

**Communication Plan FY24  
Moultrie and Shelby County ROSC Council (MSCRC)**

**Region:** ROSC Region 4

**Lead Agency:** Hour House

**County:** Moultrie and Shelby County

**Contacts:**

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**Purpose of the Communication Plan:**

- This document outlines how the Moultrie and Shelby 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 Moultrie and Shelby 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	Engage PLEs in the concept of ROSC to enhance fellowship across recovery community groups.
	Invite and empower PLEs to sit on advisory subcommittees to voice input on ROSC goals.
	Encourage PLE's to share their stories of recovery to help reduce stigma of addiction and recovery.
Recovery Supports	Attend local recovery meetings and 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 quarterly occurrence. Request a day of Prayer annually.
	Assist in events to help distribute information on SUD and Recovery resources.
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 trainings bi-annual.
Service Providers	Continue to make connections to those who provide resources to peers in recovery such as housing, transportation, temporary shelter, domestic violence assistance, legal aid, and more.
	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.
	Connect with New Vision on a quarterly occurrence.
	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.
	Attend monthly community coalition meetings.
	Engage conversations about MAT services and identify potential providers.
Law Enforcement	Meet with a local city officers and jail administrator bi-annually.

	Continue to build upon the recovery and SUD related education series within the jail provided by the ROSC Recovery Navigator in Moultrie County. Develop recovery and SUD related education series within the Shelby County Jail.
	Provide materials- brochures, training opportunities, grant information, newsletters, resource bags etc. Update materials as needed throughout the year.
	Continue conversations about the Safe Passage concept.
	Assist in the discussion of MAT services being introduced into the Moultrie County Jail. Continue to provide support to the MAT services in the Shelby County Jail.
	Encourage attendance at the ROSC Council meetings.
	Connect with the Chief of Police and/or Sheriff to provide support, resource materials, trainings, and grant opportunities.
Judicial	Provide support to the Shelby County 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 or assist with 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.
	Establish a working relationship with education sectors to provide connection to the ROSC Recovery Navigator.
	Engage Lakeland College and EIU to assist in the health/job fair as it applies.
	Provide Staff Trainings as needed. EX; Narcan trainings

Media	Share information in local Newspapers.
	Promote the ROSC Facebook page.
	Interview with local radio stations through social media platforms to share on the ROSC concept and upcoming events.
	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 Trainin+A1:B50gs related to SUD and Recovery, ex: Narcan Training. Host one training once a quarter.

### Moultrie County Identified Gaps Across the Continuum:

- 1. Health Promotion:** Lack of community readiness to address substance use disorder (SUD) issues; Lack of awareness and understanding regarding SUD resulting in increased community stigma.
- 2. Prevention:** Lack of Behavioral/Mental Health services and support for youth and adults.
- 3. Intervention/Harm Reduction:** Lack of Drug Court services. Lack of knowledge/information regarding county access to harm reduction supplies and services.
- 4. Treatment:** Lack of transportation. Lack of Broadband access. Lack of Medication Assisted Recovery (MAR) services. Lack of SUD and Mental Health services in the county. Lack of funding to support additional SUD Behavioral Health Staff for both youth and adults.
- 5. Recovery Supports:** Lack of recovery housing, and insufficient diversity of recovery support groups.

### Shelby County Identified Gaps Across the Continuum:

- 1. Health Promotion:** Lack of awareness and education surrounding substance use disorder which results in and increase in community stigma.
- 2. Prevention:** Lack of support for youth regarding mental/behavioral health.
- 3. Intervention/Harm Reduction:** Lack of knowledge/information surrounding harm reduction methods within the county. This results in an increased stigma regarding harm reduction.
- 4. Treatment:** Lack of transportation.

5. **Recovery Supports:** Lack of recovery housing, and insufficient diversity supports.  
Lack of AA and NA meetings throughout the county.