



# OUTREACH BOOKLET OF NICOTINE ANONYMOUS

Revised: October, 2017

## **Tradition Five**

Each group has but one primary purpose—  
to carry its message to the nicotine addict who still suffers.

## **Step Twelve**

Having had a spiritual awakening as the result of these Steps,  
we tried to carry this message to nicotine users,  
and to practice these principles in all our affairs.

## **TABLE OF CONTENTS**

THE TWELVE TRADITIONS OF NICOTINE ANONYMOUS	3
THE TWELVE STEPS OF NICOTINE ANONYMOUS	4
INTRODUCTION	5
What is outreach and why is it necessary?	5
What can we do?	5
Purpose Of This Guide	5
Public Outreach and Our Twelve Traditions	6
Maintaining Anonymity During Outreach Activity	6
Attraction Rather Than Promotion	7
Using of The Internet	8
Using Full Names in Electronic Communications	8
TO: THE GENERAL PUBLIC	9

Broadcast Media	9
Social Media	10
Online Community Calendar	10
Outreach with Press	10
Contacting the Press	10
Press Release	11
Deadlines	11
Sample Public Service Announcement (60 seconds)	11
Sample Public Service Announcements (30 and 15 seconds)	12
TO: LOCAL COMMUNITY AREAS AND HEALTH CARE PROFESSIONALS	13
Distribute Pamphlets	13
Distribute Business Cards	13
Outreach Letters and Correspondence	14
Sample Letter to Health Care Professionals	15
Distribute Flyers	16
Electronic Mail	16
Contact Us Postings	16
Respond to Magazine and Newspaper Articles	16
Adopt-A-Mile Program	17
Health Fairs and Community Events	17
TO: NATIONAL AGENCIES AND ORGANIZATIONS	18
2-1-1 Information and Referral Services	18
OUTREACH POSITIONS	19
World Service Office Public Outreach Coordinator	19
Intergroup Outreach Coordinator	19
Outreach Project Coordinator	19
PROCEDURE FOR PUBLIC OUTREACH PROJECTS	19
PUBLIC OUTREACH PROJECT APPROVAL FORM	21
INTERGROUP CONTACTS	22

## THE TWELVE TRADITIONS OF NICOTINE ANONYMOUS

1. Our common welfare should come first; personal recovery depends upon Nicotine Anonymous unity.
2. For our group purpose there is but one ultimate authority - a loving God as He may express Himself in our group conscience. Our leaders are but trusted servants; they do not govern.
3. The only requirement for Nicotine Anonymous membership is a desire to stop using nicotine.
4. Each group should be autonomous except in matters affecting other groups or Nicotine Anonymous as a whole.
5. Each group has but one primary purpose - to carry its message to the nicotine addict who still suffers.
6. A Nicotine Anonymous group ought never endorse, finance, or lend the Nicotine Anonymous name to any related facility or outside enterprise, lest problems of money, property, and prestige divert us from our primary purpose.
7. Every Nicotine Anonymous group ought to be fully self-supporting, declining outside contributions.
8. Nicotine Anonymous should remain forever non-professional, but our service centers may employ special workers.
9. Nicotine Anonymous, as such, ought never be organized; but we may create service boards or committees directly responsible to those they serve.
10. Nicotine Anonymous has no opinion on outside issues; hence the Nicotine Anonymous name ought never be drawn into public controversy.
11. Our public relations policy is based on attraction rather than promotion; we need always maintain personal anonymity at the level of press, radio, TV, and films.
12. Anonymity is the spiritual foundation of all our traditions, ever reminding us to place principles before personalities.

The Twelve Traditions reprinted and adapted with permission of Alcoholics Anonymous World Services Inc. Permission to reprint and adapt the Twelve Traditions does not mean that AA is affiliated with this program. AA is a program of recovery from alcoholism—use of the Twelve Steps in connection with programs and activities which are patterned after AA, but which address other problems does not imply otherwise.

### **The Twelve Traditions of Alcoholics Anonymous**

1. Our common welfare should come first; personal recovery depends on Alcoholics Anonymous unity.
2. For our group purpose, there is but one ultimate authority—a loving God as He may express Himself in our group conscience. Our leaders are but trusted servants; they do not govern.
3. The only requirement for Alcoholics Anonymous membership is a desire to stop using alcohol.
4. Each group should be autonomous except in matters affecting other groups or Alcoholics Anonymous as a whole.
5. Each group has but one primary purpose—to carry its message to the alcoholic who still suffers.
6. An Alcoholics Anonymous group ought never endorse, finance, or lend the Alcoholics Anonymous name to any related facility or outside enterprise, lest problems of money, property, or prestige divert us from our primary purpose.
7. Every Alcoholics Anonymous group ought to be fully self-supporting, declining outside contributions.
8. Alcoholics Anonymous should remain forever nonprofessional, but our service centers may employ special workers.
9. Alcoholics Anonymous, as such, ought never be organized; but we may create service boards or committees directly responsible to those they serve.
10. Alcoholics Anonymous has no opinion on outside issues; hence, the Alcoholics Anonymous name ought never be drawn into public controversy.
11. Our public relations policy is based on attraction rather than promotion. We need always maintain personal anonymity at the level of press, radio, and films.
12. Anonymity is the spiritual foundation of all our Traditions, ever reminding us to place principles before personalities.

