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Arrowleaf Johnson County ROSC Council Communications and Outreach Plan Year 2: FY2024

Communication and Outreach Goals:

- A. Nurture Council Development:
 - a. Continue to build and support recovery community through continued council recruitment efforts.
 - b. Continue developing a fully representative ROSC Council.
 - i. Recruit representatives from Johnson, Union, Alexander, and Pulaski Counties.
 - ii. Continue recruiting representatives of required/critical sectors.
- B. Increase community awareness of local and statewide ROSC development.
 - a. Promote and expand ROSC Councils in Johnson, Union, Alexander, and Pulaski Counties. Engage communities through monthly hybrid meetings, website, social media, outreach events, attending other coalition meetings, town halls, educational interventions, newspapers, and public service announcements.
 - b. Increase recognition of ROSC councils in our service area through various forms of advertisement--as determined by infrastructure and resource availability--events, and engagement with other related support services.
 - c. Continue engaging with other ROSC councils and welcome other non-ROSC communities into our activities.
 - d. Distribute ROSC promotional items to various community agencies and community members in the service area.
- C. Continue to provide and highlight stigma reduction messaging in the community.
 - a. Promote message(s) through social media, community campaigns, and other outreach efforts in an attempt to educate and highlight encouraging evidence from local sources.
 - b. Continue to promote person-centered messaging and terminology to acknowledge people with substance use disorder.
 - c. Expand peer support networks through additional training to partner with local hospitals, jails, courts, churches, and housing providers.
- D. Community outreach:
 - a. Continue to recruit new members. Council members and/or ROSC staff will communicate Arrowleaf ROSCS Strategic Plan to opioid response teams and other SUD coalitions in order to continue collaboration with these groups.
 - b. Provide yearly outreach to targeted partners such as employers and high-risk professions to provide support for recovery groups. We encourage council participation from these employers and professions.

Main Mailing Address

PO Box 1328
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info@myarrowleaf.org

24/7 Crisis Line

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618.658.3079
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Website

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- c. Provide deliberate outreach to employers to educate them on addiction, stigma, overdose risks, and treatment, and to encourage on-site recovery meetings, profession-specific recovery meetings, and hiring people with SUD in general and/or those in EHD Supported Employment programs.
- d. Continue to provide information to recovery groups via social media and agency/network/partner coalition list-serves.
- e. Partner with agencies and individuals' community outreach activities to help support food pantries, clothing drives, and other non-treatment community supports and treatment.

Action Plan:

- A. Host or partner at least 1 free family oriented event yearly to increase opportunities for healthy family development, sober living, and learning about resources to help families thrive.
- B. Distribute a minimum of 4 outreach packets per month.
- C. Increase followers of Arrowleaf ROSC Facebook page by an additional 20% by June 1, 2024.
- D. Launch anti-stigma campaign messaging across all ROSC council counties via television and other forms of advertisement by December 1, 2023.

Target Audience

Persons with Lived Experience	Share our Purpose of ROSC by engaging in 1:1 meeting once a month. Encourage PLE's to share their stories.
Law Enforcement	Meet monthly with officers regularly to offer services and support from ROSC.
SUD Treatment Providers	Engage Substance Use Treatment Organizations and invite them to the ROSC Council Meetings. Collaborate for County Events.
MH Treatment Providers	Provide offices with brochures, newsletters, training, and harm reduction materials as needed.
PH Treatment Providers	Provide Healthcare offices with brochures, newsletters, training, and harm reduction materials as needed.
Faith Based Organizations	Attend Ministerial Alliance meeting to provide resources and introduce the ROSC concept and how ROSC and provide support and resource/network opportunities.

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Education/Schools	Continue to provide support during events to distribute information related to youth and SUD. Collaborate to host family fun events that include but are not limited to the Hidden In Plain Sight Event.
Business	Provide information on Staff Trainings related to SUD and Recovery, ex: Narcan
Judicial/States Attorneys	Provide resource information such as brochures, training opportunities, flyers, and harm reduction materials as needed. Continue to attend Judicial Circuit meetings.
Correctional Facilities	Promote ROSC presentations within the facilities to support those with SUD and support efforts of maintaining recovery.
Public Defenders/Local Attorneys	Provide resource information such as brochures, training opportunities, flyers, and harm reduction materials as needed. Continue to attend Judicial Circuit meetings.

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