2026–2029 NA World Services Strategic Plan

Pillar: PUBLIC RELATIONS

Issue: Credibility of NA

Goal 1: Raise internal Fellowship awareness of the importance of effective Public Relations in carrying our message, achieving our Vision and furthering Fellowship development.

Solutions:

- Create an internal NA service campaign focused on the importance of engagement in public relations activities.
- Develop more Fellowship-facing PR training and tools to support member engagement in public relations.

Goal 2: Create PR tools for four target external audiences, raising their awareness of NA as a viable program of recovery.

- General public (including families)
- Government (including criminal justice, policy)
- Addiction treatment
- Medical profession

Solutions:

- Create a PR campaign for each target audience.
- Update the pamphlet *NA: A Resource in Your Community*.
- Update presentations for professionals (clarifying NA's position on DRT/MAT and the spiritual nature of the program).

PROGRESS AND CARRYOVER:

PR is one of this cycle's top priorities. We will be focused on these goals described throughout the cycle, but there is more than one cycle's worth of work described here. The level of participation in the PR focus groups and interest in the projects from regions and zones so far this cycle has been positive. We plan to launch a YouTube channel in late 2026 to eventually address three primary audiences—those seeking help, our members, and professionals and the public. There will be separate pages created on na.org for both the group, the area, and PR projects.

Pillar: SERVICE SYSTEM SUPPORT

Issue: Impact of the Rise of Virtual NA

Goal 3: Improve the ability of virtual groups and service bodies to fully participate in the service system and for their voices to be heard as part of the NA Fellowship's conscience.

Solution:

- Collect best practices for virtual groups and areas to participate in NA services (e.g., global center service entity; existing geo-based system).

PROGRESS AND CARRYOVER:

The revision of the Group and Area sections of *A Guide to Local Services in NA* will make some progress toward this solution, but there are no other projects currently planned to address this goal.

Issue: Lack of Cohesion in the Service System

Goal 4: Further the concept of coordination and collaboration within the service system and the understanding and appreciation of complementary roles and contributions to A Vision for NA Service.

Solution:

- Create a contemporary guide to service in NA to replace *A Guide to Local Service*. Consider a modular-based approach similar in format to the *Basics* series. Include guidance on how to incorporate virtual groups in the service system and information on zones. As resources are created, consider possible future alternative format versions of content (e.g., videos).

PROGRESS AND CARRYOVER:

We will be working on this solution throughout this cycle. We are focused first on revising the Group and Area sections of *A Guide to Local Services*. If we do not get further than that this cycle, we will need to address the Region and Zone sections next cycle. Again, pages will be created on na.org for the group portion of the project and, later in the cycle, the area portion of the project.

Issue: Development and Organization of Trusted Servants

Goal 5: Through mentorship, training, and tools, increase continuity of service and inspire members of all ages and stages of recovery to be of service.

Solutions:

- Create messaging and tools to help existing trusted servants create an environment that inspires members to be of service, and establish a pipeline for developing trusted servants on an ongoing basis.
- Create mentoring guidance and resources to encourage younger members (in age and recovery) to be of service.

PROGRESS AND CARRYOVER:

As with Goal 3, the revision of the Group and Area sections of *A Guide to Local Services in NA* will make some progress toward this goal, but these solutions won't be comprehensively or completely addressed through that revision. We may be able to focus a conference participant web meeting on this topic this cycle and ask for locally developed resources to post on na.org/localresources. We are hopeful that the WhatsApp groups created for PR and H&I, and our YouTube channel will inform this work in the future.

Issue: Disruption in the Flow of Funds

Goal 6: Create tools for groups and service bodies to offer convenient ways for members to contribute, and to facilitate and encourage the distribution of funds through all components of the service system.

Solutions:

- Create a resource for groups to use to navigate electronic contributions.
- Create messaging and resources around why we give, why it matters, and where it goes (e.g., Unity Day, webinars, social media, reading cards, etc.).

PROGRESS AND CARRYOVER:

We intend to focus on this goal this cycle, but it is uncertain if we will finish or whether there will be a carryover. Our initial Fellowship release will be a one-page flyer to promote group discussions about the second solution listed here.

Pillar: FELLOWSHIP SUPPORT

Issue: Safety and Belonging

Goal 7: Raise the level of consciousness regarding inclusiveness in our diverse Fellowship, and develop tools to support groups in ensuring that all members and potential members feel safe, welcomed, and included at in-person and virtual meetings.

Solutions:

- Investigate changes and/or additional wording to NA literature from gender-specific language to gender-neutral and inclusive language.
- Update the service pamphlet or develop a new pamphlet on safety in NA and dealing with predatory behavior.
- Update the *Group Booklet* to add guidance about safety and inclusion.
- Create a tool to deal with disruptive or inappropriate behavior in virtual meetings.
  - See solution under Goal 8.

PROGRESS AND CARRYOVER:

Gender-neutral language: If the Fellowship wants to proceed with revising NA literature to be gender-neutral, we will make progress this cycle, but we will not finish. The decisions at WSC 2029 will determine if work continues next cycle.

