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
CANA/ACNA Strategic Plan 2019-2020

- 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:**

- Phoneline
- Website
- Convention CCNA
- Booth at CCNA
- Local workshop
- CANA/ACNA video
- French Translations
- PSA English
- Membership email distribution list
- Scanning
- CANA/ACNA Newsletter
- CANA/ACNA pamphlet