

It's All About Carrying the Message

From Your World Board

The purpose of all of the work that we do together as a fellowship, in local NA communities and through NA World Services, is to reach those who haven't yet heard our message of recovery. The NAWS vision represents the primary purpose of our groups as it applies to our collective efforts in service to carry the message to addicts seeking recovery all around the world. This *Annual Report* will provide a brief summary of what we have all done together to work toward that goal in the last year, as well as what we see on the horizon for the coming year.

The world convention took place in Hawaii in the first half of the fiscal year and the 2006 World Service Conference took place in the second half. These major events, along with our efforts to prepare for the conference and follow up on the work that began there, have made for a very busy year. In addition to our work on the Basic Text and Public Relations projects, we have participated in zonal forum meetings throughout the US, as well as at the Canadian Assembly, the European Delegates Meeting, the Latin American Zonal Forum, and the Asia Pacific Forum.

Throughout the last conference cycle, the fellowship as a whole took part in ongoing discussions on the topics chosen at WSC 2004: *Atmosphere of Recovery*, *Infrastructure*, and *Our Public Image*. With feedback from the fellowship and ongoing discussion in zonal forums and workshops, the discussions grew and changed. The energy and ideas from these conversations came together at WSC 2006 when participants held the final discussions on those topics. That energy and those ideas became the input for the coming cycle's work plans. They also made it possible for conference participants to choose new Issue Discussion Topics, including *Building Strong Home Groups*, *Who Is Missing from Our Meetings and Why*, and *Our Service System*. These topics arose directly from the previous discussions and represent our cooperative efforts to find solutions at the local, national, and worldwide levels.





good fortune of working with the Buckeye Region and with the Europeans at the European Conference Against Drugs which was held in Vilnius, Lithuania. At this conference we provided, through a presentation to the delegation composed of many government officials, information about Narcotics Anonymous. As we look toward the future, we seek to embrace another point of our vision: that NA communities worldwide and NA World Services work together in a spirit of unity and cooperation to carry our message of recovery.

Along with our collaborative efforts, NAWS recognized that with so many treatment and healthcare professionals who work with addicts and governmental agencies, we wanted to increase our presence at their conferences and to make them aware of NA as a credible community resource. These efforts help us to fulfill a third bullet point of our vision: that every addict in the world has the chance to experience our message in his or her own language and culture and find the opportunity for a new way of life. As more professionals become aware of our translated literature and the numerous countries where the NA Fellowship is thriving, they can truly appreciate the worldwide peer recovery network that so many of us experience. We are also a resource for them as they travel professionally and teach abroad. We recently assisted physicians traveling to Israel and Russia to find meetings and local contacts.

Issue Discussions

Throughout the fiscal year we had an opportunity to participate in zonal forums and workshops throughout the world. We took advantage of these opportunities to conduct sessions on the 2004-2006 Issue Discussion

Topics; *Atmosphere of Recovery, Infrastructure, and Our Public Image*. These sessions provided a vehicle for members from local NA communities to consider the issues and provide valuable feedback based on their experience with recovery and service. We used the information we collected from each session to guide our approach at sessions that followed. As a result, our sessions were able to grow and evolve each time we met with members in different places. These discussions consistently reflected an impressive level of depth and focus. Many thanks to all the members who participated so enthusiastically!

At the World Service Conference, we conducted final sessions on the cycle's Issue Discussion Topics. With the collective feedback from two years of discussion as their guide, participants confidently selected Issue Discussion Topics for the 2006-2008 conference cycle: *Building Stronger Home Groups, Who Is Missing from Our Meetings and Why, and Our Service System*. These topics flow directly out of the topics from the previous cycle. As a worldwide fellowship, we have come together to identify these as the issues that we must address in order to move closer to our vision. Each topic speaks directly to an element of our vision, and together we can find and implement solutions.

In the year ahead we will hold sessions on these new Issue Discussion Topics. The input we receive will continue to guide our conversations as we reach out to members around the world. To find out about upcoming events, visit <http://www.na.org/comingup-toc.htm> or <http://www.na.org/nawsevents/event-reg.htm>. Members can also participate in discussions on these topics online by visiting http://www.na.org/discussion_boards.htm.

NAWS Continues to Find New Ways to Connect to Members

Your Information Technology Team



All of the work done through your world services is meant to enhance the efforts worldwide to carry the message. Your Information Technology team plays an integral role in our efforts to facilitate better communication throughout our service system and with the public. The technological infrastructure of NA World Services is crucial in providing adequate support and services to our staff, members, and customers. In the 2005-2006 fiscal year we continued to invest our energy and effort into strengthening that infrastructure through increased functionality of our website and its features. The rising popularity of e-subscriptions is just one of the many recent advances that aid our efforts to communicate more efficiently. E-subscriptions make it possible for members to receive fellowship and service communications electronically, eliminating unnecessary paper waste and mailing costs. To learn more about e-subs, visit <http://portal-tools.na.org/PortalTools/subscriptions/Login.cfm>.

Traffic and activity on the NA website, one of our most important resources as a worldwide fellowship, steadily continues to grow. As more members recognize the value of the website as a versatile, consistent, and reliable resource, they take better advantage of its features, including the recovery literature available online, the meeting locator, the online shopping cart, and the donations portal.

Website traffic reports from the beginning and end of the year help to illustrate the fellowship's recognition of its value as a tool for helping to carry the message.



NA Website Statistics	July 2005	June 2006
Hits	1,919,573	2,200,959
Visits	159,182	207,906
visits per day avg	5,134	6,706
Meeting locator portal	43,736	55,876
Area/Reg links views	20,442	22,242
Events calendar views	19,003	21,653
Facts about NA views	13,406	12,759
Literature online	9,053	11,758
Shopping cart portal	4,171	6,960

As the popularity of the meeting locator continues to grow, we are putting forth our best efforts to keep online meeting information up-to-date. One hundred twenty-four active Web contacts for area and regional service committees make it much easier to accomplish this task by updating meetings in their areas and regions. These trusted servants can also use their database access to generate printable, pre-formatted meeting lists if they so choose. These same members also have access to one of our newest resources: an FTP site for sharing locally developed service materials.

In addition to creating and improving the resources and functions of the website, we continue to work very hard to update and improve the databases that drive the website. We hope to soon make it possible for members and trusted servants to use a single user profile to access all of the resources available on the website. Our website is constantly changing, through new tools and functions, as well as through improvements to existing content. Anyone who visits the website frequently will notice that we continue to implement and improve resources for the fellowship, the **service system**, and the general public. The general appearance of the website will not change until the support-

ing file structure, which spans six servers and several domains, has been thoroughly streamlined. In the meantime, we are putting a great deal of energy into providing more and better ways to strive toward our NAWS vision. Our website is integral to our efforts to make it possible for every addict in the world to hear the NA message in his or her own language and culture. The website will also help to make it possible for NA communities worldwide to work together in a spirit of cooperation.

The creation of FTP sites, one for conference participants and one for service materials developed by local service committees, is one of the means by which we have worked toward those goals. Another way to achieve those goals is our constant effort to expand the range of literature available online in a variety of languages. Before too long, even the NA Basic Text will be available for download from the website. Among these other goals, we also hope to make the website format more user-friendly, to increase the amount of material for public information and public relations, to increase materials and support available for the NA service structure, and to continue identifying ways to better use the website to encourage effective communication through all levels of the fellowship.