

CANA/ACNA Strategic Plan 2025-2026

Goal 1: Improve External Recognition and Develop Relationships (Professionals, Government Agencies and Potential Members), open the lines of communication, and foster awareness of NA.

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)

Approach 2: Approach Professionals/Policy Makers/Leaders

Action 1: National Professional Development and External Outreach

- Contact agencies to provide information that NA is a viable program of recovery

Goal 2: Build Relationships with Member Communities and Foster Unity

Approach 1: Develop Resources for the Canadian Fellowship

Action 1: Reimagine the Canadian Convention (CCNA) and its service positions

- Re-evaluate CCNA, Review Processes, and National Convention Resource Coordinator (NCRC) Role

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

Goal 3: 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

Routine Services:

- Phonenumber
- Website
- Convention CCNA
- Booth at CCNA
- Local workshop
- CANA/ACNA video
- French Translations

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- CANA/ACNA Newsletter
- CANA/ACNA Pamphlet
- PSA English
- Scanning
- Attendance at Professional events
- Offer Attendance at Regions