

# CANA/ACNA Strategic Plan 2023-2024

## 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***

- Guidelines for PR through social media and maintain CANA/ACNA's social media presence

#### ***Action 2: French TV PSA***

- TV PSA's French - Run ACNA PSA'S on French speaking cable national TV station and APTN, revise English CANA PSA to French English

### **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: Continual Improvement of Routine Services**

#### ***Action 1: Re-evaluate CCNA processes including NCRC role***

- Review convention guidelines, roles and CCNA model
- Consider former CCNA trusted servants on project

### **Approach 2: Create opportunities for involvement in workgroup projects**

#### ***Action 1: Approach former CANA/ACNA trusted servants to work on projects***

- Create/maintain a contact list of former CANA/ACNA trusted servants, including CCNA and regional delegates
- Contact by email or phone call and provide the list of workgroups available

#### ***Action 2: Communicate, engage, and encourage involvement in workgroup projects for members at large***

- Communicate opportunities via the CANA/ACNA newsletter and website

## 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

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

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

#### ***Action 1: Translations IK, James Bay Cree, Blackfoot***

- Translate IP#1 into indigenous languages
- Check for conceptual fidelity

#### ***Action 3: PR to Northern Treatment Centres***

- Opening the lines of communication and awareness of NA in Northern treatment Centres

### Routine Services:

- Phonenumber
- 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