one of three regions seated at the 2018 WSC. We look forward to their young and enthusiastic members within the region bringing a unique perspective from Eastern Europe to the Conference.



*PR sign in subway in Kiev, Ukraine*

## **Nurturing Growth in the Asia Pacific Forum**

NAWS Fellowship development efforts take place in NA around the world, so when we feature some of the success stories in the *Annual Report*, it's natural to focus on results within a particular community. But now and then, the rewards of our joint efforts with different NA communities seem to bloom simultaneously in different parts of an entire zone. With that, we turn our focus to the Asia Pacific Forum (APF). As we looked back at this fiscal year to take stock of Fellowship development in this part of the world, we were inspired by what we found: substantive Fellowship development progress as a result of translated Basic Texts and PR efforts in multiple NA communities across the APF.

Naturally, most Fellowship development activities take place at the local level, and this is especially true of translations. Local translation committees (LTCs) coordinate with NAWS throughout the entire translations process to ensure that the fidelity of the NA message is carried in the community's native language. Every time this critical aspect of Fellowship development is furthered, more addicts have a chance to hear the lifesaving message of Narcotics Anonymous—after all, isn't that what service is about? That's why it's no surprise when we hear accounts of members in Jakarta, Indonesia, going from island to island to distribute the recently published Basic Text in Indonesian. To help put that into perspective, Indonesia is composed of more than 17,000 islands. As a Fellowship, we also get to share in the collective excitement of Malaysia as the 2018 FY finally saw the Basic Text published in Bahasa Melayu.

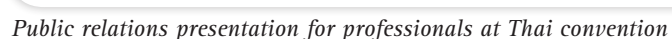


*Distributing literature in Batam, Indonesia*



Even though these translations milestones are truly something to be excited about, they are still only part of a bigger picture. Much Fellowship development also takes place by working with organizations and individuals outside our society of recovering addicts. These activities often include meeting with government entities, treatment professionals, and correctional institutions to help them build an understanding of NA. Efforts to reach outside NA to professionals and institutions that frequently deal with addicts are vital to Fellowship growth because many of our future members will come into contact with these individuals and organizations. The simple fact is, if NA isn't known as a viable path of recovery to those outside of

In 2018, NAWS collaborated with the Thai NA community to help them prepare for a PR presentation to Thai government officials and healthcare professionals at their convention. This event was a tremendous step toward NA gaining credibility in Thailand, with one healthcare professional describing NA as the missing piece in treatment for addicts in Thailand. Over the last two years, such coordinated PR efforts with NAWS, along with the newly







Members are welcomed to Thai convention

published Thai Basic Text, seem to have given Fellowship development and membership growth in Thailand a boost, especially in Chiang Mai and Bangkok.

Alongside these PR efforts, Thai Public Information and Hospitals & Institutions service committees have been hitting the ground hard, traveling thousands of kilometers to do presentations in schools, hospitals, and prisons, which has led to an increase of Thai-speaking meetings. There has been such a turning point as a result of these efforts that Thai trusted servants were invited to set up a meeting inside a women's penitentiary in Bangkok. For an inspiring firsthand account of this journey, check out the APF newsletter, issue #50, and read "8,000 Kilometers and Counting" ([www.apfna.org/newsletter](http://www.apfna.org/newsletter)). While this progress in Thailand is exciting, it is still a slow and steady process. But Fellowship development doesn't happen in one day, so remember—easy does it.

## Translating the NA Message

This year saw the NAWS Translations Team in high gear again, readying locally generated translation projects for publication. At midyear, we had 38 projects on the typeset list alone, meaning those projects had undergone the process of assuring conceptual fidelity with the NA message. Having made it to the typeset list also meant that the publication standards of those languages were applied and reviewed by the respective local translation committees (LTC). Once an item is typeset, it is reviewed once more by a professional proofreader and a staff person and, if there are no further edits, it goes to the production queue. All of this is in addition to the dozens of projects still making their way to the typeset list at any given time. The following anecdotes highlight a few projects that made—or are making—their way through the NAWS translations process.

Through this year, the Slovenian LTC worked hard to submit the IPs needed to complete *An Introductory Guide to Narcotics Anonymous*. Several of the ten IPs contained in the *Introductory Guide* had already been published, and naturally the Slovenes wanted to complete the project. They also wanted to translate the White Booklet, and thus decided to work on both projects at the same time. They completed all of the initial translation work needed for the White Booklet by the summer of 2017, and IP #6 was published that December. While the White Booklet was being proofread and typeset, the LTC completed most of the "heavy lifting" on the IPs still needed for the *Introductory Guide*. The White Booklet was published in June 2018, and five more IPs were in the production pipeline.



The project the Arabic LTC chose to work on during this time was *It Works: How and Why*. This book has been in high demand across the Arabic-speaking world since the *Step Working Guides* was published. There are 22 nations in which Arabic is the primary language, so *It Works* will be useful to many addicts across the Middle East and North Africa. Unfortunately, this project had a setback due to missing essential diacritical or accent marks that Modern Standard Arabic requires. This occurrence is not unusual in other languages as well, since LTCs tend to translate colloquially and accent marks are often omitted. In readying each project for publication, NAWS hires professional proofreaders for that language who make sure all the necessary accent marks are in place and who correct spelling, grammar, and other punctuation. *It Works: How and Why* in Arabic will be available in the coming year.

