

AUGUST 2023



Livingston ROSC Communication Plan

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Livingston Co ROSC Mission Statement:

Collaborating with stakeholders, people with lived experience, their families, and the community, to empower, advocate, and support recovery. Building a network of care to: educate, reduce stigma, and improve connection for the community.

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 Livingston 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, including announcements at open meetings and sharing literature/promo materials in local meeting halls.
- Collaborate with other local ROSC coalitions adjacent to Livingston County (e.g. McLean, Ford) to foster attendance from other concerned communities and individual members.

b. Continue updating our Strategic Plan.

- Y2: Strategic Planning will be informed by the results of our Community Needs Assessment and in-depth Resource Mapping, (completed Spring 2023).
- Review Strategic Plan with ROSC Council periodically (quarterly or semi-annually) and update accordingly by Fall 2024.

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

- Continue with key informant interviews, and other focus groups, as needed or on ad hoc basis to continuously gauge community needs and gaps.
- Continue to solicit input from ROSC Council regarding unmet needs in Livingston County, new services or support groups, training opportunities, or any other community-focused events or activities and incorporate into annual deliverables appropriately.
- Continue asset mapping exercises to quantify local recovery capital and unmet needs.

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

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- Promote a campaign on Social Media, as well as collaboration with SUD providers and PLEs to determine the most impactful strategies.
- Conduct variety of sober recreational events and awareness events (e.g. Laundromat SUDS events, Canvas and Coffee, Clay and Coffee, etc.) to inform public about the Livingston ROSC, how they or their loved ones can benefit from it, become involved, etc.
- Attend events organized by stakeholder agencies and set up ROSC table to promote the coalition and its objectives, raise awareness among community, foster support or new council members, volunteers, etc.

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

- Create, update, and facilitate Outreach Plan to grow our footprint within Livingston 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:

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. Include communication with local 12-step and Alano Club for additional PLE recruitment grounds.
Existing Peer-Support Groups	Increase awareness of ROSC work, with potential to connect further with PLEs. Promote existing meetings on ROSC Virtual Resource Guide, business cards, restaurant placemats, etc.
Health Departments	Livingston Co Public Health Department is aware of our efforts to form ROSC Councils and how to be involved.
SUD Service Providers	All providers in the local area are aware of our efforts in forming 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

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	involved. Collaboration through ROSC Council. Local Sheriff involved with 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. Involved with local Boards & Chamber.
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:

The Livingston ROSC will 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.
- [ROSC Virtual Resource Guide](#) (i.e. JotForm platform) – duplicates function of a web site and includes a variety of resources, such as ROSC description, how to get involved,

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meeting minutes, strategic plan, local external agency services/trainings, local support groups/meetings, and links to our other outreach efforts.

- Hosting monthly Livingston County ROSC Council meetings (currently via Zoom).
- Electronic Communication: Email, Zoom Meetings, and social media, including Facebook, Instagram, and YouTube. Regular updates (made by internal staff) include relevant content to grow participation, likes, follows, reposts, and word of mouth.
- Continue development of disseminating robust digital content focused around recovery supports in digital and print form (i.e. Virtual Resource Guide on Jotform and related).
- Networking and key informant interviews within the community, to include providers, local officials, business owners, and people with lived experience in an effort to understand unmet recovery-oriented needs in community and brainstorm possible solutions with stakeholders/partners.
- Word of mouth via providers and community members seeing and hearing Livingston ROSC out in the community and sharing our resources with those who need them or work in the human services industry.
- 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.
- Conduct focus groups to help identify gaps and services and supports and provide quantitative data alongside the data collected in our Needs Assessment.
- Attending ongoing educational and training seminars.
- Disseminate Livingston ROSC marketing materials and event flyers at local meeting locations (e.g. Alano Club), while respecting program/group traditions, in order to build awareness of the ROSC and its objectives in existing recovery circles. This connection could also be a source of PLE involvement with ROSC council, speaker testimonials for YouTube channel, and other benefits both short and long-term.

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Social Media:

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

Instagram: [Livingston County ROSC \(@livingston.county.ros\) • Instagram photos and videos](#)

YouTube: [Livingston County ROSC - YouTube](#)