

CANA/ACNA Strategic Plan 2019-2020

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

Approach 1: Reach communities where there is no NA

Action 1: PSA Social Media

- Execute a social media PSA campaign

Action 2: PSA Project French

- TV PSA's French - Run ACNA PSA'S on French speaking cable national TV station and APTN

Action 3: Develop resource for online meetings

- Resources for online/phone recovery meetings, best practices, how to develop platforms for online/phone meetings

Approach 2: Approach Professionals/Policy Makers/Leaders

Action 1: National Professional Development

- Introduce NA as a viable program of recovery and a resource to professionals

Action 2: Follow Up with Contacts

- A process and implementation of the process to follow up with contacts met at professional events

Approach 3: Reach Potential Members That Are Not In NA

Action 1: National Awareness Campaign/Media Blitz

- Create a plan for national media strategy to potentially spend \$10,000

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

Approach 1: Continual Improvement of Routine Services

Action 1: Update PSAs

- New updated PSA English creative

Action 2: Powerpoint (video at CCNA) Hire Professional

- Updated professional CANA power point

Goal 3: Improve Internal Recognition and Foster Unity

Approach 2: Develop Resources for the Canadian Fellowship

Action 1: Offer Speaker Recordings Online

- Guidelines/best practices for speaker sharing recordings online, have speaker files(English/French) from previous CCNAs available for download

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

Approach 1: PR Initiatives to Remote Communities

Action 1: Translations IK

- Reverse translate IP#1 from IK to English
- Check for conceptual fidelity

Action 2: Translations First Nations

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- Translate IP#1 into Northern James Bay Cree
- Reverse translate IP#1 back to English
- 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 | • Scanning |
| • Website | • French Translations | • CANA/ACNA Newsletter |
| • Convention CCNA | • PSA English | • CANA/ACNA pamphlet |
| • Booth at CCNA | • Membership email distribution list | |
| • Local workshop | | |