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## 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.

Copyright 1990, 1992 by Nicotine Anonymous 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 Traditions in connection with programs and activities which are patterned after AA, but which address other problems, does not imply otherwise. See Alcoholics Anonymous' Twelve Traditions below.

1. Our common welfare should come first; personal recovery depends upon A.A. 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 A.A. membership is a desire to stop drinking. 4. Each group should be autonomous except in matters affecting other groups or A.A. as a whole. 5. Each group has but one primary purpose - to carry the message to the alcoholic who still suffers. 6. An A.A. group ought never endorse, finance, or lend the A.A. name to any related facility or outside enterprise, lest problems of money, property, and prestige divert us from our primary purpose. 7. Every A.A. group ought to be fully self-supporting, declining outside contributions. 8. Alcoholics Anonymous should remain forever non-professional, but our service centers may employ special workers. 9. A.A., 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 A.A. 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.

Copyright 1939, 1955, 1976 by Alcoholics Anonymous World Services, Inc.

## 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.

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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. See Alcoholics Anonymous' Twelve Steps below.

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 that out. 12. Having had a spiritual awakening as the result of these steps, we tried to carry this message to alcoholics and to practice these principles in all our affairs. Copyright 1939, 1955, 1976 by Alcoholics Anonymous World Services, Inc.

## INTRODUCTION

What is outreach and why is it necessary?

Outreach to the public is a means of carrying the message about Nicotine Anonymous and another way of reaching out to the still suffering nicotine addict. There are many avenues available to do public outreach and provide information about nicotine addiction and Nicotine Anonymous. We can carry our message of recovery by informing the press, the media, schools, hospitals, smoking cessation programs and other health related facilities about what Nicotine Anonymous offers. Communicating the availability of recovery to the public, the addict, the health professional and whoever else is interested can bring the still suffering nicotine addict to meetings. Outreach for new members can also help to sustain meetings, which helps sustain the fellowship for today and to be available for newcomers in the future.

This booklet gives guidance for conducting outreach efforts from all levels of the fellowship, be it the individual member, group, intergroup, and/or World Services. The object of this booklet is to help each person in the fellowship organize and perform outreach while remaining faithful to the Twelve Traditions of Nicotine Anonymous.

Tradition Six, Ten, and Eleven are essential guidelines for members when developing an outreach plan. Tradition Six states “[we as a fellowship] 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.” Tradition Ten reminds us that “Nicotine Anonymous has no opinion on outside issues.” Tradition Eleven states that “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.” In all public relations, the personal anonymity of each person within the fellowship is of utmost importance to the fellowship.

Using the traditions as a guide is essential and ought never be overlooked or ignored. We each need to remember when speaking as a member of Nicotine Anonymous that no member is or should represent himself or herself as a spokesperson or an authority on nicotine addiction or related topics concerning addictions. We are simply recovering nicotine addicts with our own experience. We should always be mindful of our primary purpose to help the still suffering nicotine addict. The greatest and most effective way of getting the message out about this fellowship is by being a power of example in our personal recovery.

If you or your group have any concerns about a particular outreach effort it is always an option to ask at the intergroup or World Services level as to whether you are staying within the traditions. You can contact the World Services Traditions Coordinator with any concerns or questions. Contact information can be found on the Nicotine Anonymous website, click on “Contact Us,” and locate the email address from the list for the person you need to contact.