While this may seem like a small achievement to some, the production of the Afrikaans keytags made a big splash in South Africa this year. Keytags are an integral part of the NA Fellowship experience, often from our very first meeting where we may have received a Welcome tag. And it was the magic of “welcome” that made

getting the next keytag and the one after that, and so on, mighty attractive. It was a tremendous joy and inspiration

for the Afrikaans-speaking community to experience

the different-color keytags in their own language. And key-

tags were no exception when it came to using a proofreader, who helped to assure the spelling and gram-

mar were consistent with

the publication standards of Afrikaans.

The availability of the keytags created a special moment for the Afrikaans NA community of South Africa.

These are but a few of the stories the NAWS Translations Team could share from year to year. As LTC members pore over the English literature they are working on to translate into their own language, it is common for a shift to take place in their recovery. This is due to the service of talking about and contemplating the NA message in written form and how that may be best expressed in their own language and culture. Gaining an intimate relationship with the ideas and concepts inherent in our literature creates a shift in perspective that has the power to change a person. Local translation committees provide this opportunity for members fortunate enough to serve on an LTC.



## Public Relations in Fiscal Year 2018

PR efforts at every level of the NA service system contribute to the pursuit of our primary purpose. PR committee members deliver presentations, supply literature, staff booths at professional events and health fairs, and arrange for posters, billboards, and public service announcements to inform the public and professionals about NA. When the public sees NA as a viable and credible means of recovery, more addicts find their way to our meetings.

Nearly half of our members attended their first meeting because a treatment facility or counseling agency referred them to NA. And in the US, the practices of medication-assisted treatment (MAT) and drug-replacement therapy (DRT) continue to rise, as it is no longer limited to treatment centers; it is now becoming common within many corrections facilities and drug courts. We may want to be mindful that members need to take the time to welcome these potential members; otherwise, we could lose a generation of membership. The National Institute of Drug Abuse (NIDA) continues its efforts to discover a vaccine to eradicate addiction and to find a medication to treat cocaine and crystal meth addictions.

For this reason, our PR efforts to reach out to professionals and organizations that regularly come into contact with addicts and let them know that their clients are welcome in NA are more important than ever. The PR pamphlet *Narcotics Anonymous and Persons Receiving Medication-Assisted Treatment* supports these efforts with information for professionals. It clearly states that abstinence is not a prerequisite for membership; a person simply needs a desire to stop using. Tradition Three guides us to welcome all addicts to our meetings and to help them gain a sense of hope and belonging.

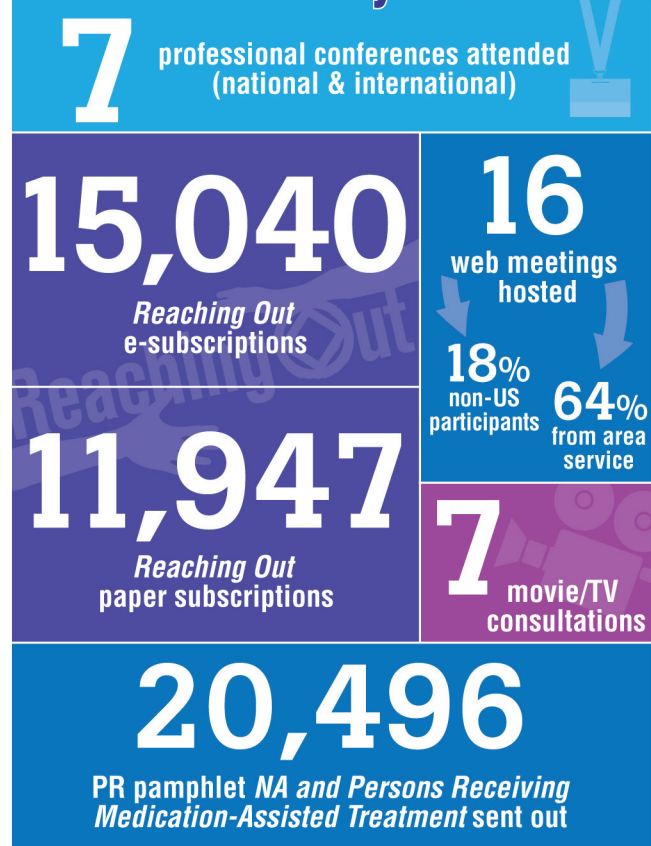
Public relations committees around the world perform much of this important service work. As illustrated by the following highlights of the 2018 FY, NAWS engages in PR to support the work of NA's areas, regions, and zones by providing relevant tools and networking opportunities, as well as attending to matters of a broader scope, including government and media relations, zonal planning, and national or international conferences.

### NAWS PR Web Meetings

One of the many ways technology enables NAWS to deliver services and communicate with the Fellowship more effectively is with web meetings. NAWS hosts regular public relations web meetings to provide an opportunity for members to come together and share their experiences with PR, H&I, and inmate step writing, as well as to share best practices. These meetings are member-driven and foster engaging



## Public Relations by the Numbers



conversation with diverse input from members all over the world. In the 2018 FY, we hosted three such web meetings, which has allowed us to continue to build robust and supportive networks brimming with passion and expertise.