## THE TWELVE STEPS OF NICOTINE ANONYMOUS

1. We admitted we were powerless over nicotine – that our lives had become unmanageable.
2. Came to believe that a Power greater than ourselves could restore us to sanity.
3. Made a decision to turn our will and our lives over to the care of God as we understood Him.
4. Made a searching and fearless moral inventory of ourselves.
5. Admitted to God, to ourselves, and to another human being the exact nature of our wrongs.
6. Were entirely ready to have God remove all these defects of character.
7. Humbly asked Him to remove our shortcomings.
8. Made a list of all persons we had harmed, and became willing to make amends to them all.
9. Made direct amends to such people wherever possible, except when to do so would injure them or others.
10. Continued to take personal inventory and when we were wrong promptly admitted it.
11. Sought through prayer and meditation to improve our conscious contact with God as we understood Him, praying only for knowledge of His will for us and the power to carry that out.
12. Having had a spiritual awakening as the result of these steps, we tried to carry this message to nicotine users and to practice these principles in all our affairs.

The Twelve Steps reprinted and adapted with permission of Alcoholics Anonymous World Services Inc. Permission to reprint and adapt the Twelve Steps does not mean that AA is affiliated with this program. AA is a program of recovery from alcoholism—use of the Twelve Steps in connection with programs and activities which are patterned after AA, but which address other problems does not imply otherwise.

### **Twelve Steps of Alcoholics Anonymous**

1. We admitted we were powerless over alcohol—that our lives had become unmanageable.
2. Came to believe that a Power greater than ourselves could restore us to sanity.
3. Made a decision to turn our will and our lives over to the care of God, as we understood Him.
4. Made a searching and fearless moral inventory of ourselves.
5. Admitted to God, to ourselves, and to another human being the exact nature of our wrongs.
6. Were entirely ready to have God remove all these defects of character.
7. Humbly asked Him to remove our shortcomings.
8. Made a list of all persons we had harmed, and became willing to make amends to them all.
9. Made direct amends to such people wherever possible, except when to do so would injure them or others.
10. Continued to take personal inventory, and when we were wrong, promptly admitted it.
11. Sought through prayer and meditation to improve our conscious contact with God as we understood Him, praying only for knowledge of His will for us and the power to carry it out.
12. Having had a spiritual awakening as the result of these steps, we tried to carry this message to other alcoholics and to practice these principles in all our affairs.

# **INTRODUCTION:**

## **What is outreach and why is it necessary?**

Outreach to the public is a means of informing the public that a fellowship exists to help anyone with a desire to quit using nicotine. All too often, the nicotine addict is the last to find out there is a solution called the program of Nicotine Anonymous, and that quitting does not have to be done alone. In addition to concerned family members, friends, and coworkers, most nicotine addicts come in contact with doctors, dentists, nurses, clergy, social workers, and others who are in helping professions. And all too frequently, many people never hear about Nicotine Anonymous, while countless others find us too late. As recovered nicotine addicts, outreach is absolutely essential to both our own recovery and the growth of our fellowship.

## **What can we do?**

With a wide variety of activities a group can participate in outreach. A group need not attempt to use them all, but setting some attainable goals with members of your group can make all the difference to a newcomer. The more people know about us in our local areas, the more likely the still suffering nicotine addict will find and join your group to get the support you want to offer.

We can carry our message of recovery through the press, the media, schools, hospitals, smoking cessation programs, other recovery programs and health related facilities. You may think of other appropriate ways. The key is that they know something about what Nicotine Anonymous can do to help. Some advantages of our meetings are that people need not have already stopped using nicotine products before joining, meetings are ongoing and one can join at any time, there are no dues or fees, and the program is based on universal spiritual beliefs open to each member's own understanding.

Communicating the availability of recovery to the public, the addict, family members, friends, and the very kind people in the health professions is essential to bring newcomers to meetings. New members help to keep our fellowship fresh, give old-timers a sense of purpose, and ensure growth of our fellowship. Also, we can be certain that when we carry the message, some will find this program and have their lives changed forever without us knowing it. Meanwhile, we remain free from nicotine by being active in our own twelfth step work!

## **Purpose of this Guide**

The content of this guide is meant to provide an informative reference for individual members, groups, and intergroups in conducting their outreach activities. The object of this booklet is to help each person in the fellowship organize and perform effective outreach in their area, while being mindful of the Twelve Traditions of Nicotine Anonymous. If members of Nicotine Anonymous have suggestions to improve this guide, or ideas to share with other members in the fellowship, please contact the Public Outreach Coordinator.

## Public Outreach and Our Twelve Traditions

With the Twelve Traditions of Nicotine Anonymous as a guide in our relations with the public, we find friends who refer us and newcomers attracted to us as a means of gaining freedom from nicotine. When we gain a working knowledge of our Traditions, we can speak freely about what the program can and can't do, without being portrayed as an authority or spokesperson of any cause. With our present day concerns over health, we can refrain from public campaigns for tobacco reform, or as an expert in nicotine addiction or treatment models. We are simply recovered nicotine addicts with our own experience, strength, and hope—mindful that our primary purpose is to help the still suffering nicotine addict.

Tradition Eleven states: “Our public relations policy is based on attraction rather than promotion; we need always maintain personal anonymity at the level of press, radio, television and films.” While at times one may be confused about the difference between promotion and simply informing the public we exist, it soon becomes clear we should not be a “big secret”. And in all of our public relations, the personal anonymity of each member of the fellowship is protected with humility and concern for our own recovery.

