



“Collaborating to Build and Empower Communities of Recovery.”

McLean County ROSC FY24 Communication Plan

The McLean County ROSC is funded in whole or in part by the Illinois Department of Human Services, Division of Substance Use Prevention & Recovery.

Updated August 2023

Plan Overview

The McLean County Recovery-Oriented System of Care (ROSC) Communication Plan outlines how the McLean County ROSC will communicate its values, mission, vision, communication goals and objectives, key messages, events, and other related activities and initiatives (including how to best engage the ROSC from an average community member-level perspective) to various stakeholders. The Communication Plan will also identify key stakeholder focus areas for communication, outline the key messages to be communicated, specify the exact communication approaches and tactics to be used, and define the timing for when the various communication tactics will be carried out.

The communication plan has been developed based the following elements that have been defined as best practices for a communication plan:

- Summary/Overview of the Communication Plan
- Goal(s)/Objective(s)
- Target Audience(s)
- Key Message(s)
- Strategies (Approaches)
- Tactics (Activities)
- Implementation Plan
- Measurement & Evaluation

Goals & Objectives

McLean County ROSC Overall Communication Goal:

To collaborate with local community partners and local communities of recovery to empower individuals to engage in their own self-directed recovery.

Communication Objectives:

- To inform and educate:
 - Reframe the concepts that substance use disorders and mental health disorders are chronic in nature and that recovery is a lifelong process

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- Work to actively reduce the stigma surrounding substance use and mental health recovery by educating the public and raising awareness of substance use and mental health disorders as disease processes, local recovery supports, and the reality that people truly do recover
- To reduce stigma surrounding substance use and mental health disorders
 - Utilize person-centered, strength-based, recovery-friendly language to communicate the collective lived experiences of living with and recovering from substance use and mental health disorders
- To advocate for local communities of recovery and all impacted by substance use and mental health disorders
 - Take an active part in advocacy efforts at the individual, organizational, and systemic levels to ensure the establishment and ongoing development of policies, procedures, and protocols that support the recovery process in its many pathways
- To coordinate and raise awareness of local recovery support services (RSS)
 - Provide the local community with a wide variety and range of recovery support services, program, and initiatives to choose from to support individual and community recovery

Target Stakeholders

- Adolescent & Youth-Serving Organizations
- Broader McLean County Community
- Education Systems
- Family, Friends, & Allies
- Judicial Services
- Law Enforcement
- Legal Services
- LGBTQIA+ Community
- Local Businesses & Business Development
- Local Community Coalitions
- Local Hospital Systems & Healthcare Systems/Clinics
- Local Media
- Local Multicultural & Immigrant Communities
- Local Substance Use & Mental Health Recovery Communities
- Local/State Government
- McLean County ROSC Council Members
- McLean County Rural Communities
- Mental Health Recovery Supports & Services

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- Mental Health Treatment Providers
- People with Lived Experience (PLEs) of Substance Use Disorders (SUD), Mental Health Disorders (MHD), and/or Co-Occurring Disorders (COD)
- Professional Membership/Development Organizations
- Recovery Community Center
- Reentry Services
- Social Services/Human Services Providers
- Spiritual/Faith-Based Communities
- SUD Recovery Supports & Services
- SUD Treatment Providers
- Veterans & Active Military
- Volunteer/Civic Engagement Organizations

Key Messages

- Mission: “Collaborating to Build and Empower Communities of Recovery.”
 - A recovery-oriented system of care is built through collaboration with community partners and people with lived experience to empower and build up local communities of recovery.
- Definition of Recovery: “A process of change through which individuals improve their health and wellness, live a self-directed life, and strive to reach their full potential.”
- Guiding Principles:
 - Recovery emerges from hope.
 - Recovery is person-driven.
 - Recovery occurs via many pathways.
 - Recovery is holistic.
 - Recovery is supported by peers and allies.
 - Recovery is supported through relationship and social networks.
 - Recovery is culturally-based and influenced.
 - Recovery is supported by addressing trauma.
 - Recovery involves individual, family, and community strengths and responsibility.
 - Recovery is based on respect.

Communication Method Approaches

- Community-Based Communication Methods – Community Calendars, Community Bulletin Boards, Community Networking Opportunities & Events, Community Trainings & Presentations, Presence at Other Community Coalition/Council Meetings & Presence in Diverse Community Spaces, Community Outreach/Engagement Events, PATH-O-GRAM, Key Informant Interviews,

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ROSC-Hosted Events, Recovery-Story Sharing; Local Media Outlets; Community Partnerships & Collaborations

