

Outreach and Communication Plan

Region 4 ROSC

Hour House ROSC: Shelby and Moultrie Counties

This Outreach and Communication Plan was revised in September 2022.

Outreach Goals:

1. Engage in one-on-one meetings with local stakeholders and community members to build SUD awareness and identify community gaps or barriers related to recovery resources.
2. Host the ROSC Community Kickoff event for the Shelby/Moultrie ROSC Council. (Oct 2022)
3. Identify local community members and stakeholders as ROSC Council Members and begin ROSC Council meetings in November.
 - Bring all ROSC Council Members to the table to discuss barriers of recovery and how the ROSC can support bridging the gaps. Develop a strategic goal based on the community needs and meet on a monthly occurrence to meet the goals set by the council.
4. Assist in building SUD awareness in the communities by providing additional SUD resources, education, events, and discussion opportunities.
5. Develop additional recovery support opportunities for persons in recovery and their families.
6. Introduce and educate the community on Recovery Navigators/Peer Support Specialist.

Objectives:

- 1a. Schedule and attend 1:1 community stakeholder meetings to introduce ROSC by September 30, 2022.
 - Generate ideas and identify the gaps in services to help transform policy, services, and systems that provide a recovery-oriented response for family members, as well as the persons seeking recovery.
- 2a. Schedule and host a ROSC Community Kickoff event to introduce the ROSC Concept and approaches to enhance the full continuum of care for recovery.
 - Create press releases, flyers, media posts, etc. to advertise event by October 30, 2022.
 - Recruit 2-3 people to represent each identified ROSC Council stakeholder sector or category.
 - Consult with council members to assist in identifying gaps in the ROSC Council Stakeholder sectors.
- 3a. Begin monthly ROSC Council meetings by November 30, 2022.
 - Remain in consistent communication with ROSC Council members.

- Send meeting minutes within 48 hours of each council meeting.
- Send a reminder of a meeting 2 weeks prior.
- Send additional reminder of meeting 3 days prior
- Follow up throughout the month by phone, in-person one-on-one meetings, or email.

4a. Continue to grow the ROSC Council membership and awareness surrounding SUD and Recovery through community events, education, and resource distribution.

- Conduct the Hidden in Plain Sight Event bi-annually.
- Provide one SUD Educational event or training quarterly.
- Provide SUD related information through email and ROSC Council Meetings.
- Distribute brochures and event flyers throughout the community.
- Partner with local agencies and community stakeholders to distribute 200 resource bags for the month of September.

5.a. Facilitate to improve collaboration between key stakeholders within the county in order to better serve people in recovery.

5.b. Provide information campaigns to reduce stigma and provide support to persons with substance use disorders.

- Lease County Specific Billboard panels for FY23 to promote Recovery Is Possible.
- Lease Bus Ads for Shelby and Moultrie County to promote Recovery Is Possible.
- Run Anti-Stigma Radio Ad Campaigns for FY 23.
- Distribute state and national SUD, Anti-Stigma, and Recovery information campaigns.
- Coordinate local resource information campaigns as needed.
- Participate in area health and wellness resource fairs and information campaigns.
- Distribute ROSC information brochures to local agencies, stakeholders, and businesses.
- Collaborate with the Hour House Prevention Team and Illinois Family Resource Center.
- Provide webinar and additional training information to council members.

5.c. Increase awareness and information for health promotion around harm reduction and recovery services.

- Provide information on the ROSC social media page on where/how to access harm reduction services and programs.
- Work with partnering agencies to share social media posts and educational materials.
- Identify additional needs in the community to expand access to Narcan, Safe Needles, Fentanyl Test Strips, and other resources.
- Partner with the Shelby/Moultrie County Health Department to increase distribution and training for Narcan.
- Provide stakeholders updates on harm reduction services, supplies and resource guides.

6.a. Determine locations in Shelby and Moultrie County for recovery navigator to meet with clients.

- Communicate with local stakeholders to develop a list of safe meeting locations.
- Allocate at least 5 safe meeting spots within Shelby and Moultrie County in the first 6 Months.

6.b. Distribute recovery navigator referral forms to stakeholders.

6.c. Begin recovery navigator appointments, in a 1:1 or single group settings (by Nov 5, 2022).

6.d. ROSC Recovery Navigator will help assist in establishing additional Recovery Meetings in Shelby and Moultrie County.

Audience: Shelby and Moultrie County ROSC have identified 13 different sectors within the communities for the focus of our Communication and Outreach Plan. We will direct our focus towards these sectors for the upcoming fiscal year.

