

CANA/ACNA Strategic Plan 2022-2023

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: PSA Project French

- TV PSA's French - Run ACNA PSA'S on French speaking cable national TV station and APTN, revise English CANA PSA to French English

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: Follow Up with Contacts

- Development and implementation of a to follow up with contacts met at professional events

Action 3: 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: Continual Improvement of Routine Services

Action 1: Re-evaluate CCNA processes including NCRC role

- Review convention guidelines, roles and CCNA model
- Consider former CCNA trusted servants on project

Approach 2: Create opportunities for involvement in workgroup projects

Action 1: Approach former CANA/ACNA trusted servants to work on projects

- Create/maintain a contact list of former CANA/ACNA trusted servants, including CCNA and regional delegates
- Contact by email or phone call and provide the list of workgroups available

Action 2: Communicate, engage, and encourage involvement in workgroup projects for members at large

- Communicate opportunities via the CANA/ACNA newsletter and website

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

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

Approach 1: PR Initiatives to Remote Communities

Action 1: Translations IK, James Bay Cree, Blackfoot

- Translate IP#1 into indigenous languages
- Check for conceptual fidelity

Action 3: PR to Northern Treatment Centres

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

Routine Services:

- Phonenumber
- Website
- Convention CCNA
- Booth at CCNA
- Local workshop
- CANA/ACNA video
- French Translations
- PSA English
- Scanning
- Attendance at Professional events
- Membership email Distribution list
- CANA/ACNA Newsletter
- CANA/ACNA Pamphlet
- Offer Attendance at Regions