In addition to the regular web meetings, the Fellowship Development and Public Relations project plan approved at the 2016 WSC gave rise to an ongoing series of NAWS-hosted web meetings for zones all over the world. The goal of these web meetings is to foster collaboration among service bodies and assist with the zones' public relations work as a key contributor to Fellowship development efforts. As a result, we have seen a marked increase in PR and H&I services delivered by zones, and we are excited to continue to facilitate collaboration and growth in this area.

### Conferences

Along with supporting Fellowship PR service delivery efforts, NAWS continues to establish and develop relationships with professionals who work with addicts by attending national and international conferences. Our presence in exhibit halls provides important opportunities to build NA's reputation by interacting with thousands of professionals and informing them about NA over the course of a few days. We demonstrate NA's viability and give professionals more confidence in sending their clients to our meetings.

In the 2018 FY, we attended the following annual conferences:

- National Association of Drug Court Professionals (NADCP)—July 2017, May 2018
- National Conference on Alcohol and Addiction Disorders (NCAAD)—August 2017
- International Society of Addiction Medicine (ISAM)—October 2017
- International Federation of Non-Governmental Organizations for the Prevention of Drug and Substance Abuse (IFNGO)—November 2017
- American Society of Addiction Medicine (ASAM)—April 2018

### More PR Highlights

**PR Week** — The 2018 WSC approved Motion #12 which called for NAWS to establish a PR week—a common week every year for the Fellowship to hold events simultaneously and work together to further PR and PI efforts worldwide, beginning in 2019. The first PR week will be 3–9 June 2019. For more information, please visit [www.na.org/pr\\_act](http://www.na.org/pr_act).

**Phoneline Basics** — The service material handbook *Phoneline Basics* was approved by the Board and made available for members in June 2018. This handbook is designed to help service bodies evaluate resources, choose a helpline provider, train and prepare helpline volunteers, and coordinate services in a way that makes local help-lines more successful. To view a copy of this handbook online, visit [www.na.org/handbooks](http://www.na.org/handbooks).

**Membership Survey** — We implemented a membership survey at WCNA 37 in Orlando, and we received 10,796 completed surveys from that event. Simultaneously, we put the membership survey online for four months, and we received an additional 17,699 completed surveys, for a total of 28,495. This is the largest return for a membership survey to date! Thank you for your participation.

## Basic Services

The basic purposes of our world services are communication, coordination, information, and guidance. We provide these services so that our groups and members can more successfully carry the message of recovery and so that our program of recovery can be made more available to addicts everywhere.

*A Guide to World Services in NA*

While Conference-related work is cyclical in nature, revolving around the timeline of our biennial World Service Conference, a great deal of the work at NA World Services is steady and ongoing. Each team at NAWS provides essential services that aim to meet the needs of the

Fellowship for “communication, coordination, information, and guidance.”

Fellowship growth, combined with increased ease of access through technology, has prompted us to build capacity in each of these areas, expanding our reach in ways unimaginable just a decade or two ago. We respond to more requests and inquiries than ever before and get literature into the hands of those who need it with greater efficiency. Our growth as a Fellowship and our ability to meet growing demands seem like our founders’ dreams becoming a reality. We’ve grown from one office in the US to our current configuration: a center of operations in the US with branch offices in Belgium and Iran, distribution centers in India and Canada, and the indispensable work of regions and zones making this all possible. You’ll find specifics about our “basic services” in the 2018 fiscal year in the sections that follow.

## Fellowship Services

Our Fellowship Services Team serves as the first point of contact when someone writes or calls NA World Services for something other than ordering literature or translations. We get hundreds of requests and inquiries each week from members and the public. These come from inmates requesting literature, trusted servants seeking to understand and apply Traditions and Concepts, family members and government officials looking for solutions to addiction, and members trying to solve problems at the local level, among others.

We respond by providing resources and information. We cite literature, suggest readings, and share anecdotes and observations that recount what has worked elsewhere—our collective experience, strength, and hope. We send meeting starter kits and literature to members requesting such support—many of them behind bars. We connect members with the wealth of resources available at [www.na.org](http://www.na.org), linking to specific handbooks, service pamphlets, bulletins, and recovery literature.

With increasing frequency, we are contacted by clergy members, interested family members of addicts, municipal government officials, and healthcare professionals about starting meetings. We put them in touch with local trusted servants for follow-up, opening the doors for public relations opportunities and/or new possibilities for meeting facilities. We thank all local trusted servants for their partnership in dealing with these requests for meetings and H&I. Your service is an integral part of carrying the NA message to the addicts who still suffer.

The data tell the story, revealing how we have directed resources—human and financial—to respond to the needs of the Fellowship, and how that’s changed over the past few years.

## Fellowship Services by the Numbers



## Communications

The Communications Team functions primarily as a conduit of information between the World Board and the NA Fellowship. We use every avenue available to hear from the Fellowship—surveys, workshops, web meetings, project input, calls, emails, Issue Discussion Topics, regional reports, zonal meetings, and more. We compile, categorize, summarize, and illustrate all of that member input so the Board can effectively make decisions based on the Fellowship’s needs and ideas.