## **SIMPLE AND EFFECTIVE OUTREACH ACTIVITIES:**

1. Distribute literature and meeting lists to high schools, colleges, hospitals and doctors' offices and other health care providers within your own community.
2. Send contact information and flyers to: the American Heart and Lung Associations, the American Cancer Society, retirement homes, senior centers, state prison system, doctors, dentist, contacts in your work environment, and any others who are concerned about the risk associated with nicotine addiction.
3. Submit Public Service Announcements (PSAs) to press and radio within your community. Print and audio PSA's are available at no cost from World Services.
4. Make yourself available to share your recovery's experience, strength, and hope, at Nicotine Anonymous meetings and at outreach efforts.
5. Have the local Nicotine Anonymous phone number listed in local telephone directories.
6. Post flyers at libraries, hospitals, supermarkets & workplaces (see sample on page 16). When posting any fliers in public areas always obtain permission to do so.
7. Support positions and opportunities to do service within Nicotine Anonymous such as becoming a teleservant, pen pal or email servant.  
Job descriptions can be found on the Nicotine Anonymous website under "What's New," Service is the Key.
8. Have members speak at ongoing smoking cessation programs.
9. Encourage others in the fellowship to bring literature and meeting lists to their own doctors and health professionals.
10. Submit written PSA's for telephone and Internet meetings to local newspapers in areas and/or states that do not currently have Nicotine Anonymous meetings. A listing of local papers throughout the country can be found on the internet.
11. Help to create and develop new literature which will keep this program fresh and interesting for the newcomer and the old timers. Submit ideas to the NAWS Literature Coordinator at: [LiteratureCoordinator@nicotine-anonymous.org](mailto:LiteratureCoordinator@nicotine-anonymous.org).
12. Investigate how other 12 Step programs have done outreach and borrow book outreach models from them.
13. Have Nicotine Anonymous literature tables set up at various health fairs and county fairs.
14. Being a power of example is a dynamic way to attract people to this program.

## **FOCUSING OUTREACH EFFORTS WITHIN THE TRADITIONS**

The Twelve Traditions were developed by Alcoholics Anonymous (A.A.). Nicotine Anonymous has permission from A.A. to use these traditions within our program. We develop an understanding of the Twelve Traditions as well as the Twelve Steps within our weekly meetings and by doing service. Adhering to the traditions in our outreach efforts will aid in preserving Nicotine Anonymous' primary purpose as stated in Tradition Five: "...to carry its message to the nicotine addict who still suffers." How Nicotine Anonymous as a fellowship does business on all levels from the group meetings to the intergroup level and World Services level is a direct reflection of how well we are following the traditions on a group level and the steps on a personal level. In order to get a better understanding of the Twelve Tradition you can review the booklet: [The Twelve Traditions of Nicotine Anonymous.](#)

There are many principles which keep this program strong such as respecting the anonymity of each individual member; knowing that each person's Higher Power is welcome at all meetings; and being comforted by the idea that our leaders are but trusted servant, they do not govern. Nicotine Anonymous neither supports nor opposes any outside issues, and does not endorse any outside enterprises or accept any outside donations. NicA is fully self-supporting through our own contributions. Again, "our primary purpose is to offer support to those who are trying to gain freedom from nicotine."

## **REACHING OUT ON RADIO, TV AND TO THE PRESS WHILE PRESERVING ANONYMITY**

Any member who speaks or writes must:

- Only speak of their own experience, strength, and hope
- Only be identified by first name and last initial

If appearing on television, radio or in the press and you are disclosing your physical identity, then you can only identify yourself as recovering nicotine addict, and not align yourself with Nicotine Anonymous. When a person's physical identity is revealed, anonymity has been broken. \* Sharing in a public arena such as television, radio and press can only be expressed from personal experience and not as a representative or speaker from Nicotine Anonymous.

\*Traditions allow us to be filmed in silhouette from behind.

## **RESPOND TO MAGAZINE AND NEWSPAPER ARTICLES about tobacco cessation**

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.

### **PUBLIC SERVICE ANNOUNCEMENTS (PSA's)**

Public Service Announcements (PSA's) are a very effective way of maintaining the concept of 'attraction rather than promotion'. Public Service Announcements are offered for free and most radio stations and local papers provide a specific amount of time or space for topics of public interest.

A typical PSA for print (if for a specific meeting) gives the reader a brief description of Nicotine Anonymous, the place, day, date and time of the meeting as well as a contact number. A sample PSA is shown on page 7.

Recently Nicotine Anonymous created a PSA on an MP3 file that can be distributed to radio stations. A MP3 file can be downloaded at no charge from the NicA website under Publications.

### **THE INTERNET, THE TRADITIONS, AND NICOTINE ANONYMOUS**

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, anonymity, and not aligning Nicotine Anonymous with any outside entity is becoming a huge undertaking to keep in check. This is an issue that is continuing to evolve and is not addressed in this booklet.

The Nicotine Anonymous website is an excellent tool for getting the word out about our program. However, our website cannot put any other website as a hyperlink on NicA's website. Tradition Six states NicA "...ought never endorse, finance, or lend the Nicotine Anonymous name to any related facilities or outside enterprise." There are many wonderful organizations that have the same goal as NicA, to help the still suffering nicotine addict, but putting any organization as a link on our website is against Tradition Six.

