

# What Is CANA/ACNA Workshop

**Session Materials:** Ground Rules, Brainstorming Guidelines, Facilitator's Instructions, CANA Pamphlet, CANA Strategic Plan, CANA Vision Statement, CANA 2022 Action Plan, Plan Process, CANA Scanning Survey, CANA Video

**On tables for this session:** CANA Pamphlet, Pens, Note pads

## Purpose of Session

- ◆ Discuss awareness of CANA's purpose as a national body and the services they provide
- ◆ Gather ideas and suggestions on other services CANA could provide and on how we can improve on services we are providing.

## Session Outline

**70 minutes**

Introduction — Background, Vision Statement, Strategic Plan, Action Plan and Routine Services	7 minutes
CANA Video	8 minutes
Services Provided by CANA	15 minutes
Small Group Discussion Set-up	5 minutes
Small Group Discussion — Answer questions and offer input	15 minutes
Small Group Feedback	15 minutes
Session Wrap-up	5 minutes

## Introduction – Background, Vision Statement, Strategic Plan, Action Plan & Routine Services

**7 minutes**

**Open with a moment of silence followed by the serenity prayer**

**Introduce Facilitators**

**Begin Powerpoint (slide 1)**

**Brief overview of CANA's beginnings & growth (Slide 2-11)**

**Provide an overview of the session and the goals. (slide 12)**

**Let participants know this is a full/challenging session that covers a lot of ground fairly quickly. Participants may wish to take notes.**

- ◆ This session is designed to help us better understand and inform members of who CANA is and what services are provided by CANA. (slide 13-15)
- ◆ As well, CANA is looking for direction from the Canadian Fellowship on what services CANA should focus on in the coming cycle and what improvements CANA can make to existing services as it works to fulfill its goals in the CANA strategic plan. (slide 16)
- ◆ Services provided by CANA follow a path that is consistent with the CANA Vision Statement and have been vetted through a fellowship scan, prioritized and then developed into an Action Plan that may one day become a routine service.

**Ask participants to raise their hand if they believe they have a comprehensive understanding of CANA.**

**(Have someone read the Vision Statement) (slide 17)**

## CANA Video

**10 minutes**

Play CANA video

## Services Provided by CANA

**15 minutes**

**Ask members to raise their hands if they have;**

- participated in a service inventory process (slide 18)

- participated in a planning session (slide 19-20)
- participated in strategic planning (slide 21)

**Show CANA 2022 Strategic Plan Slide: Describe this as an evolving process that takes time to understand.**  
(slide 22)

How do we get there?

The diagram below illustrates how we get from our vision statement to an actual project plan and how the steps are connected. Each project is inspired by our vision, “our vision is our touchstone, our reference point, inspiring all that we do.” (slide 23)

***Our Vision***



***Review Goals***



***Identify Sacred Projects***



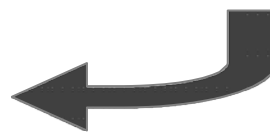
***Integrate New Ideas***



**Prioritize**



**Approaches & Actions**



**Project Plans**

**Goal 1: Improve External Recognition and Develop Relationship (Professionals, Government Agencies and Potential Members) (slide 24)**

**Approach 1: Reach communities where there is no NA (slide 24)**

**Action 1: PSA Social Media (Assigned to;) (slide 25)**

Execute a social media PSA campaign

**Action 2: PSA Project French (Assigned to;) (slide 26)**

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

**Action 3: Develop resource for online meetings (Assigned to;) (slide 27)**

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

**Approach 2: Approach Professionals/Policy Makers/Leaders (slide 28)**

**Action 1: National Professional Development (Assigned to;) (Slide 29)**

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

**Action 2: Follow Up with Contacts (Assigned to:) (Slide 30)**

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 (Assigned to;)**

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

**Ask if everyone understands and then ask for input & thoughts**

**Goal 2: Identify, Coordinate, Assess Resources (Human, Financial) (slide 31)**

**Approach 1: Continual Improvement of Routine Services**

**Action 1: Update PSAs (slide 32-33)**

New updated PSA English creative (slide 34)