In turn, the Communications Team listens to the Board and, with their direction, drafts a variety of reports and correspondence to help keep the Fellowship informed. Some of this communication includes eblasts and memos from NAWS as well as session materials at the many workshops we conduct throughout the year, even summaries of World Service Conference sessions. Another important aspect of this communication includes publishing NAWS periodicals and Conference reports, all of which can be found at [www.na.org](http://www.na.org).

As we continue to shift our primary distribution methods from paper to electronic copies, we encourage anyone who is interested in subscribing to our periodicals to visit



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[www.na.org/subscribe](http://www.na.org/subscribe) and sign up. If you subscribe electronically to at least one of the three quarterly publications, you'll also get an email notification when the various Conference reports are distributed and posted as well as other important updates like when project material is posted for review or when the World Convention goes on sale.

## NAWS Technology

NAWS technology supports every aspect of A Vision for NA Service and is indispensable for the bulk of our work. Our communication, publication, sales, accounting, and translations efforts all rely on technology. Technology is also essential to the effectiveness of the World Service Conference and the World Convention of NA.

Our ability to keep pace with advancements in technology continues to be constrained by our limited resources. Operating within these constraints frequently leads us to practice extraordinary discernment as we evaluate which technologies will add value to our work and determine which investments offer the biggest “bang for the buck.” To inform these decisions, we completed a comprehensive review in 2013 and found that we needed to prioritize improvements to our software, connectivity, infrastructure, and security, all of which we have remained committed to enhancing.

### Software

In the 2018 FY we were able to implement new accounting software that provides a more robust platform and

brings the accounting and production teams into the 21st century. This software will allow us to handle the ever-growing needs of our Fellowship better than before and improve user experience with our online store.

### Connectivity and Communication

We continue to enhance how members, trusted servants, and the public experience NA World Services online, no matter what device or platform they are using. In addition, using Zoom to host web meetings has continued to pay off with our ability to communicate with workgroup members and Conference participants efficiently and effectively, all while reducing travel costs.

### IT Infrastructure

NAWS' collection of hardware, software, networks, databases, and all the equipment required for IT operations is essential to the work we undertake as we strive to fulfill our vision. With that said, these components need constant maintenance and upgrades. To conserve our limited resources, we work to extend the life of our equipment and delay replacement as long as possible, and this requires much of our effort year in and year out.

### Security

We continue to implement security measures to keep our network safe and reliable. We think holistically to assess risks, and we have deployed multiple layers of protection to assure members' privacy, keep information safe, and



secure our network. We also back up our entire system to local servers and the cloud every night. Such backups ensure that we can recover all data and rebound quickly should disaster strike.

## Production and Distribution

We stay committed to fine-tuning our approach to production and distribution by always seeking the most cost-effective and efficient methods available. For example, in-house production has allowed us to be more economical for smaller orders and some language groups, and we have reduced costs and shipping time by producing and distributing NA literature locally in Argentina, Brazil, Egypt, and Russia. These are just two examples of the continued creative problem solving in evolving contexts that demonstrate NAWS' commitment to using Fellowship resources responsibly. We remain dedicated to getting the NA message into the hands of addicts seeking recovery as quickly and prudently as possible.

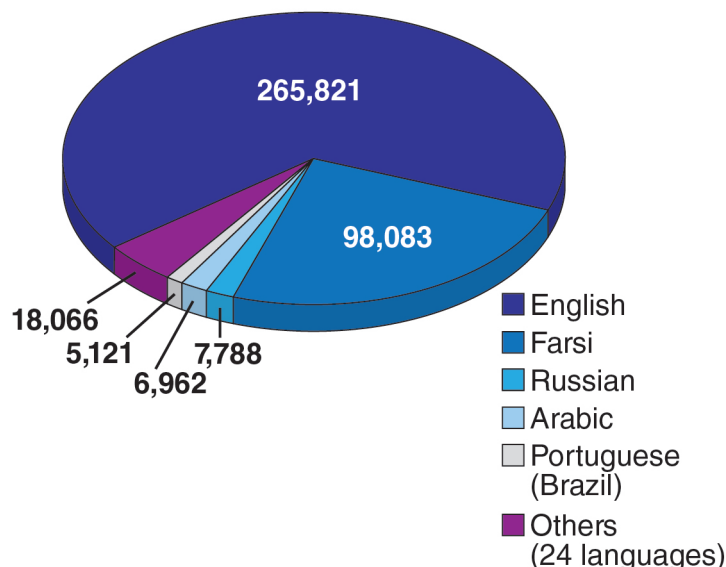
### Highlights of the 2018 Fiscal Year

- We produced almost 35,000 books, more than 110,000 booklets, almost 24,000 handbooks and reports, and more than 690,000 IPs and small booklets in-house.
- We fulfilled more than 85 orders per day, averaging about 1,700 per month.
- We published 35 new pieces of translated literature, bringing our inventory to 1,093 titles.
- With each piece of literature, and with each order throughout each year, our goal is to help fulfill our Vision for NA Service and NA's primary purpose.