Communication Goals:

Audience	Communication Goal
Person with Lived Experiences	<ol style="list-style-type: none">1. Share our Purpose of ROSC by engaging in 1:1 meeting once a month.2. Encourage PLE's to share their stories of Recovery to help reduce stigma.
Recovery Supports	<ol style="list-style-type: none">1. Present at local recovery support meetings in the area on ROSC. The presentations will be a bi-annually goal.2. Identify gaps in Recovery Support options in the community. Assist local Recovery Supports in developing additional meetings through network and education.3. Add Recovery Supports to the ROSC Email Distribution list to provide education and training.
Faith-based Groups	<ol style="list-style-type: none">1. Develop educational newsletters for the churches on a monthly occurrence.2. Conduct a bi-annual request for a day of prayer.3. Assist in events to help distribute information on SUD and Recovery.
Family/Parents	<ol style="list-style-type: none">1. Collaborate with Illinois Family Resource Center to provide ROSC, SUD, Recovery information. Ex: Webinars, Flyers, Brochures, Website Promotion.

	<ol style="list-style-type: none"> 2. Connect with Family Orientated Agencies and distribute SUD related materials on a monthly bias. 3. Connect with Universities/Trainers to provide educational training to families and parents. Host a training event 2x a year. EX Drug Endangered Children Training.
Service Providers	<ol style="list-style-type: none"> 1. Articulate guiding principles and measures of recovery that are adaptable across services and programs while supporting system improvements, data sharing, and program coordination.
State/Local/Tribal Government	<ol style="list-style-type: none"> 1. Develop ideas to transform policy, services, and systems that provide a recovery-oriented response for family members, as well as the persons seeking recovery.
Substance Use Treatment Organizations	<ol style="list-style-type: none"> 1. Engage Substance Use Treatment Organizations and invite them to the ROSC Council Meetings. 2. Collaborate for County Events. 3. Provide support to New Vision. 4. Increase awareness of Treatment Organizations by sharing materials, bed openings, referral process, etc. 5. Collaborate for panel discussions regarding substance use and recovery, ex: Gambling Awareness
Healthcare	<ol style="list-style-type: none"> 1. Engage healthcare professionals with one-on-one meetings to introduce the ROSC Concept and provide opportunities of support. 2. Do a ROSC Presentation to HealthCare Staff 2x a year. 3. Provide Healthcare offices with brochures, newsletters, training, and harm reduction materials as needed. 4. Engage conversations about MAT services and identify potential providers.

<p>Law Enforcement</p>	<ol style="list-style-type: none"> 1. Meet with an officer or the jail administrator once a month. 2. Establish group sessions in the jail provided by the ROSC Recovery Navigator within 6 months. 3. Provide materials- brochures, training opportunities, grant information, newsletters, resource bags etc. Update materials as needed throughout the year. 4. Assist in the discussion of MAT services being introduced into the jails. 5. Continue the conversation about the Safe Passage Concept.
<p>Judicial</p>	<ol style="list-style-type: none"> 1. Provide support to the local Drug Court. 2. Provide resource information such as brochures, training opportunities, flyers, and harm reduction materials as needed. 3. Establish a relationship between entities in the judicial system and the ROSC Recovery Navigator.
<p>Education/Schools</p>	<ol style="list-style-type: none"> 1. Provide support during events to distribute information related to youth and SUD. 2. Collaborate to host family fun events that include but are not limited to the Hidden In Plain Sight Event. 3. Assist in campaigns that the Hour House Prevention team conducts. 4. Encourage quarterly newsletters for families regarding SUD. 5. Provide Staff Trainings as needed.
<p>Media</p>	<ol style="list-style-type: none"> 1. Share information in local Newspapers. 2. Promote the ROSC Facebook page. 3. Run an Anti-Stigma Campaign using billboards, bus ads, and radio ads. 4. Collaborate with other agencies and encourage information sharing on their local media website.

Business	<ol style="list-style-type: none"> 1. Identify local business owners and conduct one-on-one meetings. 2. Provide information on Staff Trainings related to SUD and Recovery, ex: Narcan Training. Host one training once a quarter.
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The ten most critical audiences for our area are:

1. Persons with lived experience
2. Family/Parents
3. Service Providers
4. Education/Schools
5. Substance Use Treatment Organizations
6. Law Enforcement
7. Media
8. Healthcare
9. Businesses
10. Volunteer/Civic Organizations

Tentative Timeline of Shelby/Moultrie County ROSC

July 2022 – July 2023

- Anti-Stigma Campaign- run ads on billboards and bus ads.
- Continue to engage members through social media by sharing personal testimonies on recovery.
- Air radio ads that bring awareness to the ROSC Concept and promote personal testimonies.

