

# CANA/ACNA Strategic Plan 2024-2025

## 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***

- PR through social media to grow and maintain CANA/ACNA's social media presence (French and English)

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

- TV PSAs French/English-Run National PSAs on Radio Canada Station and APTN

### **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: Explore Options for CANA to become a Hybrid Meeting**

#### ***Action 1: Evaluate Equipment Needed.***

- Recommendation for viability of a hybrid meeting

## 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

### **Approach 2: Improve exchange of wisdom and leadership skills among regions and from FD team**

#### ***Action 1: FD/PR Collaboration***

- Define and create a group that would be part of the FD/PR to coordinate exchange between regions
- Regularly scheduled virtual workshops

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

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

#### ***Action 1: Indigenous Translations***

- Create Indigenous IP#1 & Key Tags
- Check for conceptual fidelity

#### ***Action 2: Contact Remote and Rural Communities in Canada***

- Opening the lines of communication and foster awareness of NA

### **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