



Ford County ROSC FY24 Communication Plan

Funded in whole or in part by the Illinois Department of Human Services, Division of Substance Use Prevention and Recovery.

Ford County ROSC Mission Statement:

Bringing Community together to build a recovery support system to improve health, wellness, and quality of life, through education, stigma reduction, and access to resources.

Project Goals and Objectives – Year Three:

Using a variety of communication outlets to create a network of collaboration with service providers and community stakeholders in Ford County, our goals are to:

a. Continue to develop an active and diverse ROSC Council (s) with representation from many individuals.

- Increase average attendance at ROSC Council Meetings.
- Increase awareness and collaboration with key community stakeholders.
- Increase representation of Persons with Lived Experience on our ROSC Council.

b. Update & implement our Strategic Plan.

- Strategic Planning will be informed by the results of our Community Resource Assessment and in-depth Asset Mapping, all of which to be completed by Fall of 2023.

c. Complete a thorough Community Resource Assessment and a Community Resource Mapping initiative to understand existing services and supports for Substance Use Disorder recovery within our target areas.

- Conduct county wide resource assessment survey beginning August 2023.
- Target dates for data collection: Fall 2023.
- Surveys to be distributed through community outreach events, September Council meeting, social media, and other local coalitions/community groups.

d. Work to reduce the stigma associated with Substance Use Disorders (SUDs) in the community.

- Promote a campaign on Social Media, as well as collaboration with SUD providers and PLEs to determine the most impactful strategies.

e. Increase community awareness of local and statewide ROSC development through a combination of outreach strategies.

- Update and facilitate Outreach Plan to grow our footprint within Ford County.
- Heavy focus on Social Media and in-person networking.
- Identify and maintain collaborations with existing agencies and community organizations. Look to expand and engage agencies not already engaged.

Community Outreach:

Identify and connect with the following key community stakeholders, with a focus on sectors who have yet to be or have been intermittently involved, including law enforcement, local schools, and faith communities, while, also, continuing to have a strong focus on PLE.

Audience	Communication Goal
People and families w/ Lived Experience	PLEs and their families are aware of the services and supports available to them, through ROSC. Engage and involve in ROSC efforts.
Existing Peer-Support Groups	Increase awareness of ROSC work, with potential to connect further with PLEs.
Health Departments	Ford Co Public Health Department is aware of our efforts to form ROSC Councils and how to be involved.
SUD Service Providers	All providers in Ford Co are aware of our efforts to form a ROSC Council and how to be involved.
Mental Health Service Providers	All providers in the two counties our ROSC serves are aware of our efforts to form ROSC Councils and how to be involved.
Hospitals & Primary Care Providers	All hospitals and medical providers are aware of our efforts to form a ROSC Council and how to be involved. Our community mapping tool becomes a referral resource for providers in our area.
Law Enforcement & Drug Courts	Officers, leadership, parole officers, and drug court officials are aware of our work and how they can be involved. Collaboration through ROSC Council.
Civic Organizations	Network with existing community organizations to inform, work towards stigma reduction, and network for collaborative opportunities.
Faith Communities	Faith communities are empowered to offer supports, reduce stigma associated with SUDs, and connected to a network of resources to help those in their communities.
Local Elected Officials	Elected officials are aware of our work and interested in collaboration to assist.
Colleges	Area community colleges are made aware of our efforts and collaborate to support recovery among their students and employees. Also, these institutions provide possible connections to young, service-minded volunteers.
Business Owners	Owners of local business are aware of our work and offered opportunities to collaborate through events, job programs, and other ways to assist those in recovery.
Schools	School administrators, educators, and parent groups are aware of the ROSC and offered opportunities to collaborate. Also, opportunities to educate around Prevention and Recovery resources.
Media Outlets	Media partners are informed of our mission and collaborate to promote the efforts of ROSC. Inform and educate around Stigma- reducing language.
General Population	General population is educated and empowered to help those in recovery and reduce stigma around SUDs within the community.

Our FIVE (5) target audiences for focus are:

1. SUD/Mental Health Service Providers
2. People & Families w/ Lived Experience
3. Faith Communities
4. Law Enforcement & Drug Courts
5. Primary Health Care Providers

Outreach Channels:

We will try make every effort to build and continue to improve upon a strong community presence through the following ongoing communication efforts:

- Provide up to date contact information for lead agency staff and be a readily available resource to connect and drive ROSC community development.
- Statewide ROSC Website – to include list of resources, meeting minutes, strategic plan, and links to our other outreach efforts.
- Ford County ROSC Virtual Resource guide via JotForm.
- Hosting monthly ROSC Council meetings (currently via Zoom).
- Electronic Communication: Email, Zoom Meetings, and Social Media – Facebook, Instagram, YouTube. All pages will be updated frequently with relevant content and grow participation/likes/follows etc.
- Research development of disseminating robust digital content focused around recovery supports in digital and print form.
- Networking and key informant interviews within the community, to include providers, local officials, business owners, and people with lived experience.
- Word of mouth – providers and community members will see and hear us out in the community and share our resources with those who need them.
- Attend existing community events, including town council meetings, public social events, and remaining open to seek any new opportunities to connect with members of the community.
- Attend ongoing trainings, seminars, webinars, and educational events.

Ford County ROSC Lead Agency Contact information:

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Social Media:

Facebook: [Ford County Recovers- a ROSC Community | Facebook](#)

Instagram: [Ford ROSC \(@ford.county.ros\) • Instagram photos and videos](#)

YouTube: [Ford County - YouTube](#)