Questions or concerns regarding our Traditions in your outreach activities can be addressed to the World Services traditions coordinator at:  
TraditionsCoordinator@nicotine-anonymous.org.

## Maintaining Anonymity during Outreach Activity

While members are involved in outreach activities, we have to remain mindful of any action that can affect the anonymity of any one of us. Here are a few suggestions our members have found helpful during outreach:

In *public media* situations, which can include television, radio, web casts, print media, or speaking at a media-covered public forum, our chapter on Tradition Eleven states: “If a member were to write a book or be interviewed by public media there are some appropriate options. Individuals can use their full name if they forgo mentioning they are Nicotine Anonymous members and simply identify themselves as nicotine addicts. If individuals are identifying themselves as Nicotine Anonymous members, the other option would be to conceal their faces and use first names only.”

While we are mindful to protect our anonymity at the level of press, radio, and film, we may however give out enough information about ourselves in direct communications in other outreach activities to help carry the message. For example, in public settings *without public media* present such as a health fair or facility, members can use first names only when presenting Nicotine Anonymous materials and/or sharing their experience, strength, and hope. Direct communications such as with doctors, dentists, therapists, and social workers can occur with a clear understanding of privacy as part of their occupations. Providing NicA business cards and/or pamphlets however can help others find and know about our program.

Whenever a member identifies him or herself as a member, whether or not in public media or forum, he or she is advised to explain that he or she speaks *only* of his or her own experience and opinion, and as such does not necessarily represent the Nicotine Anonymous organization as a whole.

### **Attraction Rather Than Promotion**

Many people are confused by our public relations policy outlined in the Eleventh Tradition and wonder whether putting an ad in a local newspaper is promoting Nicotine Anonymous.

The public needs to find us and to know we exist for anyone with a desire to stop using nicotine. In order for Nicotine Anonymous to grow, people need to learn of our existence. Letting the public know we exist and what the purpose of Nicotine Anonymous is—is not promotion. The “attraction” is allowing someone interested in this program to witness what the program of Nicotine Anonymous is about. What NicA offers the still suffering addict and recovering addict is the principles on which this program is based.

Like many of the principles of our program, Tradition Eleven guides us to have appropriate limits when we “carry the message” to those outside of our fellowship. The integrity and longevity of our fellowship depends on this time-tested principle. Certainly we want people to know about what we offer. However, it is essential that the focus remain on the program rather than the personalities within the fellowship. We want people attracted to our program because of its principles, not because of who is in it. Anonymity not only protects the individual, it protects the program from the human shortcomings we all have. Consider if one member grabs the spotlight, then others may become jealous or try to compete. This would erode unity. Additionally, Nicotine Anonymous members ought to remain mindful that, although we are not affiliated with Alcoholics Anonymous (and other 12 Step fellowships), we are part of a recovery community sharing this program and we need to show our respect and gratitude by honoring this Tradition for the sake of all.

Many newcomers hear about us by word of mouth, from other members, or by local meeting notices inviting anyone with a desire to stop using nicotine to come to a meeting. Publicity in various forms has also been an important way for the nicotine addict who still suffers to hear about Nicotine Anonymous. Early in our organization’s history, a member wrote a Reader’s Digest story about our program and the article significantly raised public awareness of our existence. Also, columns in Dear Abby and Ann Landers referring to our fellowship caught many an eye. These were not examples of self-promotion because they kept the focus on the fellowship.

Out of respect for others, we do not tell people that they need our program or what they should do. We do not ensure everyone a “guarantee of success.” We are not selling, we are showing. Exercising faith and humility in our outreach activities is key to demonstrating to the public we are a program of attraction.

## **Using the Internet**

The Internet is a wonderful tool for research and information gathering. Within recent years, however, the Internet's impact on Nicotine Anonymous in terms of online meetings, web links, social media, anonymity, and affiliation with any outside entity is becoming a huge undertaking to keep in check. Use of the internet requires every member to be especially aware of how this medium can impact on your anonymity.

The Nicotine Anonymous website provides a wealth of information for members and non-members, along with access to our online store and the Worldwide Meeting List (WWML). However, in keeping with Tradition Six, we avoid endorsement of "any related facility or outside enterprise" where hyperlinks to other websites are not present. There are many agencies and non-profit organizations that have similar goals as NicA, where several also have hyperlinks to our website, all for which we are grateful. However, NicA principles tell us not to reciprocate with hyperlinks, even though no real affiliation or endorsement exists.

## **Using Full Names in Electronic Communications**

It is suggested that e-mail communication with professionals and the press is similar to a letter-mailing project with two caveats: 1) e-mails can easily be forwarded, and 2) the contents of e-mails can easily be cut-and-pasted, changed and/or uploaded to Web sites. For the purpose of public outreach, and to lend credibility to electronic letters and e-mail, use of a full name may be used to give a professional look and feel. The public outreach coordinator at NAWSO responds to e-mail and letter requests from the media with the following signature:

Sincerely,  
John Doe (name not for publication)  
Public Outreach Coordinator

# **TO: THE GENERAL PUBLIC**

## **Broadcast Media**

Public service announcements (PSA's), are short messages produced on film, videotape, DVD, CD, audiotape, or as a computer file and given to radio and television stations. Generally, PSA's are sent as ready-to-air audio or video tapes; although radio stations (especially community or public stations, such as campus radio or National Public Radio affiliates) sometimes prefer a written script that their announcers can read live on the air.