**Action 2: PowerPoint (video at CCNA) Hire Professional (Assigned to;)**

Updated professional CANA power point

**Ask if everyone understands and then ask for input & thoughts**

**Goal 3: Improve Internal Recognition and Foster Unity (slide 35)**

**Approach 1: Develop Resources for the Canadian Fellowship (slide 36 -37)**

**Ask if everyone understands and then ask for input & thoughts**

**Goal 4: Build, Develop and Support NA in Remote Communities (slide 38)**

**Approach 1: PR Initiatives to Remote Communities (slide 39)**

**Action 1:** *Translations IK (Assigned to;)*(slide 40-41)

Reverse translate IP#1 from IK to English

Check for conceptual fidelity

**Action 2:** *Translations First Nations (Assigned to;)*(slide 42-43)

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 (Assigned to;)*(slide 44)

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

**Ask if everyone understands and then ask for input & thoughts**

## **Routine Services:** (slide 45)

Phoneline (slide 46)

Website (slide 47)

Convention CCNA (slide 48-49)

Booth at CCNA (slide 50)

Local workshop

CANA/ACNA video

French Translations

PSA English

Membership email distribution list

Scanning

CANA/ACNA Newsletter

CANA/ACNA pamphlet (slide 51)

**Closing Remarks (slide 52-55)**

**Ask if everyone understands and then ask for input & thoughts**

**Small Group Discussion — Set-up**

**5 minutes**

As a national service body, CANA is uniquely positioned to interact with a number of national nonprofit, government agencies as well as national medical associations, judicial system and more ....

Remember the services CANA already provides

<b>Work Groups:</b>	<b>Routine Services:</b>
<ul style="list-style-type: none"><li>• PR Through Social Media</li><li>• French PSA's</li><li>• Develop Resources for Online/Phone Recovery Meetings</li><li>• National Professional Development</li><li>• Cree Translations of IP # 1</li><li>• Follow Up with Contacts</li><li>• National Awareness Campaign/Media Blitz</li><li>• Update PSA's</li><li>• Professional Update CANA Power Point/Video</li><li>• Offer Speaker Recordings Online</li><li>• Translations Inuktitut</li><li>• Translations James Bay Cree</li><li>• Translations Blackfoot</li><li>• PR to Northern Treatment Centres</li></ul>	<ul style="list-style-type: none"><li>• National Toll-Free Phone Line</li><li>• National Website</li><li>• National Convention</li><li>• English PSA's</li><li>• Booth at CCNA</li><li>• Local Workshops</li><li>• CANA Video</li><li>• French Translations</li><li>• Newsletter</li><li>• CANA Pamphlet</li><li>• Attendance at 6 National Professional Events</li><li>• Yearly Nations Public Service Announcements (TV)</li><li>• Email Distribution List</li><li>• Scanning/Planning</li></ul>

**Small Group Discussion**

**15 minutes**

Divide the questions below amongst small groups

- Is there something that CANA/ACNA is not doing on behalf of the NA community that you feel we should be?

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- Have you personally been involved in or witness to any of the CANA/ACNA service efforts?

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- What National Agencies, if any, would you like to see CANA/ACNA contact to bring awareness of Narcotics Anonymous?

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- Considering the above list of services, are there other National services that you would like CANA/ACNA to provide? If so, what are those other services?

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- Is there any additional information you feel that we should have to further the CANA/ACNA's vision?

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### Small Group Feedback

15 minutes

Have one or two groups report or questions report on each question

### Session Wrap-Up

5 minutes

Thank everyone for taking the time to participate in this scanning process

Let them know their time makes a difference in the services CANA will provide in the coming years

Let them know they are welcome to send feedback and ideas through their RD team or directly to CANA thru the website

Close with a moment of silence followed by the Serenity Prayer

**Terms**  
CANA: Canadian Assembly of Narcotics Anonymous  
ACNA: L'Assemblée Canadienne de Narcotiques Anonymes  
CCNA: Canadian Convention of Narcotics Anonymous