**Goal 1: Improve External Recognition and Develop Relationships (Professionals, Government Agencies and Potential Members)**

**Approach 1: Reach communities where there is no NA.**

***Action 1: PR Through Social Media***

* PR through social media to grow and maintain CANA/ACNA’s social media presence (French and English)

***Action 2: French/English TV PSA***

* TV PSAs French/English-Run National PSAs on Radio Canada Station and APTN

**Approach 2: Approach Professionals/Policy Makers/Leaders**

***Action 1: National Professional Development***

* Contact agencies to provide information that NA is a viable program of recovery

***Action 2*: *Improve CANA/ACNA Website***

* + - * Review and revise, when necessary, all pages of the CANA/ACNA Website

**Goal 2: Identify, Coordinate, Assess Resources (Human, Financial)**

**Approach 1: Explore Options for CANA to become a Hybrid Meeting**

***Action 1: Evaluate Equipment Needed.***

* + - * Recommendation for viability of a hybrid meeting

**Goal 3: Build Relationships with Member Communities and Foster Unity**

**Approach 1: Develop Resources for the Canadian Fellowship**

***Action 1*: *Improve CANA/ACNA Website***

* + - * Review and revise, when necessary, all pages of the CANA/ACNA Website

**Approach 2: Improve exchange of wisdom and leadership skills among regions and from FD team**

***Action 1: FD/PR Collaboration***

* + - Define and create a group that would be part of the FD/PR to coordinate exchange between regions
    - Regularly scheduled virtual workshops

**Goal 4: Build, Develop and Support NA in Remote Communities**

**Approach 1: PR Initiatives to Remote Communities**

***Action 1: Indigenous Translations***

* Create Indigenous IP#1 & Key Tags
* Check for conceptual fidelity

***Action 2: Contact Remote and Rural Communities in Canada***

* Opening the lines of communication and foster awareness of NA

**Routine Services:**

* Phoneline
* Website
* Convention CCNA
* Booth at CCNA
* Local workshop
* CANA/ACNA video
* French Translations
* CANA/ACNA Newsletter
* CANA/ACNA Pamphlet
* PSA English
* Membership email

Distribution list

* Scanning
* Attendance at

Professional events

* Offer Attendance at Regions