Broadcast media (radio and television) are required by the Federal Communications Commission (FCC) to serve "in the public interest." Most stations use PSA's as one of the ways they meet this requirement. While they aren't required to donate a fixed percentage of air time per day to PSA's, stations do have to state in their licensing and renewal applications how much air time they plan to devote to PSA's. Most stations donate about a third of their commercial spots to non-commercial causes; in other words, if a station has 18 minutes of commercials in a given hour, six minutes of that will probably be devoted to PSA's.

PSA's are generally inexpensive. Since the airtime is donated, the only cost is production. Most stations will allow you to include a telephone number for more information.

Because PSA's depend on donated time, you may find yourself at the mercy of station staff members who may be overworked, arbitrary, or personally opposed to your group's work. PSA's are often run as "filler" in the middle of the night or during other times when only a few people are listening or watching (note: this can also be a good thing, since many people who are addicted may actually still be up using!).

The competition among non-profit groups for free air time can be very stiff -- depending on station programming and the time of year. During certain times, there could be hundreds of other groups vying for time on any given station. You may not be able to count on getting a lot of air time for your PSA's. Also stations may not track and report when your PSA's have been played, but they will do this for paid advertising.

If a group desires to create their own PSA for print (if for a specific meeting), you may want to start with one of the PSA examples in this guide, and provide local meeting information with a point of contact number for someone to call. If the group is associated with an intergroup that has an information line, include that as well.

There are also additional resources, such as a Nicotine Anonymous PSA in MP3 format that can be easily distributed to radio stations via email. Contact the Outreach Coordinator or World Service Office to get a copy for this purpose, or any other materials that may be available.

## **Social Media**

Social media platforms and applications have been an excellent vehicle to carry the message of recovery from Nicotine Anonymous. Recent guidelines for using social media have been published to protect anonymity of our members, and encourage conduct in keeping with our Traditions. While the NAWS outreach committee explores ways to use social media to inform the general public of our program, interested members may be most helpful by getting involved and learning how best to carry the message online.

## **Online Community Calendars**

Community Calendars are frequently more available online, and may be part of local radio station, newspaper, or magazine. A quick visit to their official website will let you know if an online calendar is available, how to post your meeting on the calendar, and how often you may need to update. There may also be guidelines on what types of meetings can be posted and any restrictions that may apply.

## **Outreach with the Press**

There is probably no other communication medium more anxious to help us spread the word than the press. All media organizations have allotted time space/time slots dedicated to worthy public service causes, and quitting smoking is one of the best causes around. They will welcome your material and I can assure you, they will run it! Below are some suggestions to help you get started. Let's get the word out! Newspapers keep a "Community Calendar" running all the time. Be SURE to put meeting information in all your local papers. Below are some suggestions to help you get started:

### **Contacting the Press**

- Newspapers generally have a "Community Calendar" where local events and/or meeting information can be posted. It is important to submit your PSA at least three weeks in advance for it to be printed.
- Public Service Announcements (PSA's) may be submitted by email or regular mail to the public affairs editor at the newspaper. A listing of newspapers can be found in the many local telephone directories.
- There are many websites on the Internet which offer space for PSA's to be posted. Many communities have websites which allow posting of events, including meetings.
- Your local newspapers will be listed in your telephone directory. Many newspapers also have a public affairs editor. You can always contact the editor and they will direct you to the public affairs editor. They will accept your material either by fax, e-mail, mail, or over the telephone. Something in writing is best in order to ensure there will be no errors regarding meeting time, location, etc.
- Some larger newspapers have a Features department. From time to time they might want to do a story about your group, which is great, as long as full names or full-face photos are not used. Stories like this are very good around the Great American

Smoke-Out time and generate a lot of interest. The editor or reporter will contact you and you can set up a mutually agreeable time to meet. They might even ask to come to a meeting to observe. If your group conscience agrees, it is a great way to introduce them to the program. I have even known press members who have quit smoking from coming to meetings in order to learn about us while writing an article!

*Note: Submissions should be printed on Nicotine Anonymous letterhead which can be located within this booklet and on our website.*

### **Press Release**

The Nicotine Anonymous Press Release can be found within this booklet or on the Nicotine Anonymous website at the Outreach tab. Please remember to include a contact name and phone number if additional information is needed.

### **Deadlines**

- Always ask about deadlines when submitting material to the newspapers. Some weekly publications may have a deadline of ten days prior to publication. Daily newspapers may only require a couple of days. Be sure to time any submittal you do according to the paper's deadlines, especially when doing stories for events like the Great American Smoke-Out or large local gatherings where the public is invited. You will find, in general, that newspapers tend to print all of this material very close to the event. You might have to work with the editor to encourage him/her to move your story up in order to give people enough time to plan their attendance.

Always ask about deadlines when submitting PSAs to the press. Each publication may have different deadlines. It is important to be aware of the deadlines when submitting time sensitive materials for print. In general, newspapers tend to print this material within days of the event. You may be able to work with the editor and have your PSA printed earlier.

- Fax, mail, or e-mail the material to the paper. Be sure to include your name and phone number.
- Follow up with a phone call to be sure it got there and to be available for any questions.
- Invite a callback from them should they have questions or want to do any follow-up.