October 27th, 2022

- Shelby-Moultrie ROSC Community Kickoff Event
- This event will consist of bringing key stakeholders within the community together for the first time, reintroducing the efforts of ROSC, and having necessary discussions regarding barriers surrounding substance use disorder.

November 16th, 2022

- The Shelby/Moultrie County ROSC is partnering with the SIU School of Medicine to deliver a community training event. This educational event will offer two pieces of training, including, Drug and Endangered Children and Human Trafficking.

November 30th, 2022

- ROSC Monthly Council Meeting

December 28th, 2022

- ROSC Monthly Council Meeting

January 25th, 2023

- ROSC Monthly Council Meeting

February 22nd, 2023

- ROSC Monthly Council Meeting

March 22nd, 2023

- ROSC Monthly Council Meeting

March 29th, 2023

- The Shelby/Moultrie County ROSC will host a Hidden in Plain Sight event for Shelbyville Highschool. This event will allow parents/guardians and anyone 18 years or older to learn about different drug paraphilia that may be hidden within a teen’s bedroom.

April 26th, 2023

- ROSC Monthly Council Meeting

May 31st, 2023

- ROSC Monthly Council Meeting

June 28th, 2023

- ROSC Monthly Council Meeting

July 26th, 2023

- ROSC Monthly Council Meeting

Communication Goal	Outreach Goal	Audience	Timeline	Budget
E-mail communication with council members, meeting reminders	1. Develop and maintain local ROSC Council meetings 2. Maintain consistent retention of ROSC Council Members.	Key stakeholder, Persons with lived experience	weekly	no cost
Attend Interagency meetings	1. Increase awareness about the ROSC Council.	Key stakeholder, Persons with lived experience	quarterly	no cost

	<p>2. Identify Community needs voiced during these meetings and develop supportive measures.</p> <p>3. Identify local stakeholders.</p>			
Resource Bags- to provide information to those entering recovery (200 bags)	<p>1. Provide needed resources to community members.</p> <p>2. Assist local agencies and stakeholders in reducing barriers to basic needs.</p> <p>3. Increase the supportive efforts of ROSC</p>	Shelby/Moultrie Co. SUD high risk individuals, low-income	September	\$125
Newspaper presence- Press releases in local newspapers to promote ROSC events	<p>1. Encourage community members to engage with the ROSC Council.</p> <p>2. Reduce stigma by providing education to the Community as a whole.</p>	Shelby/Moultrie	As needed	no cost
Develop and maintain a schedule for recovery navigator	<p>1. Assist in increasing substance use treatment options in the county.</p> <p>2. Identify additional barriers to recovery.</p> <p>3. Provide education and support to those with lived experience and family members.</p> <p>4. Increase PLE participation for the ROSC Council.</p>	Shelby/Moultrie	weekly	no cost
Recovery Month testimonials- To promote recovery through social media and radio	1. Develop additional support systems for persons in recovery and their families.	Shelby/Moultrie. & surrounding areas	FY 23	

	<ul style="list-style-type: none"> 2. Reduce stigma surrounding recovery. 3. Promote sharing personal messages that Recovery is Possible. 4. Utilize the ROSC Recovery Navigator. 			
Social Media presence-SUD/Recovery Education	<ul style="list-style-type: none"> 1. Develop additional support systems for persons in recovery and their families. 2. Reduce stigma surrounding recovery. 3. Promote sharing personal messages that Recovery is Possible. 4. Provide education and awareness. 	new and returning followers	weekly	
Anti-Stigma Campaign-Billboards and Bus Ads to promote reduction of stigma	<ul style="list-style-type: none"> 1. Develop additional support systems for persons in recovery and their families. 2. Reduce stigma surrounding recovery. 3. Promote sharing personal messages that Recovery is Possible. 4. Provide education and awareness. 	Shelby/Moultrie & surrounding areas	FY 23	
Hidden In Plain Sight Event	<ul style="list-style-type: none"> 1. Develop additional support systems for persons in recovery and their families. 2. Provide education and awareness for parents and guardians surrounding SUD and the youth. 	Shelby/Moultrie. SUD high risk individuals	bi-annual	750.00

	3. Engage the Hour House Prevention Team and the Illinois Family Resource Center for additional support.			
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