The same guidance is true about displaying non-conference approved literature at a Nicotine Anonymous conference. However, Nicotine Anonymous groups are autonomous and can make this decision at a group level. However, other organizations can put the Nicotine Anonymous website link on their website and/or display NicA literature at their functions.

## ATTRACTION RATHER THAN PROMOTION

Tradition Eleven states: "Our public relations policy is based on attraction rather than promotion." Many people are confused by this distinction and wonder whether putting an ad in a local newspaper is promoting Nicotine Anonymous.

In order for Nicotine Anonymous to survive people need to know 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 in our recovery 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.

Anonymity is not a matter for each member to determine for himself or herself. If a member thinks, "I don't care if the public knows I am a Nicotine Anonymous member, I have nothing to hide," this would be overlooking that NicA is a "WE" program, not a "ME" program. Nicotine Anonymous' spiritual principles include humility, which is essential to our recovery. 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.

The media is filled with advertisements using celebrities to make personal endorsements of products. The ads may be effective for those corporations, but there are risks. If that personality "falls from grace" or one's "pedestal" becomes a target for the press, the situation could reflect poorly on the company or product. Nicotine Anonymous acknowledges relapses are a reality from which no member is immune. Nicotine Anonymous accepts the wisdom learned by Alcoholics Anonymous- promotions highlighting the person are not the best way for us to carry the message.

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. Faith and humility are spiritual principles, and to remain a spiritual program, we need to practice faith and humility in our public relations policy.

## INFORMATION GUIDELINES FOR OUTREACH LETTERS

**(The works below in italic were taken from the Nicotine Anonymous website)**  
The content of an outreach letter can include the following:

*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 nicotine in any form. The Fellowship offers group support and recovery using the Twelve Steps as adapted from Alcoholics Anonymous to achieve abstinence from nicotine.*

Including this paragraph or something similar in the body of a letter offers the reader a description of what the primary purpose of Nicotine Anonymous is and that the focus is on the Twelve Steps and Twelve Traditions as adapted by A.A..

- Try to include in the letter what the purpose of the letter is. Is the letter to introduce NicA or is the writer requesting a particular action such as offering speakers, providing literature or notifying the addressee of Nicotine Anonymous' existence? Speakers should always share their own experience, strength, and hope, and what Nicotine Anonymous is about.
- If a letter from Nicotine Anonymous is in response to a request, the person responding should advise the addressee of what Nicotine Anonymous can and cannot do as stated in the traditions.

## SAMPLE MASS MAILING LETTERS

Mass mailing is another way to reach the still suffering nicotine addict. It can be done at a local or intergroup level. 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 profession but can also include churches, veteran organizations, nursing homes, and any other appropriate organization. If you have questions or concerns you can email the "Mass Mailing" coordinator for Nicotine Anonymous at:

**Outreach-MassMailings@nicotineanonymous.org.**

An enclosure with the letter could be a Nicotine Anonymous business card with meeting information, the pamphlet *Introducing Nicotine Anonymous*, and/or a local meeting list. 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, you must fill out the Public Outreach Forms. Copies of each form are on page 25.

## SAMPLE LETTER FOR OUTREACH TO MEDICAL PROFESSIONALS



Nicotine Anonymous World Services

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

- the opportunity to meet fellow members with firsthand knowledge of addiction and recovery
- mutual support and sponsors
- literature based on our experience, strength, and hope
- email and phone support between meetings
- opportunities to serve in positive roles
- continuity that helps gain, maintain (or regain) abstinence
- guiding principles with a spiritual foundation not affiliated with any religion

Included with this letter is the pamphlet *Introducing Nicotine Anonymous to the Medical Profession*. We have many pamphlets, all of which can be read online at [www.nicotine-anonymous.org](http://www.nicotine-anonymous.org) and going to the "Publications" page. Our books and tapes can be purchased by mail or our website, click "Our Store." Our website also has our Worldwide Meeting List, a list of internet 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

To contact us:

Email [info@nicotine-anonymous.org](mailto:info@nicotine-anonymous.org) or [chairperson@nicotine-anonymous.org](mailto:chairperson@nicotine-anonymous.org)

Toll free 877-TRY-NICA

## MASS MAILING LETTER



To Whom It May Concern:

We would like to introduce you to our fellowship, Nicotine Anonymous, because we share a common goal: helping people to gain and maintain freedom from nicotine. We are looking for ways to help get the word out about our fellowship to health professionals and smoking cessation programs.