### Books

The Basic Text continues to be the NA book in highest demand, making up 40 percent of the books distributed in FY 2018. We have distributed over 11 million copies of

## FY 2018 Basic Text Distributed by Language

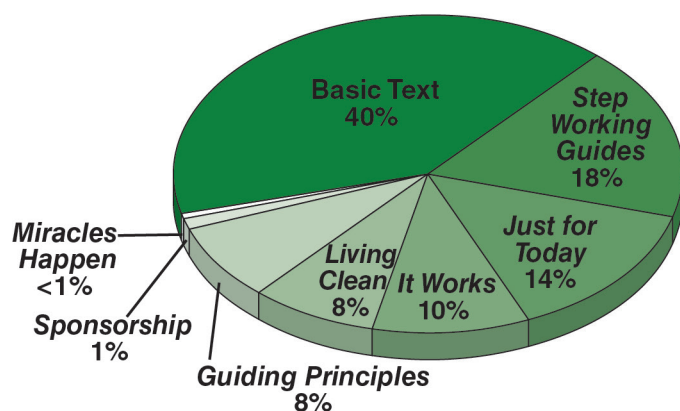


*Narcotics Anonymous* (aka the Basic Text) since it was first published in 1983. Combining this book with other book-length NA literature, Narcotics Anonymous has distributed over 21 million books to date.

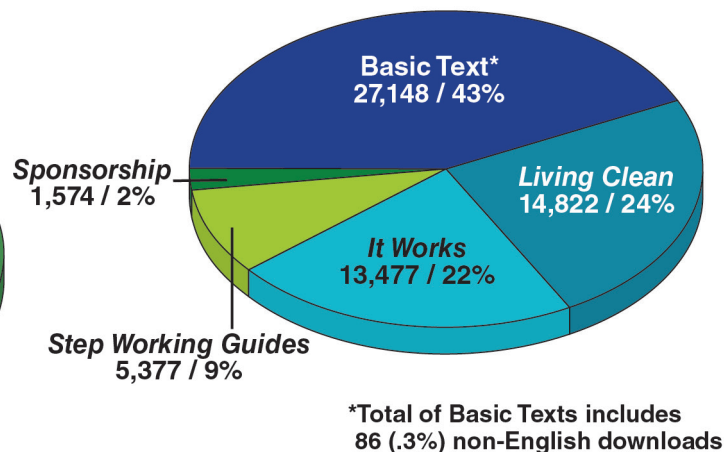
### Electronic Literature (e-lit)

E-lit represents a relatively small proportion of the books we distribute. Monthly distributions through a variety of commercial portals total only a few hundred e-books each month. As with print literature, our most popular titles—the Basic Text, *Living Clean*, and *It Works: How and Why*—top e-lit sales.

## Books Distributed in FY 2018



## Total E-Lit Sales 2012–2018



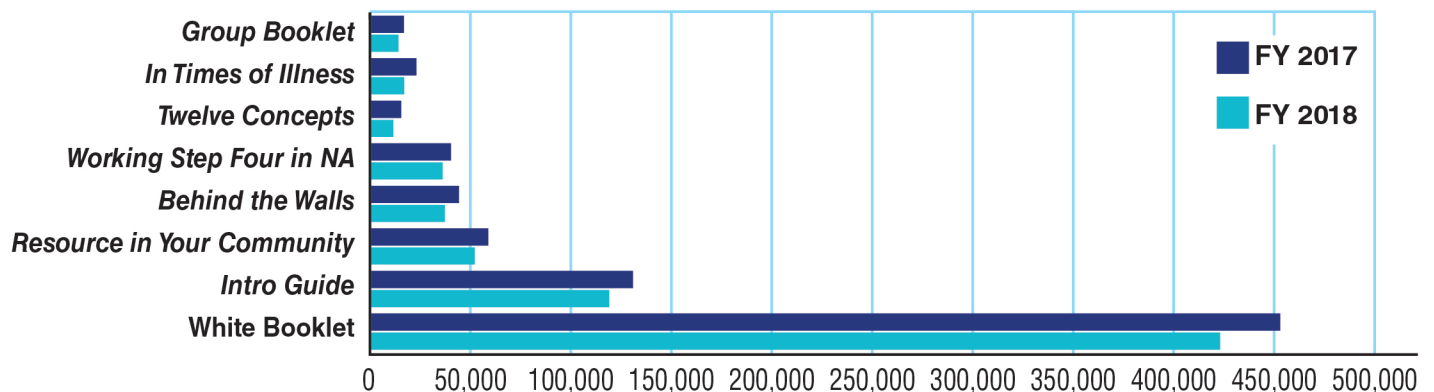
## Cumulative Book Distribution, 1983–2018

| Book (pub date)                       | Total distributed | % of total | Average per year |
|---------------------------------------|-------------------|------------|------------------|
| Basic Text (1983)                     | 11,271,071        | 53.4%      | 322,031          |
| <i>Just for Today</i> (1991)          | 3,045,640         | 14.4%      | 112,801          |
| <i>It Works: How &amp; Why</i> (1993) | 2,814,257         | 13.3%      | 112,570          |
| <i>Step Working Guides</i> (1998)     | 2,791,107         | 13.2%      | 139,555          |
| <i>Living Clean</i> (2012)            | 669,361           | 3.2%       | 111,560          |
| <i>Sponsorship</i> (2004)             | 266,250           | 1.3%       | 19,018           |
| <i>Guiding Principles</i> (2016)      | 156,318           | .7%        | 78,159           |
| <i>Miracles Happen</i> (1998)         | 90,073            | .4%        | 4,504            |
|                                       | 21,104,077        | 100%       |                  |

### Booklets

Booklet distribution in FY 2018 saw a 9 percent decline compared to FY 2017, with some titles declining from 7 percent (White Booklet) up to 27 percent (*Twelve Concepts* and *In Times of Illness*). This is mainly due to Iran's overall decline in distribution of about 30 percent from last fiscal year.

