

WSLD 40: Service is Love Made Visible

Burbank California 2026

Topic: NA Public Relations and AI

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4th Tradition

Each group should be autonomous except in matters affecting other groups or NA as a whole.

How should we use AI such that it does not damage NA's reputation?

Should we do this? Or not?



AI can be used for many different things. Here are things to consider when choosing what to use AI for:

- AI should not replace group conscience. AI cannot be held accountable. Concepts emphasize delegated service, accountability, communication, and careful consideration of all viewpoints. Concepts 2, 6, 7, 8, 9 apply. Twelve Concepts for NA Service
- A single independent member should not use AI output in NA's name. PR Handbook and IP #15 stresses routing requests through the PI/PR committee or service body. All AI generated materials must be reviewed by committee. PR Handbook, NA IP #15, PI and the NA Member

AI Tasks #1



AI-assisted action	Corresponding Tradition and/or Concept	Action or guardrails required
Review Use AI as an additional quality-control reviewer to flag wording that sounds promotional, endorsing, stigmatizing, or anonymity-breaking	Traditions 6, 10, 11, 12, Concepts 8, 9, 12	This is one of the safest uses. Ask AI to identify risks, not make final decisions. Human committee review is still required. Final approval belongs to NA's service process and group conscience.

AI Tasks #2



AI-assisted action	Corresponding Tradition and/or Concept	Action or guardrails required
Meeting-finder usability improvements Use AI to analyze and suggest clearer webpage wording, better FAQ structure, easier directions, search terms, and accessibility improvements	Tradition 5 (primary purpose), Tradition 11 (attraction rather than promotion), Tradition 12 (principles before personalities), Concept 1	Ask AI to identify risks, not make final decisions. Human committee review is still required. Final approval belongs to NA's service process and group conscience.

AI Tasks #3



AI-assisted action	**Corresponding Tradition and/or Concept**	**Action or guardrails required**
Develop a list of contact info for all Treatment centers etc. in the Area **Draft outreach letters/emails** to treatment centers, hospitals, schools, courts, clergy, shelters, and community agencies	Tradition 6 (cooperation without endorsement or affiliation), Tradition 11, Concepts 1, 3, 5	Draft to be reviewed and confirmed. Letters should offer information and cooperation, not partnership branding or endorsement. What NA is and is not. Do not use language suggesting NA is affiliated with, approved by, or part of the outside organization. One trusted point of contact should be designated.

AI Tasks #4



AI-assisted action	Corresponding Tradition and/or Concept	Action or guardrails required
Research PR opportunities Build a content calendar for PR opportunities tied to service events, health fairs, recovery month, conferences, as well as cost and literature distribution. May be prioritized with regard to budget or volunteer availability.	Tradition 9, Tradition 11 Concepts 1, 5, 11	Output to be used as tool for the committee. Calendar should support service. Budget, labor, and timing should be realistic. A list of possible PR opportunities. Avoid projects that shift focus away from carrying the message.

AI Tasks #5



AI-assisted action	Corresponding Tradition and/or Concept	Action or guardrails required
Audience-specific versions of the same message Rewrite one approved message for different audiences: potential members, families, treatment providers, courts, politicians, hospitals, schools, and clergy	Traditions 2, 11, 12 Concepts 3, 4, 5, 8	Review! Review! Review! PR work already includes presentations and mailings to organizations and people who may come in contact with addicts. na.org

AI Tasks #6

AI-assisted action	Corresponding Tradition and/or Concept	Action or guardrails required
Flyers Draft neutral public-facing awareness text/graphics for flyers, posters, PSAs, bus ads, or community bulletin boards	Tradition 5 (primary purpose), Tradition 11 (attraction rather than promotion), Tradition 12 (principles before personalities), Concept 1	Review to verify it's only factual, non-hype language such as what NA is, who meetings are for, and how to find meetings. No, "join now" style advertising. Final text and images must be approved by committee conscience before use.

AI Tasks #7



AI-assisted action	**Corresponding Tradition and/or Concept**	**Action or guardrails required**
Draft an FAQ Turn approved literature and local facts into a public FAQ for professionals or newcomers	Tradition 5, Tradition 10, Concepts 1, 8	Review! Review! Review! Base answers only on approved NA literature and verified local service information. Committee review to not let AI invent policy, recovery claims, or advice. Include only what NA offers: meetings, recovery message, contact routes.

AI Tasks #8



AI-assisted action	**Corresponding Tradition and/or Concept**	**Action or guardrails required**
Draft PR materials Create presentation outlines and speaker prep sheets for PR presentations as well as hand-outs	Traditions 2, 11, 12 Concepts 3, 4, 5, 8	Use AI to generate graphics, organize topics, likely questions, and time flow. Materials should reflect committee-approved messaging and designated spokesperson roles. PR committee to review and approve all materials.

AI Tasks #9



AI-assisted action	**Corresponding Tradition and/or Concept**	**Action or guardrails required**
Translation support Create first-pass translations for local flyers, event notices, and web pages Can improve access for suffering addicts in multilingual communities	Tradition 5 (primary purpose), Tradition 11 (attraction rather than promotion), Tradition 12 (principles before personalities), Concept 1	Human committee review is still required. ***AI is not good with NA slang.*** Review by a member with target language skills is still required. Final approval belongs to NA's service process and group conscience.

AI Over the Top #10



AI-assisted action	Corresponding Tradition and/or Concept	Action or guardrails required
Direct interaction between AI as the face of NA and the public or an addict in crisis Example: AI used to answer the phone for an addict asking to talk to an NA member in place of a volunteer, rather than just for meeting info Using AI exclusively as an NA Sponsor	None AI is not accountable AI does not conform to spiritual principles	**Don't Do it!**

PAUSE



P Protect anonymity and confidentiality

A Ask whether AI is appropriate for this task

U Understand and verify the output

S Seek the appropriate group conscience

E Ensure a trusted servant remains accountable

Principles



- Group conscience and authority stay with members
- A trusted servant or service body remains accountable for the final product
- Accurate communication requires human review
- Anonymity includes making service understandable and accessible while protecting identifying information

Boundaries to Consider



AI is a helpful tool with review

Drafting assigned materials, organizing nonconfidential information, and improving accessibility

Remember human responsibility

Interpreting Traditions, choosing trusted servants, and determining group conscience

Hard stop

Private member information, unauthorized recording, sponsorship or crisis decisions, replacing an addict in a member-to-member interaction such as a hotline, and invented NA literature

Q&A



- Results of the poll will be sent to the NA World Board

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Thanks for Listening!