Safety in NA/Dealing with predatory behavior: We will add material to *The Group Booklet* and the Group section of *A Guide to Local Services* this cycle about how groups can best deal with this issue and continue to collect locally developed materials to post on na.org/localresources. Once we have made some progress, the World Board will discuss how else to best address this issue—whether to create a new IP, revise the existing service pamphlet *Disruptive and Violent Behavior*, or revise IP #29: *An Introduction to NA Meetings*. A revision to IP #29 could focus on what a new member can do if they do not feel safe and also be updated to include references to virtual meetings.

Issue: Medication-Assisted Treatment

Goal 8: In the spirit of our Third Tradition, achieve a common understanding across the Fellowship of what it means to be an NA member and how to create the space for addicts to choose membership, regardless of how they found NA.

Solution:

- Develop resources for groups and workshops on how to make members and potential members feel welcomed.

PROGRESS AND CARRYOVER:

The Welcoming Members Issue Discussion Topic addresses this topic. In the future (i.e., next cycle) we could perhaps develop a piece featuring a collection of experiences.

Issue: Generational and Cultural Diversity

Goal 9: Continue to adapt communication methods and technology to meet a diverse membership's preferences for engagement.

Solutions:

- Develop a strategic approach to communication that is intentionally designed to attract younger members and make communication easier to absorb and disseminate, using newer technology. Ideas include:
  - Gathering input directly from younger members
  - Implementing a messaging app, such as WhatsApp/Telegram as an official form of World Service communication
  - Utilizing infographics and videos to convey pieces of information in reports

PROGRESS AND CARRYOVER:

We are taking on several new communication media this cycle. We will soon launch a YouTube channel, and may expand to other social media apps this cycle or next (e.g, TikTok, Snapchat…).

We have also started a PR and H&I WhatsApp. Based on that experience, we may start a WhatsApp for conference participants, and perhaps later in the cycle or next, a more general one.

Pillar: WORLD SERVICE STRUCTURE AND OPERATIONS

Issue: Three-Year Conference Cycle

Goal 10: Further refine and describe the three-year conference cycle, including major meetings, policies, planning process, deadlines, and guidelines, so that participants are able to make an educated decision about whether to adopt a three-year cycle on an ongoing basis.

Solutions:

- Use the experience of the two-cycle experiment to draft proposed descriptions and guidelines for a three-year conference cycle and include in a draft of *GWSNA* for conference decision. Better define the interim WSC meeting and address how to best use the time during and between in-person conferences.
- Collect regional and zonal best practices in adapting delegate terms to a three-year conference cycle.
- Evaluate and refine the collaborative planning process for ongoing implementation.

PROGRESS AND CARRYOVER:

We will accomplish this goal this cycle. The 2029 *Conference Agenda Report* will include a revised *Guide to World Services in NA* and a motion for decision at the 2029 WSC. There may be some carryover, such as continuing to evaluate the planning process and supporting regions in adapting delegate term lengths, but the carryover will not necessarily rise to the level of a project plan or goal.

Issue: Future of the World Convention

Goal 11: Create a financially sustainable model for the World Convention (WCNA), in harmony with our Eleventh Concept, that meets the needs and expectations of the global Fellowship in a changing world.

Solutions:

- Hold WCNA every five years, with flexible rotation of locations and possible attendance cap.
- Explore methods to require financial contributions by virtual attendees.

PROGRESS AND CARRYOVER:

We have adopted a five-year convention cycle and will have an attendance cap at WCNA 39 in Dublin in 2028. The World Board will discuss financial contributions by virtual attendees when it is closer to the convention dates. After WCNA 39, we will have a much better idea about sustainability and be better able to determine whether a revenue-neutral World Convention is possible.

Issue: NAWS Sustainability

Goal 12: Building on Goal 6, raise understanding of the need for and importance of adequate financial resources in carrying the NA message of recovery.

Solutions:

- Send quarterly "thank you" messaging to financial contributors with links to social media content.
- Encourage showing of Fellowship development videos at events and conventions throughout the service system.

PROGRESS AND CARRYOVER:

This is an ongoing focus for World Services. We have not yet implemented quarterly thank you messages to contributors, but we intend to do so this cycle. We will also continue to produce videos and other messaging that can be shared at Fellowship events.

Though it is not mentioned directly in these solutions, we also intend to refresh our messaging about the damage done by counterfeit literature—both to NAWS sustainability and to services provided worldwide.

Goal 13: Continue to evaluate and adjust activities at NA World Services to best support its roles and functions in a changing world.

Solutions:

- Continue to respond flexibly and responsibly to the realities of a changing world in operating the business of NAWS.
- Continue use of focus groups as a flexible means to be more inclusive and accountable in seeking member input and engagement.

PROGRESS AND CARRYOVER:

This is an ongoing goal for World Services. We are improving our use of data to drive discussions and decision. We are also improving our collaboration and cooperation across departments in efforts to do more with less.