## FY 2017 & FY 2018 Booklet Distribution



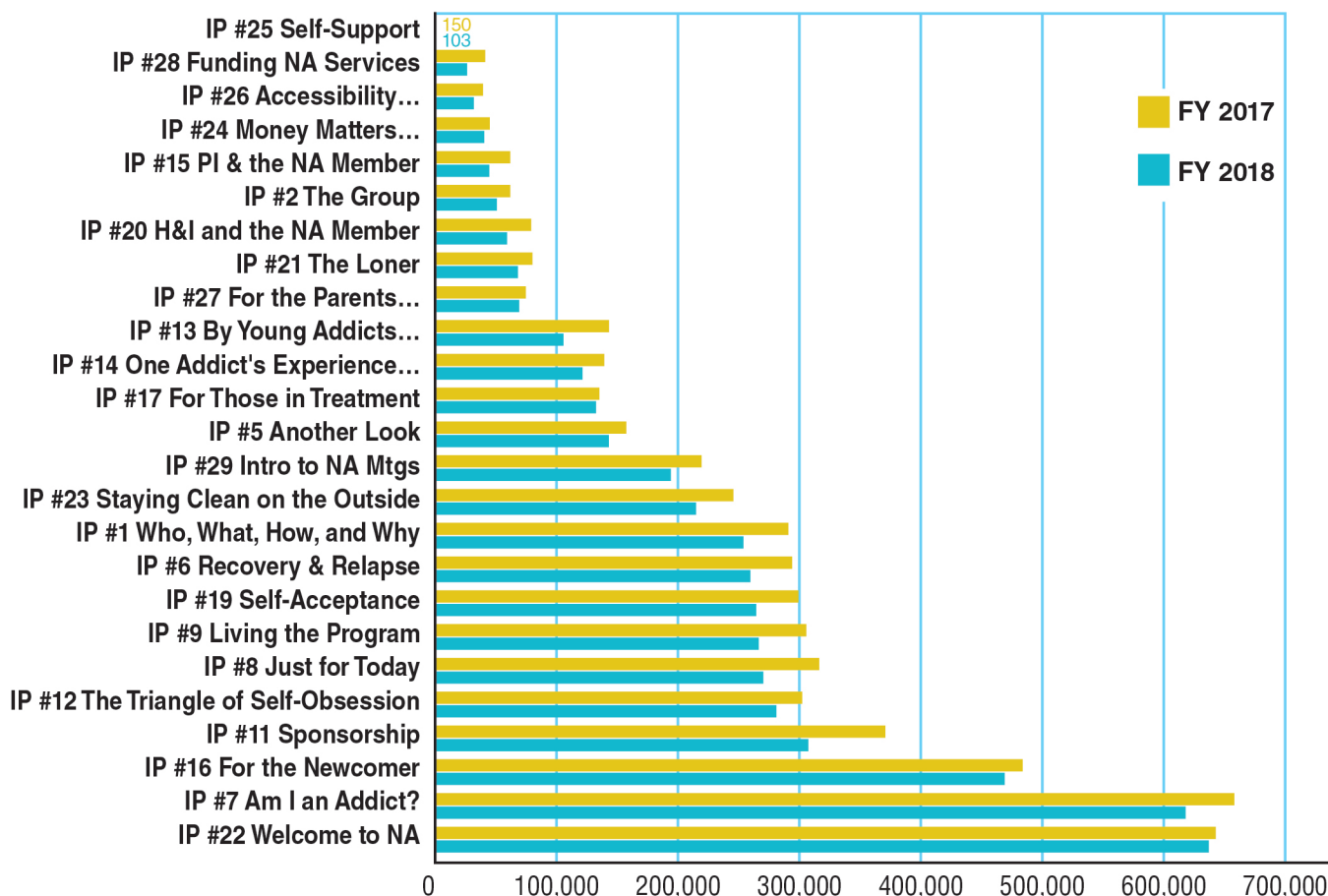
### Did you know?

- We fulfilled 85+ sales orders per day
- Thirty-five new translated pieces of literature were published
- Twenty-eight published products were revised or updated
- We produced almost 900,000 products in-house

### Informational Pamphlets (IPs)

Distribution for all IPs decreased by 10 percent from the previous fiscal year. *Am I an Addict?* (IP #7) and *Welcome to NA* (IP #22) continue to top distribution numbers.

## FY 2018 Informational Pamphlets Distribution



### Keytags, Chips, and Medallions

Many meetings recognize recovery milestones—ranging from the first time a member walks into the rooms to multiple years clean—with keytags or chips. Sponsors, sponsees, friends, and sometimes home groups mark member anniversaries with medallions. To fulfill this aspect of celebrating recovery, NAWS distributes millions of keytags and medallions each year. While this is a staggering amount of keytags, we believe highlighting the much smaller number, 53, may have more significant implications. That's because 53 is the number of different languages in which we produce Welcome keytags.

