

AUGUST 2023



Logan/Mason ROSC Communication Plan

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LMROSC Mission Statement:

Improving access to health, wellness, & holistic recovery options for people who are at risk of, or suffering from, Substance Use Disorders while educating and connecting Logan & Mason Counties to reduce stigma and improve recovery outcomes.

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 Logan and Mason Counties, our goals are to:

- A. *Reinvigorate council membership- develop a retention plan to reengage active and diverse ROSC Council with representation from many individuals with a vested interest in recovery.*
 - ❖ 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.
 - ❖ Provide engagement opportunities/ activities for members to be active.

- B. *Update and implement our Strategic Plan.*
 - ❖ Strategic Planning will be informed by the results of our Community Needs Assessment and in-depth Resource Mapping.

- C. Plan updated Needs Assessment and Community Resource Mapping to better understand existing services and supports for Substance Use recovery within our target areas.
 - ❖ Develop a plan for community stakeholder interviews across multiple sectors- Fall 2023.
 - ❖ Review and update resources mapping and resources assessment.

- D. Work to reduce the stigma associated with substance use disorders (SUDs) in the community.
 - ❖ Develop and promote a campaign on social media, as well as collaborate with SUD providers and PLEs to determine the most impactful strategies.

- E. Increase community awareness of local and statewide ROSC development through a combination of outreach strategies.
 - ❖ Implement an outreach plan to grow and re-establish presence within Logan and Mason Counties.
 - ❖ Develop an inventory of already existing community engagement opportunities in Logan/ Mason Counties.
 - ❖ Heavy focus on social media and in-person networking.
 - ❖ Identify and maintain collaborations with existing agencies and community organizations.

Logan/Mason ROSC Communication Plan

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 in their community, the efforts of our ROSC Council, and how they can get involved, if desired.
SUD Service Providers	All providers in the two counties our ROSC serves are aware of our efforts to form 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 a ROSC Council and how to be involved.
Health Departments	Health departments in the two counties our ROSC serves are aware of our efforts to form a ROSC Council and how to be involved.
Law Enforcement & Drug Courts	Officers, leadership, parole officers, and drug court officials are aware of our work and how they can be involved. Collaboration through ROSC Council.
Hospitals & Primary Care Providers	All hospitals and medical providers in the two counties our ROSC serves 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.
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.
Civic Organizations	Network with existing community organizations to inform, work towards stigma reduction, and network for collaborative opportunities.
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 collaboration opportunities. Also, opportunities to educate around Prevention and Recovery resources.
Colleges/Universities	Local community colleges are made aware of our efforts and collaborate to support recovery among their students and employees.
Media Outlets	Media partners are informed of our mission and collaborate to promote the efforts of ROSC. Inform and educate around Stigma- reducing language.
Existing Peer-Support Groups	Groups are made aware of ROSC work, with the potential to connect further with PLEs.
General Population	General population is educated and empowered to help those in recovery and reduce stigma around SUDs within the community.

Outreach Channels:

We strive 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 Website – to include a list of resources, meeting minutes, strategic plan, and links to our other outreach efforts.
- ❖ Hosting monthly ROSC Council meetings (currently via Zoom).

Logan/Mason ROSC Communication Plan

- ❖ Electronic Communication: Email, Zoom Meetings, and Social Media – Facebook, Instagram, YouTube, Snapchat. All pages will be updated frequently with relevant content and grow participation/likes/follows etc.
- ❖ Create and distribute a quarterly “Recovery Together” Newsletter, in digital and print form.
- ❖ Create regular video content based on current goals and community needs for our YouTube Channel, to include testimonials from people with lived experience- utilize the Story Corps model.
- ❖ Networking and key informant interviews within the community, to include providers, local officials, business owners, and people with lived experience.
- ❖ Word of mouth – providers and community members will see and hear us out in the community and share our resources with those who need them.
- ❖ 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 key community interviews to provide qualitative data to provided updated data for the strategic plan.
- ❖ Attend ongoing educational and training seminars.

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Social Media:

Facebook: https://www.facebook.com/Logan-County-Recovery-Together-a-ROSC-Community-108551154724810/?modal=composer¬if_id=1620960807715177¬if_t=aymt_simplified_make_page_post&ref=notif

https://www.facebook.com/Mason-County-Recovery-Together-a-ROSC-Community-103606898562584/?modal=composer¬if_id=1621379308088452¬if_t=aymt_simplified_make_page_post&ref=notif

Instagram: https://www.instagram.com/logan_mason_rosc/

YouTube: <https://www.youtube.com/channel/UCsCQL5DDiTGp4TcubpjY3fg>