Nicotine Anonymous (NicA) meetings are ongoing, without dues or fees, and anyone seeking help can enter at any time. Please consider us as a follow-up program of support for your patients or participants.

The Twelve Steps of our recovery program are known worldwide for helping people with addictions. No one has to have already stopped using nicotine before coming to a meeting; the only requirement for Nicotine Anonymous membership is the desire to be free of nicotine.

NicA meetings provide newcomers with:

- the opportunity to meet fellow members with firsthand knowledge of addiction and recovery
- mutual support and sponsors
- literature based on our experience, strength, and hope
- email and phone support between meetings
- opportunities to serve in positive roles
- continuity that helps gain, maintain (or regain) abstinence
- guiding principles with a spiritual foundation not affiliated with any religion (non-affiliated with any religion)

We are enclosing the pamphlet, *Introducing Nicotine Anonymous to the Medical Profession*. It contains Our Preamble, which describes who we are. All of our pamphlets can be read online by going to our website [www.nicotine-anonymous.org](http://www.nicotine-anonymous.org) and going to the "Publications" page. (Some of our literature is available in multiple languages.) Our books and tapes can be purchased by mail or through our online Book Store. Our website has a worldwide list for face-to-face meetings (highly recommended), as well as Internet and telephone meetings. There is contact information for our Post Pen Pal or Email Pal Coordinators, along with other resources such as a free Meeting Starter Kit.

To contact us, feel free to write: **Include contact information**

We ask that you suggest Nicotine Anonymous as a resource to those who seek continued support in their efforts to get free and stay free of nicotine. Our service is our gratitude in action. Thank you for your time and consideration.

On Behalf of Nicotine Anonymous

Sincerely,

## SAMPLE LETTER FOR OUTREACH TO CORRECTIONAL INSTITUTIONS



To Whom It May Concern:

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 the still suffering nicotine addict, and would like to extend that to the correctional institutions.

As public places across the United States go "smoke-free", many of us have found that it has become harder to cope with our nicotine use. Many of us have found freedom from nicotine through the support of Nicotine Anonymous. Meetings are ongoing, without dues or fees, and anyone seeking help can join at any time. No one has to have already stopped using nicotine; all that is required is the desire to live free of nicotine. The Twelve Steps of our recovery program are known worldwide for helping people with addictions. Please consider Nicotine Anonymous as a method of support for your inmates and staff.

Nic A meetings provide newcomers with

- the opportunity to meet fellow members with firsthand knowledge of addiction and recovery
- mutual support and sponsors
- literature based on our experience, strength, and hope
- email and phone support between meetings
- opportunities to serve in positive roles
- continuity that helps gain, maintain (or regain) abstinence
- guiding principles with a spiritual foundation not affiliated with any religion

Included with this letter is the pamphlet *Introducing Nicotine Anonymous*. It contains Our Preamble, which describes who we are. All of our pamphlets can be read online at [www.nicotine-anonymous.org](http://www.nicotine-anonymous.org) and going to the "Publications" page. Our books and tapes can be purchased by mail or through our online Book Store. Our website has a list of Internet meetings that inmates may be able to access. On the website, are any resources such as a free Meeting Starter Kit. In some 'rehab' counselors have also run Nicotine Anonymous meetings for those they serve. Since face-to-face meetings are highly recommended, perhaps we could help set up a meeting and send speakers to share their experience, strength, and hope.

We ask that you consider providing a space and time for a meeting as a resource to those within your facility who seek continued support in their efforts to get and stay free of nicotine. Thank you for your time and consideration. We look forward to working with you.

On behalf of Nicotine Anonymous,  
Sincerely,

Chairperson, Nicotine Anonymous World Services

To contact us:  
Nicotine Anonymous World Services

[chairperson@nicotine-anonymous.org](mailto:chairperson@nicotine-anonymous.org) [www.nicotine-anonymous.org](http://www.nicotine-anonymous.org)

## SAMPLE LETTER FOR OUTREACH TO SCHOOLS



To Whom It May Concern:

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 schools and help to share with students about the perils of nicotine addiction.

