

**Communication Plan FY24
Douglas County ROSC Council (DCRC)**

Region: ROSC Region 4
Lead Agency: Hour House
County: Douglas County

Contacts:

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Purpose of the Communication Plan:

- This document outlines how the Douglas County Recovery Oriented Systems of Care Council (ROSC) will communicate the ROSC concept by educating community stakeholders on our mission, objectives, events, and other related activities. The information below includes the specific populations we intend to target and the tactical plan for various communication channels.

Communication Objectives:

- Share the purpose of ROSC by engaging with specific audience sectors within or serving the Douglas County community, listed below in Communication Focus- Target Audience Sectors. Note: Each specific sector's goals are listed below in Communication Goals by Audience.
- Utilize all available methods of communication; see Community Outreach Plan.
- Ensure all deliverable items are available and up to date on the GSU website, including meeting minutes, agendas, PPTs, member protocols, community mapping results, etc. For additional information, refer to Community Outreach Plan.
- Include ROSC Council in updating and maintaining ROSC deliverable items.
- Confirm all Council information is current, including brochures, flyers, etc., to coincide with Community Outreach Plan.

Communication Focus- Target Audience Sectors:

1. Persons with Lived Experiences- Persons in Recovery and/or their family and close friends
2. Recovery Supports- RCO, 12 Step or other community support groups, recovery homes
3. Faith-based Groups- Local Pastor, Ministerial Alliance
4. Family/Parents- Family programs and/or supports
5. Service Providers- Harm Reduction, programs for unhoused individuals, employment programs, transportation providers.
6. State/ Local/ Tribal Government- Local Official, County Official, 708 Board, State Official
7. Substance Use Treatment Organizations- Local Provider, Hospital Program, Withdrawal Management Program
8. Healthcare- MAR/MAT Prescriber, Hospital, County Health Dept
9. Law Enforcement- Local Police, County Sheriff's Office, ISP, State Attorney's Office
10. Judicial- Drug Court Representative, Public Defenders Office, Probation
11. Volunteer/Civic Organizations- Drug Free Coalitions
12. Education/ Schools- Local University, GED Programs, K-12, Libraries
13. Youth Serving Organizations- Local Prevention Providers

14. Media- Radio, Newspaper, TV

15. Business- Local business, Chamber of Commerce

Communication Goals by Audience Sectors:

Sectors	Communication Goals/Communication Channels
Person with Lived Experiences	Meet monthly with local groups ex: Be Brave and Shalynn's Hope to assist efforts in distribution of SUD and recovery resource information.
	Share our purpose of ROSC by engaging in 1:1 meeting once a month.
	Encourage PLE's to share their stories of recovery to help reduce stigma of addiction and recovery.
Recovery Supports	Present at local recovery meetings in the Douglas County to engage in conversation of how individuals can be a part of the ROSC Council.
	Identify gaps in recovery support options in the community. Assist local recovery supports in developing additional meetings through network and education.
	Add recovery supports to the ROSC email distribution list to provide SUD education and training
Faith-based Groups	Attend the Pastoral Ministerial meeting to provide resources and introduce the ROSC concept and how ROSC can provide support and resource/network opportunities.
	Develop educational newsletters for the churches on a monthly occurrence. Request a day of Prayer annually.
	Assist in events to help distribute information on SUD and Recovery.
Family/ Parents	Collaborate with Illinois Family Resource Center to provide ROSC, SUD, Recovery information. Ex: Webinars, Flyers, Brochures, Website Promotion.
	Connect with family orientated agencies and distribute SUD related materials on a monthly basis.
	Connect with Universities/Trainers to provide educational training to families and parents. Host a training event 2x a year.
Service Providers	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	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	Engage substance use treatment organizations and invite them to the ROSC Council meetings.
	Collaborate for County Events.
	Increase awareness of Treatment Organizations by sharing materials, bed openings, referral process, etc.
	Collaborate for panel discussions regarding substance use and recovery, ex: Gambling Awareness
Healthcare	Engage healthcare professionals with one-on-one meetings to introduce the ROSC Concept and provide opportunities of support.
	Provide a ROSC Presentation to healthcare staff bi-annually.
	Provide Healthcare offices with brochures, newsletters, training, and harm reduction materials as needed.
	Engage conversations about MAT services and identify potential providers.

Law Enforcement	Meet with an officer or the jail administrator once a month.
	Continue established group sessions in the jail provided by the ROSC Recovery Navigator.
	Provide materials- brochures, training opportunities, grant information, newsletters, resource bags etc. Update materials as needed throughout the year.
	Assist in the discussion of MAT services being introduced into the jails.
	Assist in the development and expansion of the deflection and pre-arrest diversion initiative.
	Encourage attendance at the ROSC Council meetings.
Judicial	Provide Education on a Drug Court.
	Provide resource information such as brochures, training opportunities, flyers, and harm reduction materials as needed.
	Continue to establish relationships between entities in the judicial system and the ROSC Recovery Navigator.
Education/ Schools	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.
	Assist in campaigns that the Hour House Prevention team conducts.
	Encourage quarterly newsletters for families regarding SUD.
	Provide Staff Trainings as needed.
Media	Share information in local Newspapers.
	Promote the ROSC Facebook page.
	Run an Anti-Stigma Campaign using billboards, bus ads, and radio ads.
	Collaborate with other agencies and encourage information sharing on their local media website.
Business	Identify local business owners and conduct one-on-one meetings.
	Provide information on Staff Trainings related to SUD and Recovery, ex: Narcan Training. Host one training once a quarter.

Douglas County Community Mapping Results (FY23):

1. **Health Promotion:** General lack of education and community understanding regarding Substance Use Disorders, resulting in increased stigma
2. **Prevention:** 60% of middle school students are not receiving substance use education
3. **Intervention/Harm Reduction:** Lack of drug court, lack of a safe passage.
4. **Treatment:** Lack of SUD services in the county, lack of access to transportation, insurance, waitlists
5. **Recovery Supports:** Lack of recovery housing and insufficient diversity of recovery support groups