- Formal ROSC Council Communication Methods – Meeting Minutes, Meeting PowerPoint Presentations, Meeting Minutes, & Meeting Recordings, McLean County ROSC Bi-Monthly Newsletter, GSU McLean County ROSC Website, McLean County ROSC Deliverables
- Forms, Surveys, & Polling Methods – Jotform Forms, Google Forms, Slido Polls, & Survey Monkey Surveys, Event Feedback Forms
- Informal Communication Methods (Both Internally & Externally) – Email, Phone Calls, Texting (Between ROSC Team Members)
- McLean County ROSC Marketing, Resource, & Educational Material Methods – Event Fliers, Templates, ROSC One-Pager, ROSC Membership Brochure, the McLean County ROSC Virtual Resource Jotform App, ROSC Virtual Resource App Flier, ROSC Virtual Resource App QR Code Business Cards, ROSC Community Call(s) to Action, McLean County ROSC-Created Printable Resources & Educational Materials, Graphics Creation, McLean County ROSC Deliverables
- Meeting Methods– ROSC Council Meetings, Planning Committee Meetings, McLean ROSC Team Huddle Meetings, In-Person Meetings with Community Partners & Community Members, Local Substance Use and Mental Health Recovery Support Group Meetings
- Social Media Methods – Facebook, Instagram, & YouTube

Specific Communication Method Tactics:

Stakeholder Focus	Communication Objective(s)	Council Representation	Previously Used Communication Methods	Communication Methods to Use
Family, Friends, & Allies	To educate on what SUD/MHD/COD is; to raise awareness of local recovery supports/services specifically for them; to recruit them for ROSC involvement	Infrequent representation with need to re-engage	In-person meetings; informal conversations during networking events; trainings with Q&A;	Informal/more personal communication: in-person meetings; community outreach events; conversations during networking events; linkage to resources/support meetings; promotion of events/resources on social

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				media & Jotform app
Judicial Services	To collaborate on initiatives; to advocate for individuals in recovery; to raise awareness of local recovery supports/services	Infrequent representation with need to re-engage	Formal ROSC council communication; email; past collaborations; relationship-building	Formal ROSC council communication; email; more relationship-building & collaborations
Legal Services	To raise awareness of local recovery supports/services; to advocate for individuals in recovery; to educate on SUD/MHD/COD ; to reduce stigma	Underrepresentation with need to re-engage	Formal ROSC council communication; email; networking; some past community outreach	Direct email outreach campaign; trauma-informed care training to offer; resource linkage; relationship-building; community outreach; networking
LGBTQIA+ Community	To raise awareness of local recovery supports/services; to show support for	Infrequent representation with need to re-engage	Formal ROSC council communication; some email; some social media; resources on Jotform app	Attending/showing up at local LGBTQIA+ events; relationship-building-getting to know the local LGBTQIA+ community; promotion of events/resources on social media & Jotform app
Local Community Coalitions	To collaborate; to raise awareness of local recovery supports/services	Infrequent representation with need to re-engage	Attendance at other coalition/council meetings; collaborations	In-person meetings; attendance at other coalition/council

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	es; to support as a community partner		with other coalitions/councils; emails; relationship-building; formal ROSC council communication; resources on Jotform app	I meetings & events; promotion of events/resource on social media & Jotform app; formal ROSC council communication; emails
Local Media	To reduce stigma; to educate on SUD/MHD/COD ; to raise awareness of local recovery supports/services;	Infrequent representation with need to re-engage	Emails; formal ROSC council communication; in-person meetings/interviews; relationship-building	More direct email outreach on future events to share/raise awareness for-make media aware of what’s going on with ROSC in the community
Local Multicultural & Immigrant Communities	To raise awareness of local recovery supports/services; to support as a community partner; to collaborate	Infrequent representation with need to re-engage	Formal, high-level ROSC marketing materials; in-person meeting(s); networking	Relationship-building; in-person meetings; emails; resource linkage; showing up to support at events; promotion of resources/events on social media & Jotform app
Local Substance Use & Mental Health Recovery Communities	To recruit for involvement in ROSC; to raise awareness of other local recovery supports/services; to support	Infrequent representation with need to re-engage	Attending local recovery meetings; emails; in-person drop-off of info; relationship-building	Attendance at local recovery meetings; community outreach-showing up to support them at events/initiatives; relationship-

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	them and their initiatives			building; promotion of events/resources on social media & Jotform app
Local/State Government	To recruit for involvement in ROSC; To inform/educate ; to reduce stigma; to advocate; & to coordinate and raise awareness of local recovery support services	Infrequent representation with need to re-engage	Community-Based Communication; Formal ROSC Council Communication; Forms/Surveys/Polls; Informal Communication; McLean County ROSC Marketing/Resource/ Educational Materials; Meetings; Social Media; Outreach at WGLT Open House	Relationship-building; in-person meetings; emails; resource linkage; showing up to support at events; promotion of resources/events on social media & Jotform app
McLean County Rural Communities	To inform/educate ; to reduce stigma; to advocate; & to coordinate and raise awareness of local recovery support services	Infrequent representation with a need to re-engage	Community-Based Communication; Formal ROSC Council Communication; Forms/Surveys/Polls; Informal Communication; McLean County ROSC Marketing/Resource/ Educational Materials; Meetings; Social Media	Relationship-building; in-person meetings; emails; resource linkage; showing up to support at events; promotion of resources/events on social media & Jotform app
People with Lived Experience (PLEs) of SUD, MHD, and/or COD	To inform/educate ; to reduce stigma; to advocate; & to coordinate and	Infrequent representation with a need to re-engage	Community-Based Communication; Formal ROSC Council Communication; Forms/Surveys/Po	Relationship-building/informal meeting; in-person meetings; emails; resource