### **Sample Public Service Announcements**

#### **60 Seconds:**

"Nicotine Anonymous® is a fellowship of men and women helping each other to live our lives free of nicotine. We share our experience, strength and hope with each other so that we may be free from this powerful addiction. The only requirement for membership is a desire to stop using nicotine. There are no dues or fees for Nicotine Anonymous membership; we are self supporting through our own contributions. Nicotine Anonymous is not allied with any sect, denomination, political entity, organization or institution; does not engage in any controversy, neither endorses nor opposes any cause. Our primary purpose is to offer support to those who are trying to gain freedom from nicotine. For a list of meetings in the area, visit [www.nicotine-dash-anonymous-dot-org](http://www.nicotine-dash-anonymous-dot-org) or call (877)TRY-NICA.

**30 Seconds:**

Nicotine Anonymous is a 12-Step program available to anyone seeking recovery from nicotine addiction. Nicotine Anonymous is based on the same principles and traditions as Alcoholic Anonymous. The only requirement for Nicotine Anonymous membership is the desire to stop using nicotine. You don't have to stop before joining. The program is self-supporting through members' voluntary contributions. Meetings are held in (your local area). For further information, please call the Nicotine Anonymous at 877-879-6422, or visit the Nicotine Anonymous website at [www-dot-nicotine-dash-anonymous-dot-org](http://www-dot-nicotine-dash-anonymous-dot-org).”

**30 Seconds:**

“If you're trying to quit smoking, dipping or chewing tobacco or vaping nicotine, you don't have to do it alone. Nicotine Anonymous is a 12-Step program of recovery that meets regularly in your area. There are no dues or fees. The only requirement for membership is a desire to be free of nicotine. For information and meetings near you, call 877-TRY-NICA. That's 8-7-7-T-R-Y-N-I-C-A. Or visit [www.nicotine-dash-anonymous-dot-org](http://www.nicotine-dash-anonymous-dot-org). Let us share our experience, strength and hope with you.”

**15 Seconds:**

“If you're quitting tobacco, a support group is available in the area. Nicotine Anonymous is a 12-Step program, where the only requirement for membership is a desire to stop using nicotine. We can help, give us a try! Contact Nicotine Anonymous at 877-879-6422, or visit their website at [www-dot-nicotine-dash-anonymous-dot-org](http://www-dot-nicotine-dash-anonymous-dot-org).”

# **TO: LOCAL COMMUNITY AREAS AND HEALTH CARE PROFESSIONALS**

## **Distribute Pamphlets**

Nicotine Anonymous has various pamphlets that can provide brief introductory information about the program, how we can help, and how to contact us. By making these available to both nicotine addicts and anyone involved in helping someone to quit, we can inform the public of what we're about. If prominently displayed in waiting rooms or areas where people may gather, people may take a few minutes to review them. Pamphlets that are ideal for distribution include:

Introduction to Nicotine Anonymous  
HOW Nicotine Anonymous Works  
Facing the Fatal Attraction  
Introducing Nicotine Anonymous to the Medical Profession

## **Distribute Business Cards**

Nicotine Anonymous business cards have the contact information for the Nicotine Anonymous World Service Office, which includes the mailing address, website URL, phone number, and email address for the email coordinator. Business cards are easily distributed on desktops, cabinets, reception areas, attached to correspondence and pamphlets, etc.

Cardholders are also recommended for most locations and can be purchased at a local office supply or department store.

Further, it's suggested to include a label on each cardholder indicating a number to call for more business cards or more information. The number you leave could be your personal number or a main information number or 800 number, if your area has one. Here's a sample label:

NICOTINE ANONYMOUS For more business cards, please call _____.
--

Groups may want to create their own business cards, which can include the WSO contact information, along with a local number to call for meetings, meeting information for a local meeting, and/or contact information of the supporting intergroup. In the event local cards are used, please ensure they look professional with correct information.

## **Mass-Mailing**

Mass-mailing can introduce Nicotine Anonymous to a broad range of health professionals who are concerned about nicotine addiction and the related health issues. Mailings do not need to be limited to the medical professions but can also include churches, veteran organizations, nursing homes, and any other appropriate

organization. It can be done at a local or intergroup level, and may prove useful if your target audience is dispersed in a suburban or rural area.

A mass-mailing consists of a letter introducing Nicotine Anonymous, with an enclosure that may include a Nicotine Anonymous business card, announcement with local meeting information, a pamphlet *Introducing Nicotine Anonymous*, or a flyer that can be posted on a bulletin board.

Creating a mailing list can be as easy as going to the phone directory and getting addresses of health professionals and organizations in the yellow pages.

If you are planning on being reimbursed by Nicotine Anonymous World Services for this outreach effort, ask for and submit a Project Request Form to the outreach coordinator. Consider all of the materials required to include paper, envelopes, and postage in your project.

### **Outreach Letters and Correspondence**

Outreach letters and correspondence may be used to introduce Nicotine Anonymous or respond to requests for information regarding our program. Each letter should include the purpose of the letter, a brief summary of the program, and address any assistance that can be provided locally (meeting information, information booth, literature, etc.). It's also helpful to provide contact information such as the website for Nicotine Anonymous (and/or intergroup), phone number, and a local contact for further information.

The statement, *Our Preamble*, about Nicotine Anonymous can answer most questions about the fellowship, along with a few pamphlets. The content of an outreach letter can include Our Preamble as follows:

*Nicotine Anonymous is a Fellowship of men and women helping each other live nicotine-free lives. We welcome anyone with a desire for freedom from nicotine addiction. The primary purpose of Nicotine Anonymous is to help anyone who would like to cease using nicotine in any form. Nicotine Anonymous offers group support and recovery using the Twelve Steps of recovery as adapted from Alcoholics Anonymous to gain and maintain abstinence from nicotine.*

In the event a member or group receives a request for information or services that may be outside the scope of normal outreach activities, please contact the public outreach coordinator or WSO chairperson for assistance.

