



WS Outreach Challenge #6

Share Hope with Nar-Anon's Video PSA

Please consider using a conference approved video PSA to help build awareness of Nar-Anon in your community.

Challenge Goal

Identify venues for the Nar-Anon 30 second Public Service Announcement (PSA).

Venue suggestions: Local television stations, movie theaters, internet, doctor's waiting rooms, hospital ER waiting rooms, court and judicial waiting areas, treatment facilities, and sport venues. You may think of others in your community.

What to Do

1. Contact the venue you have selected. When you reach the person responsible for PSAs, identify yourself as a Nar-Anon member, briefly explain the program, the video PSA, and why you feel the video is important. Let them know you are available to come in, preview the video and answer any questions.

2. When you make the call, you may want to say something like:

"My name is _____, I am a member of Nar-Anon Family Groups a worldwide 12-step fellowship for those affected by someone else's addiction. Nar-Anon recently developed a 30-second video PSA directing viewers to the Nar-Anon website or toll-free number for more information about the program. Would you be willing to preview this PSA, and consider using it as part of your PSA programming?"

3. If the designated person is not available, ask if you may leave a message or request email contact information. Via message or email, share the above information and include your contact information.

4. If the contact agrees to show the PSA, [click here](#) to go to the Nar-Anon website Outreach page. Scroll down to Video PSA and click on the "download video" link to download the video file to your computer. Attach the video to an email, send it to the contact and make contact to confirm they have received the file.

5. Follow-up with a thank you message, expressing Nar-Anon's gratitude for their willingness and support. This vital step cultivates positive relationships with the public and businesses.

6. If no agreement is made to show the Video PSA, thank them for their consideration and ask them to please remember Nar-Anon in the future. Check back with the contact at a later date.

If you have any questions or request for support with this challenge, please email; outreach@nar-anon.org