

CANA/ACNA Strategic Plan 2020-2021

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: PSA Project French

- 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: Follow Up with Contacts

- Development and implementation of a to follow up with contacts met at professional events

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

Approach 1: Continual Improvement of Routine Services

Goal 3: Build Relationships with Member Communities and Foster Unity

Approach 1: Develop Resources for the Canadian Fellowship

Action 1: What Is CANA/ACNA Workshop

- Offer it online (website, social media) and offer to every contact that we have internally, and offer to Canadian conventions and events

Action 2: Offer Attendance at Regions

- Members of CANA/ACNA attend regions that are not their home region and deliver service-related workshops of the Region's choosing

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:

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| • Phoneline | • CANA/ACNA video | Professional events |
| • Website | • French Translations | • Membership email |
| • Convention CCNA | • PSA English | Distribution list |
| • Booth at CCNA | • Scanning | • CANA/ACNA Newsletter |
| • Local workshop | • Attendance at | • CANA/ACNA Pamphlet |