## Sample Letter for Outreach to Medical Professionals

Nicotine Anonymous World Services  
6333 E. Mockingbird #147-817  
Dallas, TX 75214  
877-TRY-NICA  
Fax 888-390-5873  
www.nicotine-anonymous.org

Dear \_\_\_\_\_:

We would like to introduce you to our fellowship, Nicotine Anonymous. Our goal is to help people live their lives free of nicotine. We are always looking for opportunities to reach out to health care professionals who share our concerns about the damaging effects of tobacco-related illness, and this powerful addiction to nicotine.

Nicotine Anonymous is a non-profit 12 Step fellowship of men and women helping each other live nicotine-free lives. Nicotine Anonymous welcomes all those seeking freedom from nicotine addiction, including those using cessation programs and nicotine withdrawal aids. The primary purpose of Nicotine Anonymous is to help all those who would like to cease using tobacco and nicotine products in any form.

The fellowship offers group support and recovery using the Twelve Steps as adapted with permission from Alcoholics Anonymous to achieve abstinence from nicotine.

NicA meetings provide newcomers with:

- contact with others sharing a common problem
- mutual support and sponsorship
- opportunities for service to others

Included with this letter is the pamphlet *Introducing Nicotine Anonymous to the Medical Profession*. We also have other pamphlets for *read only* that are available under the Publications tab on our site. Our books, pamphlets, and tapes can be purchased by mail or at our online Store. Our website also has our Worldwide Meeting List, links to information about our internet meetings and telephone meetings, contact information for our post pen pal and email pal coordinators. We ask that you remember Nicotine Anonymous and pass this information onto your patients. Thank you for your time and consideration. If you have questions or concerns please use the contact information below for World Services or a local member.

On behalf of Nicotine Anonymous,  
Sincerely,  
Chairperson,  
Nicotine Anonymous World Services  
6333 East Mockingbird Lane, Suite 147-817  
Dallas, TX USA 75214

Email: [info@nicotine-anonymous.org](mailto:info@nicotine-anonymous.org) or [outreachcoordinator@nicotine-anonymous.org](mailto:outreachcoordinator@nicotine-anonymous.org)  
Toll free 877-TRY-NICA

## **Distribute Flyers**

Flyers can be made to hang on community bulletin boards and other locations where people gather looking for information. You can make your own or edit sample flyers with local meeting/contact information on it. Flyers can be any size; however 8-1/2"x11" is common. Post-card size or 5x7 can also fit in a small frame for a counter-top or desk. Refer to the sample flyers in this guide, or the Outreach Resource Toolkit.

When distributing flyers, remember to bring tape, push pins, and a stapler. If your flyer is formatted with phone number tear-off strips, suggest snipping each edge of strips to facilitate tearing, and even removing one or two "to attract attention."

*Note: When posting any fliers in public areas and on private property, always obtain permission to do so.*

## **Electronic Mail**

E-Mail can work similarly to mass-mailing, but requires some resources not all members may have access to. With some effort, a listing of email addresses can be collected, and volunteers can send out a "flyer-like" email, as an inquiry to see if they want more information, or provide information on local meetings in the area. An attachment could include information from one of our pamphlets in PDF format, and a link to the local intergroup or NAWS website. For anyone with a computer and access to the internet, a significant amount of outreach can be accomplished economically with minimal effort. This requires research and rework due to Federal Anti-SPAM laws in effect.

## **"Contact Us" Posting**

Due to measures to protect against SPAM and other security issues, many sites have a "Contact Us" link that directs you to completing a form to communicate with a company or organization. This may be used to provide an outreach message, and lead to gaining an email address or contact for future outreach efforts discussed above. Though this may require more effort than e-mail, a professional approach with an appropriate message may prove effective. Also, this approach rarely allows an attachment to distribute a PDF pamphlet.

Start with an internet search for a specific city or town, and something like "doctor", "dentist", or some other professional or organization, and narrow your search to find sites to contact. Sometimes there is an email contact, which can be used to initiate communication with someone for further outreach efforts. The ongoing trend however will be to complete a form. It's helpful to copy and post a script in the message box, and complete the remainder of the form as much as possible.

## **Respond to Magazine and Newspaper Articles**

When you read an article that relates to nicotine recovery, respond with a letter/email to the editor to inform them about Nicotine Anonymous World Services and any local

meeting information. For assistance in this area, feel free to contact the public outreach coordinator for assistance.

### **Adopt-A-Mile Program**

An ideal project for members and small groups is to start an “Adopt-a-Mile” program, which involves having individual members or groups of members claim responsibility for a “mile” or certain area of their neighborhood. Areas of responsibility can be setup for keeping the various locations in their “mile” stocked with information about Nicotine Anonymous. Your “mile” might be near where you work, have your meetings, or near where you live. Within these areas, members may decide to distribute flyers, pamphlets, or business cards.

Another way this program can work is to have one person claim all of the libraries in surrounding towns, another claim all the churches, another claim all the meeting halls and Alano Clubs, etc.