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.

At this time Nicotine Anonymous does not have any meetings specifically for youth, but our meetings are open to anyone seeking help to stop using nicotine. We can provide your students with speakers who will share their experience, strength, and hope as well as answer any questions about Nicotine Anonymous. All our pamphlets can be read online at: [www.nicotine-anonymous.org](http://www.nicotine-anonymous.org), click on "PUBLICATIONS."

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

To contact us:  
Nicotine Anonymous World Services

chairperson@nicotine-anonymous.org [www.nicotine-anonymous.org](http://www.nicotine-anonymous.org)

**FOR IMMEDIATE RELEASE PUBLIC SERVICE**

**ANNOUNCEMENT**

Nicotine Anonymous is a twelve-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. There are no dues or fees for membership as the program is self-supporting through members' voluntary contributions.

Meetings are held in (*your local area*). For further information, please call the Nicotine Anonymous Info line at (*insert phone number.*)

You can learn more by visiting the Nicotine Anonymous website at [www.nicotine-anonymous.org](http://www.nicotine-anonymous.org)


**NICOTINE ANONYMOUS LOGO**



**SAMPLE OUTREACH FLIER**  
(IF USED, EDIT THE FLIER AS NEEDED.)

**FOR ANYONE WHO HAS A DESIRE TO  
STOP USING NICOTINE**

**NICOTINE ANONYMOUS**



**ALL WELCOME** **NO DUES OR FEES**

For Greater New York/Metropolitan Area information, please call  
**(631) 665-0527** or send a self-addressed stamped envelope to:  
373 Nesconset Highway, #147, Hauppauge, NY 11788

FOR ANYONE WHO HAS A DESIRE TO STOP USING NICOTINE  
**NICOTINE ANONYMOUS**

For Greater New York/Metropolitan Area information  
please call (631) 665-0527 or send a self-addressed  
stamped envelope to: 373 Nesconset Highway,  
#147, Hauppauge, NY 11788



FOR ANYONE WHO HAS A DESIRE TO STOP USING NICOTINE  
**NICOTINE ANONYMOUS**

For Greater New York/Metropolitan Area information  
please call (631) 665-0527 or send a self-addressed  
stamped envelope to: 373 Nesconset Highway,  
#147, Hauppauge, NY 11788



FOR ANYONE WHO HAS A DESIRE TO STOP USING NICOTINE  
**NICOTINE ANONYMOUS**

For Greater New York/Metropolitan Area information  
please call (631) 665-0527 or send a self-addressed  
stamped envelope to: 373 Nesconset Highway,  
#147, Hauppauge, NY 11788



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**NICOTINE ANONYMOUS**

For Greater New York/Metropolitan Area information  
please call (631) 665-0527 or send a self-addressed  
stamped envelope to: 373 Nesconset Highway,  
#147, Hauppauge, NY 11788



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**NICOTINE ANONYMOUS**

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stamped envelope to: 373 Nesconset Highway,  
#147, Hauppauge, NY 11788



FOR ANYONE WHO HAS A DESIRE TO STOP USING NICOTINE  
**NICOTINE ANONYMOUS**

For Greater New York/Metropolitan Area information  
please call (631) 665-0527 or send a self-addressed  
stamped envelope to: 373 Nesconset Highway,  
#147, Hauppauge, NY 11788



**INTERGROUPS:**

**.NA INTERGROUP - NORTH  
TEXAS MEETING INFO:** 214-327-  
1633 Dallas, TX

**HOUSTON INTERGROUP MEETINGS  
INFORMATION:** 713-827-5989 Houston,  
TX

**TIDEWATER INTERGROUP MEETINGS  
INFORMATION:** 757-538-2699 Norfolk,  
VA

**CHICAGOLAND INTERGROUP  
(CINA) WEBSITE:** [www.nicotine-anonymous-chicagoland.org](http://www.nicotine-anonymous-chicagoland.org) Chicago, IL