That is, 53 languages we use to say “Welcome” to addicts all over the world; 53 ways we say “Just for Today” in a member’s native tongue when they walk into

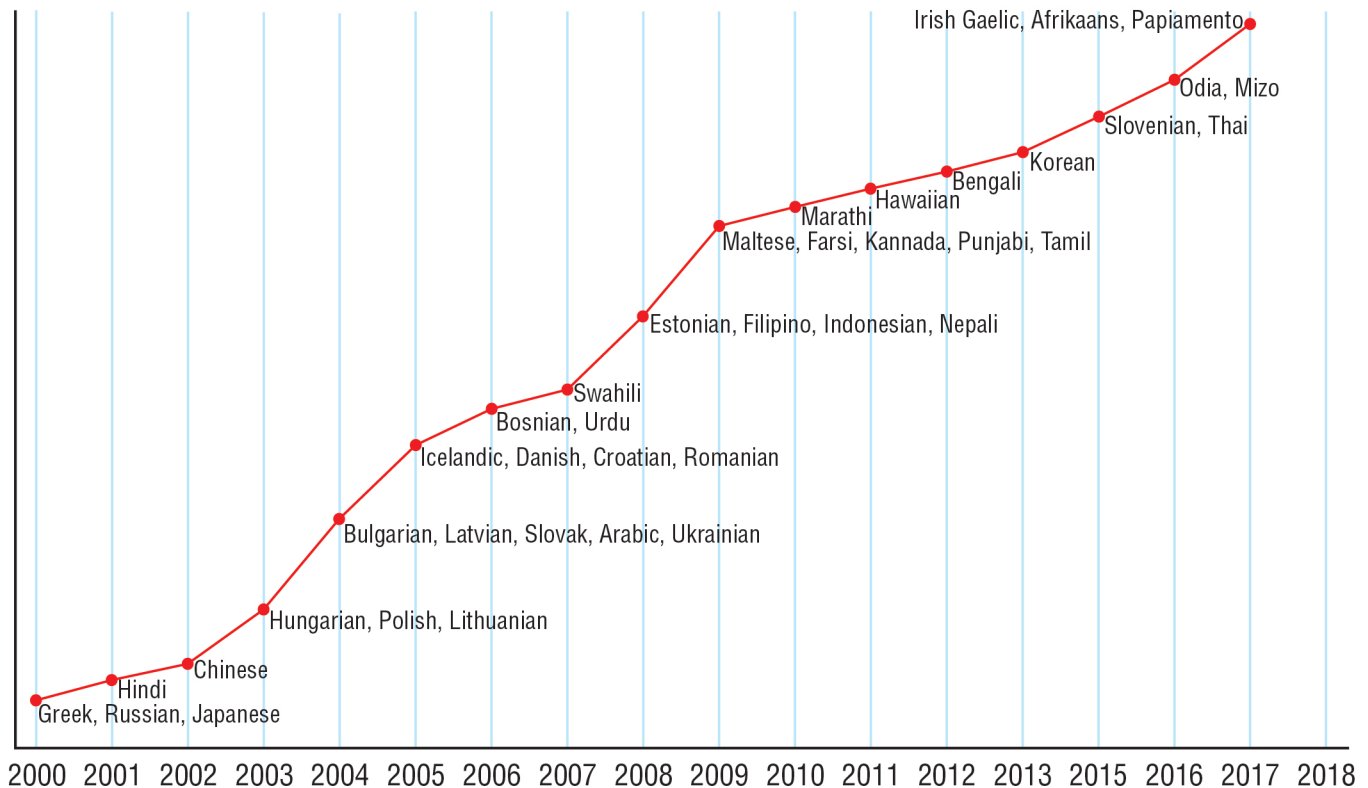
their first meeting. What’s more, our keytag production isn’t arbitrary but is based on the needs of the Fellowship. For instance, we had Welcome keytags in 13 languages in 1999. Over the last 18 years, we’ve added 40 new languages to this product. So, 53 tells a deeper story. It’s a story about Fellowship development, and how contributions made by our members allow addicts to be welcomed home with a keytag in their language. Ultimately, this is a story of gratitude for your continued contributions.

### Who Buys NA Literature?

Rumors about the source of NAWS’ income spring up from time to time. One recurring story claims that we’re beholden to one reseller that specializes in books on addiction and recovery, and that we offer special discounts and develop literature with this reseller in mind.



## Welcome Keytags 2000–2018



There is simply no truth to these rumors. Not only would that be contrary to our guiding principles, but the financial reality is just the contrary. Purchases from resellers traditionally make up less than 7 percent of our total literature sales.

As you may know, we publish our discount policies on our website. There's a discount schedule for orders over \$500 and another for contract customers. The terms and rates are spelled out at [https://cart-us.na.org/discount\\_policy](https://cart-us.na.org/discount_policy) and apply to Fellowship and non-Fellowship entities alike.