### **Health Fairs/Expositions and Community Events**

Members can seek out opportunities to have a Nicotine Anonymous table at community events such as health fairs, farmer’s markets, or any similar appropriate event. Members can either have their own table or booth or may seek to share a table space with another health organization with either their presence or simply have that organization include Nicotine Anonymous pamphlets and local meeting information. In these situations, to avoid the appearance of affiliation with that organization, our displayed materials should include a sign or poster with Our Preamble. It is further recommended to highlight the sentence that we are not affiliated with other organizations. An example of a sign:

**Nicotine Anonymous is not affiliated with any organization at this event.**

#### **Nicotine Anonymous: Our Preamble**

*Nicotine Anonymous is a fellowship of men and women helping each other to live our lives free of nicotine. We share our experience, strength, and hope with each other so that we may be free from this powerful addiction. The only requirement for membership is the desire to stop using nicotine. There are no dues or fees for Nicotine Anonymous membership; we are self supporting through our own contributions. **Nicotine Anonymous is not allied with any sect, denomination, political entity, organization or institution, does not engage in any controversy, neither endorses nor opposes any cause. Our primary purpose is to offer support to those who are trying to gain freedom from nicotine.***

Our Preamble—Reprinted for adaptation with permission of the A.A. Grapevine

### **Hospitals**

Hospitals generally have staff that interface with the local community as well as with employees. Members can contact such hospital staff and provide them with pamphlets and the various types of meetings available.

# **TO: NATIONAL AGENCIES AND ORGANIZATIONS**

## **Overview**

Public Outreach with national agencies and organizations is coordinated by the Outreach Committee for Nicotine Anonymous. The Outreach Coordinator will maintain an awareness of agencies and organizations that list Nicotine Anonymous as a resource for people who want to quit using tobacco products, and keep a contact list for outreach efforts. Organizations such as the American Lung Association, American Heart Association, and others will typically list Nicotine Anonymous as a resource for quitting tobacco, in both printed materials and online. Though our traditions suggest we refrain from affiliation and endorsement, we are able to cooperate to let others know we exist.

## **2-1-1 Information and Referral Services**

Every hour of every day, thousands of people need essential human services - they are looking for training, employment, food pantries, help for an aging parent, addiction prevention programs for their teenage children, affordable housing options, ways of becoming part of their community, and the help of support groups. Quite often, they need resources that can't readily be found in the yellow pages or on the internet. 2-1-1 allows people to give help and to get help.

2-1-1 is an easy-to-remember three-digit telephone number designed to bring people and services together. 2-1-1/US is the entity that brings together the rich diversity of the national 2-1-1 movement. In 2012, 2-1-1 services in the United States answered more than 15.8 million calls. As of February 2013, 2-1-1 serves over 283 million Americans (90.6% of the entire population) covering all 50 states plus Washington DC and Puerto Rico (39 states plus DC and PR enjoy 100% coverage). As of August 2012, more than 19 million Canadians -- more than 56% of the population -- have access to 2-1-1 services.

All states and most counties in the US have 2-1-1 coverage. To see if your area has coverage, visit [www.211.org](http://www.211.org) and click on "Search for 2-1-1". The page allows a search of 2-1-1 services by city, state, or Zip Code. Search results will list resources and alternate phone numbers to information and referral services, and includes web sites to show contact information.

Nicotine Anonymous may either not be listed, or have incorrect information. Since each state and county may have difference contact information for Nicotine Anonymous, it is suggested that members finding incorrect or missing information, select the "contact us" area of the site, and provide an update to the information. If the area has a supporting intergroup, ensure the information includes both NAWS and Intergroup contact information. If the area is not supported by an intergroup, the contact information should use the NAWS address, phone, and email information.

# OUTREACH POSITIONS

## Public Outreach Coordinator at the World Service Office

Responsible for selecting and communicating ideas to promote public awareness of Nicotine Anonymous, subject to board approval; developing and/or collecting material to be available to assist individual groups in performing outreach programs; and working with the project leaders of the individual projects adopted at the conferences.

Public Outreach Coordinator tasks:

- Prepare/ provide outreach flyer to WSO office manager for annual group mailing.
- Prepare/ provide outreach flyer to chairperson elect for Jan. intergroup mailing.
- Provide *Seven Minutes* editor with quarterly article.
- Provide content for outreach area of Nicotine Anonymous web site.
- Prepare and conduct workshop at annual conference to solicit volunteers and to inform and motivate membership about outreach opportunities.
- Report to officers the status of each outreach project at each officer's meeting.
- Prepare an annual report to the delegates attending the World Service Conference, via the World Services board.
- Enroll, support and supervise each outreach project and project leader.

## Intergroup Outreach Coordinator

In areas supported by an Intergroup, an outreach coordinator can assist groups in their outreach efforts by finding ways to inform the public in the area and facilitate effective use of available resources among several groups. An Intergroup can initiate one or more outreach projects to support several groups, ensure availability of literature and materials, and share outreach results among the groups. The Intergroup outreach coordinator can also make arrangements for outreach activities that may be outside the resources for any one group, such as an information line, coordinate support for information booths, information panels with professional organizations, etc.

## Outreach Project Coordinator

As needed, an outreach project coordinator can assist groups/intergroups with a specific project or outreach effort, such as a "Carry the Message Day" or an information booth at an annual health fair. The project coordinator works with the Intergroup and World Services to submit a Project Request Form, obtain literature and other materials for the project, and gather any receipts for reimbursement of approved expenses. As with any outreach activity, the project coordinator is encouraged to provide a report to WSO on how successful your project was, address any lessons learned, and provide suggestions for other group outreach efforts.