**NJ / PA INTERGROUP MEETING INFO:**  
201-947-3305 NJ

**NEW ORLEANS  
INTERGROUP MEETINGS  
INFORMATION:** 504-552-9271 New  
Orleans, LA

**SO CALIFORNIA  
INTERGROUP WEBSITE:**  
[www.scina.org](http://www.scina.org) Los Angeles, CA

**NYC METRO INTERGROUP MEETING  
INFO** 631-665-0527 NYC Metro Area,  
NY

**ARIZONA INTERGROUP MEETING  
INFO:** 480-990-3860 Chandler, AZ

**AUSTIN INTERGROUP MEETINGS  
INFORMATION:** 512-467-2795 Austin,  
TX

**SAN DIEGO INTERGROUP MEETINGS  
INFORMATION:** 619-682-7092 San  
Diego, CA

**GEORGIA INTERGROUP MEETINGS  
INFO:** 404-244-8444 WEBSITE: [www.ganica.org](http://www.ganica.org) Atlanta, GA

**ST. LOUIS INTERGROUP MEETINGS  
INFORMATION:** 314-832-9279 St. Louis,  
MO

**NO CALIFORNIA  
INTERGROUP WEBSITE:** [www.nicanorcal.org](http://www.nicanorcal.org) Berkeley, CA

**EL PASO INTERGROUP** 3333 N  
Mesa El Paso, TX

**NORTHEAST OHIO  
INTERGROUP WEBSITE:** [www.ohionica.org](http://www.ohionica.org) OH

FOR COMPLETE UPDATED INFORMATION PLEASE GO TO THE NicA WEBSITE: [www.nicotine-anonymous.org](http://www.nicotine-anonymous.org)

## ADDITIONAL INFORMATION, OUTREACH FORMS AND OUTREACH SUGGESTIONS FROM OUR WEB SITE

### GETTING THE WORD OUT THROUGH THE PRESS

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.

*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 link. Please remember to include a contact name and phone number if additional information is needed.

#### Deadlines

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.

## PUBLIC OUTREACH

Here are the actions one of our members took to make the community aware of a new Meeting:

- Sent contact information and flyers to:
  - ✓ The American Lung Association
  - ✓ The American Heart Association
  - ✓ The American Cancer Society
  - ✓ The local office of the National Council on Alcohol and Drug Dependency
  - ✓ The Smoker's Help Line
- Sent representatives to introduce Nicotine Anonymous and distribute flyers at the County Tobacco Control Coalition.
- Made a commitment to send 100 pamphlets every month to the Kaiser-Permanente health education office for distribution at smoking cessation classes and lectures being presented at Kaiser facilities throughout the area.
- Sent representatives to introduce Nicotine Anonymous to participants of the smoking cessation classes presented by the American Lung Association.
- Established a cooperative relationship with the Health Education office at the local State University, and provided pamphlets to that office as needed.
- Posted flyers at local libraries and bookstores.
- Worked closely with the local intergroup to ensure that other meetings in the area were aware of the new meeting and to show support by visiting or by announcing the new meeting to other nicotine addicts in the area.
- Submitted articles to Seven Minutes, to receive similar support from other Nicotine Anonymous groups worldwide. The group is presently expanding outreach efforts to include newspaper, radio, and television announcements.

## PROCEDURE FOR PUBLIC OUTREACH APPROVAL ( from World Services)

The World Services Officers have approved the concept of reimbursing intergroups, groups and individuals for the cost of individual public outreach projects up to a ceiling of \$500.00 per project. There are three aspects to this process as follows:

### 1. Project

- Each project must be identified by name.
- A Public Outreach Project Approval form must be filled out and signed by the requesting individual for each project. The form must be submitted to the Public Outreach Coordinator and Chairperson. Required forms can be obtained from the World Services Office:  
419 Main Street, PMB# 370 Huntington Beach, CA 92648  
Phone: (415) 750-0328 (877-try-NicA) or online at:  
<http://nicotine-anonymous.org/outreach.asp>
- A Public Outreach Literature Request Form must be filled out and signed if our literature is to be used for the project. This form needs to be included with the overall Public Outreach Project Approval form.

Electronic submission is allowed by using Excel documents available online at:

<http://nicotine-anonymous.org/outreach.asp>

Email forms to [outreachcoordinator@nicotine-anonymous.org](mailto:outreachcoordinator@nicotine-anonymous.org) and [chairperson@nicotine-anonymous.org](mailto:chairperson@nicotine-anonymous.org).