For example, many regional service offices enter into contracts with us year after year and benefit from these

discounts because they do sufficient volume. These contracts with regional service offices actually make up nearly 40 percent of NAWS literature sales, followed by sales to groups, and then sales to areas. Taken together, our literature customers within the Fellowship make up approximately 80 percent of our overall literature sales. It is not surprising to us that NA members and service committees purchase the substantial majority of NA literature. The remaining 20 percent that's sold to non-NA entities includes literature purchased by correctional facilities, treatment centers, hospitals, resellers, bookstores, government offices, drug courts, schools, and libraries.



# NA World Services Staff

Chatsworth, California, USA

## Administration

*Executive Director:* Anthony Edmondson (ae@na.org)

*Assistant Executive Director:* Becky Meyer (becky@na.org)

*Executive Assistants:* Eileen Perez (eileen.p@na.org), Elaine Wickham (elaine@na.org)

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*PR Assistant:* Bob Shott (bob@na.org)

*H&I Assistant:* Kelley Taylor (kelley@na.org)

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### New Staff

David Buffington  
Jose Corea  
Aisha Corning  
Jesus Iniquez  
Brian Stewart  
Buddy Toten  
Katie Valenzuela

### \*Departing Staff

Arthur Carbajal  
Ryan Gallardo  
Sarah Johnson  
Peggy Labon  
Esperanza Lemos  
Uschi Mueller

## Saying Goodbye

While all WSO staff are committed to working diligently to support the Fellowship of NA, we would like to take a special moment to acknowledge Peggy Labon, Esperanza Lemos, and Uschi Mueller, all of whom recently retired from NAWS. These women dedicated decades to providing the highest-quality service, making NA World Services stronger with their passion for NA and their tireless commitment to their work. While we will miss their presence and positivity around the WSO in Chatsworth, we wish each of them good health and a joyful retirement.

### **Peggy Labon,** ***Customer Service Representative***

Peggy brought her valuable skill set to our accounting department and improved the overall quality of this integral aspect of NAWS' operations. Throughout the years, she also helped thousands of members fill their literature orders from the WSO. Peggy's sincere and ever-present positivity and warmth equaled her assets as a staff member. Her smile could profoundly change the energy in any room, and we were fortunate to have had such a special spirit strengthen morale at NAWS for almost two and a half decades. After 24 years, Peggy retired from NAWS in May 2019, and she will always be deeply missed.

### **Esperanza "Espy" Lemos,** ***Production Assistant***

Espy was in charge of our behemoth in-house printer, also known as "Docusaurus," which has printed countless information pamphlets and WSC- and NAWS-related reports, including most of the *Annual Reports*. If you have had your hands on any of these Fellowship communications or recovery-related materials since 1989, then you have benefited from Espy's diligence with NAWS' in-house production. In December of 2018, Espy retired after working for NAWS for 29 years. While Espy was a tiny woman, she made a huge impact on NAWS and we will be forever grateful for her years of contribution to our organization and the Fellowship.

### **Uschi Mueller,** ***Translations Manager***

Uschi was on the front lines of NAWS' translations efforts for 30 years. Over this period, Uschi was pivotal in advancing this vital aspect of our Vision for NA Service. She worked with NA communities all over the world to ensure that addicts have a chance to experience our message in their own language and culture and find the opportunity for a new way of life. When Uschi started working at NAWS, there were Basic Texts in two languages: English and French. When she retired in January 2019 after 30 years, the Basic Text was published in 28 languages, and we had published IP #1 in 55 languages. We thank Uschi for all of her hard work and dedication in translations throughout the years.





## Staff and Offices

**Two distribution centers**—one in Bangalore, India, the other in Mississauga, Ontario, Canada—play an important role in furthering our vision.



Jacquie Sullivan and her assistant Paul Sullivan staff the Mississauga center, which meets the literature needs of Canadian NA communities.



Pramila Dias distributes literature throughout South Asia from the Bangalore center.

**Two branch offices**—one in Brussels, Belgium, the other in Tehran, Iran—produce and distribute literature and provide services to many NA communities.



Paul Decock and his assistant Fred Renaux maintain our European service center. They distribute literature in 44 different languages, some of it printed onsite, and some of it provided at no cost to emerging NA communities in Eastern Europe and Africa. They also provide basic support for members, groups, and institutions seeking information about NA; process contributions to NAWs; and support the continent's zonal forum, the European Delegates Meeting.



Siamak Khajeian manages the Iranian branch of the World Service Office where he and his staff—Amir Bondar, Farhad Fallah, Mehrdad Naseri, Hossein Nematzadeh, Farhad Poursohei, Reza Tavakoli, and Payam Yazdani—support NA's fastest-growing community and its 21,974 meetings. The Tehran service center produces and distributes NA literature in Farsi, translates *The NA Way Magazine* each quarter, and supports many of the important services offered by the region.

**Narcotics Anonymous World Services** in Chatsworth, California, serves as a centralized resource for NA members, groups, and service bodies worldwide. The executive and administrative staff of the California office respond to inquiries from members and the public. They work closely with the World Board to carry out Conference-approved projects, coordinate workgroups, execute the World Convention, and communicate with members through a variety of periodicals, reports, web meetings, and emails. Other ongoing responsibilities coordinated from this location include the production and distribution of NA literature, protection of the Fellowship's copyrights and trademarks, and maintenance of our website, [www.na.org](http://www.na.org).