# **PROCEDURE FOR PUBLIC OUTREACH PROJECTS**

The World Service Conference has approved the concept of reimbursement to individual members of Nicotine Anonymous, groups, and intergroups for the cost of individual public outreach projects. A maximum value of \$500 per project may be reimbursed from the Nicotine Anonymous World Services Office (NAWSO), after final approval from the Nicotine Anonymous World Services (NAWS) chairperson. Each project request should be completed with a detailed description of the project and identify: point of contact (target audience) for the project, NicA group and/or intergroup associated with this Tradition Five activity, and materials used in the project.

## 1. Request Approval of a Public Outreach Project

- The project coordinator must submit a Project Approval Form to the public outreach coordinator.
- The public outreach coordinator will review and approve the project based on current guidance from the NAWS board, and forward the request to the NAWS chairperson.

A Public Outreach Project Approval consists of the following:

- Public Outreach Project Approval Form (print out, fill in, scan to email or postal) at: [https://nicotine-anonymous.org/files/DOCS\\_Outreach/NicA-Outreach\\_Public\\_Project\\_Approval\\_Form\\_1-18.pdf](https://nicotine-anonymous.org/files/DOCS_Outreach/NicA-Outreach_Public_Project_Approval_Form_1-18.pdf)
- Literature Order Form if needed (print out, fill in, scan to email or postal) at: [https://nicotine-anonymous.org/files/DOCS\\_publications/Literature\\_Order\\_Form\\_1-18.pdf](https://nicotine-anonymous.org/files/DOCS_publications/Literature_Order_Form_1-18.pdf)

Electronic submission is preferred via email, with above forms attached. Alternate forms may be used, as long as they contain the same information. Submit completed form to the public outreach coordinator at: [outreachcoordinator@nicotine-anonymous.org](mailto:outreachcoordinator@nicotine-anonymous.org), or postal mail to: NAWSO, 6333 E. Mockingbird Lane, Suite 147-817, Dallas, TX75214. The office manager will scan the request and send it to the outreach coordinator via email.

## 2. Project Approval

The project must be approved by the public outreach coordinator and the NAWS chairperson. Any request forms received by the office manager at the NAWSO will be forwarded for further processing.

## 3. Reimbursement of Expenses

If you will be requesting reimbursement for expenses, it is advisable to contact the outreach coordinator for pre-approval before beginning your project. Reimbursement of expenses can then be made by providing receipts to the office manager, who will coordinate the reimbursement with the treasurer.

If necessary, arrangements can be made for direct-billing by the appropriate vendor to the NAWSO. Please contact the office manager for direct-billing arrangements.

## PUBLIC OUTREACH PROJECT APPROVAL FORM

Project Coordinator: \_\_\_\_\_

Coordinator Mailing Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Email Address: \_\_\_\_\_

Group Name/Location: \_\_\_\_\_

Project Name and Description (add page if needed) \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

### ESTIMATED PROJECT COST SUMMARY SHEET

Below is a suggested list of possible items a project may plan to buy. For any items not listed here, please attach a page with the same type of information.

ITEM	QTY	UNIT COST	TOTAL COST
Paper			
Business Cards			
Envelopes			
Labels			
Business Card Holders			
Pamphlet Rack			
Display Rack			
Table Cloth			
Literature			
<b>Total</b>			

NAWS Approvals: (Project Coordinator to include date the form submitted)

	Project Coordinator	Outreach Coordinator	Chairperson
Approval			
Date			

## NICOTINE ANONYMOUS INTERGROUPS AND CONTACT INFORMATION-4/2017

NAME/INFO LINE	WEB ADDRESS
Arizona Intergroup (Kingman) Meeting Info: 480-990-3860	
Chicago (CINA) Meeting Info: 312-458-9826	<a href="http://www.nicotine-anonymous-chicagoland.org">www.nicotine-anonymous-chicagoland.org</a>
Georgia Intergroup Meeting Info:404-244-8444	<a href="http://www.ga-nica.org">www.ga-nica.org</a>
Mid-Atlantic Intergroup Meeting Info: 410-964-2180	<a href="http://www.nicmar.homestead.com">www.nicmar.homestead.com</a>
New Jersey/Pennsylvania Meeting Info: 631-665-0537	<a href="mailto:njpa.intergroup@gmail.com">njpa.intergroup@gmail.com</a>
New York Metropolitan Area Intergroup Meeting Info: 631-665-0537	<a href="http://www.nymainica.org">www.nymainica.org</a>
Northern California Intergroup Meeting Info: 415-995-1938	<a href="http://www.nica-norcal.org">www.nica-norcal.org</a>
Ohio Intergroup Meeting Info: 330-673-6784	<a href="http://www.ohio-nica.org">www.ohio-nica.org</a>
Southern California Intergroup (SCINA) Meeting Info: 800-642-0666	<a href="http://www.scina.org">www.scina.org</a>
Unofficial Nicanon (type share blog)	<a href="https://groups.yahoo.com/neo/groups/unofficialnicanon/info">https://groups.yahoo.com/neo/groups/unofficialnicanon/info</a>
Voices of Nicotine Recovery (VONR) voice meetings	<a href="http://www.voicesofnicotinerecovery.com">www.voicesofnicotinerecovery.com</a>
Telephone meetings:	<a href="http://nicotine-anonymous.org/phone-meetings.html">http://nicotine-anonymous.org/phone-meetings.html</a>