Forms can also be mailed for approval to:  
Nicotine Anonymous World Services Office  
419 Main Street, PMB# 370  
Huntington Beach, CA 92648

### 2. Approval

The project must be approved by the Public Outreach Coordinator and the Chairperson of Nicotine Anonymous. Request forms are then forwarded by the chairperson to the World Services Office for further processing.

### 3. Arrangements for 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. Expenses can then be reimbursed after they are incurred by turning in receipts to World Services for reimbursement, accompanied by a copy of the approved Project Approval form. If necessary, arrangements can be made for direct-billing by the appropriate vendor to World Services Office.

## ADOPT-A-MILE

### Getting the Word Out through Distribution of Pamphlets, Fliers, and Business Cards

Making information about Nicotine Anonymous available and easily accessible to the public is a very important part of "carrying the message." Our friends and neighbors need to know that we will be there if they need us! Adopt-a-Mile involves having individual members or groups of members publicly claim responsibility for a "mile" or certain area of their neighborhood. They would then be responsible for keeping the various locations in their territory stocked with information about Nicotine Anonymous.

Another way to do it would be 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.

Below are some suggestions based on the efforts in one area. Keep in mind these are only suggestions and feel free to use your imagination and try any new ideas you have!

#### Pamphlets

- "Introduction to Nicotine Anonymous" is suggested as a general information pamphlet for use anywhere.
- "Introducing Nicotine Anonymous to the Medical Profession" can be distributed to any doctors, dentists, and mental health professionals in a designated area.

#### Business Cards and Cardholders

- Nicotine Anonymous business cards with a local number to call for meetings would work best.
- Cardholders can be purchased at office supply Or go to the NicA website [www.nicotine-anonymous.org](http://www.nicotine-anonymous.org) and click on "Outreach" and download the "Business Cards Display Rack" at no charge. 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**

You're not alone anymore.

For more information or more business cards please call  
(First name, last initial).  
at (000) 000-0000.

#### Fliers

- Fliers can be made to hang on community bulletin boards. You can make your own or edit our sample flier and put your local information on it. See sample on page 16 of this booklet.

#### Reimbursement/Ordering Literature

- Complete "Public Outreach Project Approval" form before starting your project.
- Complete "Public Outreach Literature Request" form once project has been approved.
- Save all receipts in order to be reimbursed by World Services.

### **Locations to Distribute Literature**

- Doctors' and dentists' offices offer a good place to begin. Ask the person at the desk for permission to leave the literature in the waiting room. Most offices are eager to support non-profit organizations. Business cards and "Introducing Nicotine Anonymous" pamphlets can be left for patients to read while they are waiting. Also, "Introducing Nicotine Anonymous to the Medical Profession" can be left for doctors and dentists to read.
- Hospitals. The chemical dependency unit is the best place to start, but there are endless possibilities here.
- Mental Health Clinics/ Psychiatrists and Psychologists. Use the same suggestions as in #1.
- Libraries. Most libraries have bulletin boards that are perfect for our fliers.
- Colleges. Most have bulletin boards on campus and also have doctors' and nurses' offices.
- County and state health departments. Many of these have specific departments dedicated to tobacco prevention and control.
- Local smoking cessation programs. Contact the people in charge to see if they will make our literature available to people in their program.
- Drug Stores and places of worship might post fliers.
- Meeting halls for other 12-Step Programs (AA, NA, etc.) and Alano Clubs.
- Local offices of national organizations such as: American Lung Association: American Cancer Society: American Heart Association:

*To find addresses and phone numbers use Internet search engines, online phone directories, and local phone books.*

Remember to bring tape, push pins, and a stapler. Good luck and don't forget to have fun! Grab a couple of other members, organize, and make a day of it. Treat yourselves to dinner afterwards! If you don't have time for that, just do what you can. Remember, "Any service, no matter how small, that helps to reach a fellow sufferer adds to the quality of our own recovery."

For further information, please e-mail [Outreach-AdoptAMile@nicotine-anonymous.org](mailto:Outreach-AdoptAMile@nicotine-anonymous.org) with any questions or problems, or just to share your experience with this project.