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	raise awareness of local recovery support services		lls; Informal Communication; McLean County ROSC Marketing/Resource/ Educational Materials; Meetings; Social Media	linkage; showing up to support at events; promotion of resources/events on social media & Jotform app
Professional Membership/Development Organizations	To inform/educate ; to reduce stigma; to advocate; & to coordinate and raise awareness	Infrequent representation with a need to re-engage	Community-Based Communication; Formal ROSC Council Communication; Forms/Surveys/Polls; Informal Communication; McLean County ROSC	Relationship-building; in-person meetings; emails; resource linkage; showing up to support at events; promotion of resources/events on social media & Jotform app
Recovery Community Center	To inform/educate ; to reduce stigma; to advocate; & to coordinate and raise awareness of local recovery support services	Infrequent representation with a need to re-engage	Community-Based Communication; Formal ROSC Council Communication; Forms/Surveys/Polls; Informal Communication; McLean County ROSC Marketing/Resource/ Educational Materials; Meetings; Social Media	Relationship-building; in-person meetings; informal meeting; emails; resource linkage; showing up to support at events; promotion of resources/events on social media & Jotform app
Spiritual/Faith-Based Communities	To inform/educate ; to reduce stigma; to advocate; & to	Infrequent representation with a need to re-engage	Community-Based Communication; Formal ROSC Council Communication;	Relationship-building; in-person meetings; emails; resource

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	coordinate and raise awareness of local recovery support services		Forms/Surveys/Polls; Informal Communication; McLean County ROSC Marketing/Resource/ Educational Materials; Meetings; Social Media	linkage; showing up to support at events; promotion of resources/events on social media & Jotform app
Veterans & Active Military	To inform/educate ; to reduce stigma; to advocate; & to coordinate and raise awareness of local recovery support services	Infrequent representation with a need to re-engage	Community-Based Communication; Formal ROSC Council Communication; Forms/Surveys/Polls; Informal Communication; McLean County ROSC Marketing/Resource/ Educational Materials; Meetings; Social Media	Relationship-building; in-person meetings; emails; resource linkage; showing up to support at events; promotion of resources/events on social media & Jotform app
Volunteer/Civic Engagement Organizations	To inform/educate ; to reduce stigma; to advocate; & to coordinate and raise awareness of local recovery support services	Infrequent representation with a need to re-engage	Community-Based Communication; Formal ROSC Council Communication; Forms/Surveys/Polls; Informal Communication; McLean County ROSC Marketing/Resource/ Educational Materials; Meetings; Social Media	Relationship-building; in-person meetings; emails; resource linkage; showing up to support at events; promotion of resources/events on social media & Jotform app

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Implementation:

- McLean County ROSC Team
 - Formal ROSC Communication Methods
 - Social Media Communication
 - Facilitation of McLean County ROSC Council Meetings
 - Creation & Distribution of McLean County ROSC Marketing Materials, Resources, & Educational Materials
 - Use of Forms, Surveys, & Polls (as appropriate and as needed)
 - Attendance at Other Community Meetings & Meetings with Community Partners/Members
 - Community Outreach Events (including McLean County ROSC-hosted Sober Social Events)
 - Facilitation of McLean County ROSC Sober Social Planning Committees
 - Informal Communication Methods
 - Creation of Community/Council Member Calls to Action
- McLean County ROSC Council
 - Collaboration to achieve communication objectives
 - Sharing of ROSC communication, activities, and resources with represented organization/agency and individuals served by organization/agency
 - Attendance at ROSC Council meetings
 - Sharing upcoming/new resources or events with ROSC team to disseminate info via ROSC Virtual Resource Jotform app and/or ROSC Community Calendar
 - Review of formal ROSC communication and/or YouTube recordings of meetings
 - Completion of ROSC Council/Community Member Calls to Action
- McLean County ROSC Sober Social Planning Committee
 - Attend meetings
 - Review meeting agendas and minutes
 - Contribute ideas for event/program/initiative planning
 - Share and distribute ROSC info as “boots-to-the-ground” team
 - Become a recovery champion for the ROSC

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Measurement & Evaluation

To measure communication impact and reach, the McLean County ROSC will collect the following metrics:

Number of council meetings facilitated, along with number of meeting agenda and meeting minutes sent out	Number of sober social planning committee meetings facilitated
Number of sober social planning committee meetings facilitated	Number of community trainings/presentations facilitated
Number of community outreach events attended/ROSC-hosted events	Number of meetings with community partners/members/other community coalitions
Number of community partners that have received Jotform virtual resource app business cards	Number of ROSC resources/educational materials created
Number of community resources uploaded to virtual resource Jotform app	Number of community events put on ROSC community calendar
Number of people who have signed up ROSC email distribution list	

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