

## ROSC Communication Plan 2023

1. DuPage ROSC communication plan includes a page on the GSU ROSC website, DuPage ROSC website, Serenity House website, Serenity House/ROSC Facebook, YouTube, and other methods for communicating the following:

- a. ROSC Councils strategic plan, including outreach and communication plans, and progress towards that plan;
- b. Meeting notification and notes from monthly meetings
- c. Establish a presence on Facebook with event and information videos, twice weekly posts regarding resources, opportunities, and information campaigns.
- d. Notification of Assessment and tabulation of results
- e. Community resource mapping, including links to Peer Recovery Support Services.
- f. Shared Stigma Reduction Campaign Materials with communities through social media and community leaders via email
- g. Provide timely responses to requests for information and
- h. Distribute educational opportunities.
- i. Communication through What'sApp referral group
- j.. Send press releases regarding DuPage ROSC Council events and press coverage

SH communication goals includes working with community stakeholders to recruit ROSC Council active members and advisory participants. SH will utilize various communication methods including face-to-face and zoom meetings GSU website, ROSC website, Serenity House website, social media, email blasts, flyers, etc.

Stakeholders	Advisory or Active Member	Location and Frequency
People with Lived Experience	Active Member	Events and Meetings, as presented; Networking
Local Hospitals	Advisory	Monthly, Quarterly Meetings; Networking
Primary Care Providers	Advisory	Monthly or Quarterly Meetings; Networking
Mental Health Providers	Active Member	Events and meetings, as presented networking
Law Enforcement	Advisory	Events and/or Monthly/Quarterly Meetings
Local Business Owners	Advisory/Active	Events and/or Monthly/Quarterly Meetings
Local Government and Policymakers	Advisory/Active	Events and/or Monthly/Quarterly Meetings
Local Social Service Nonprofit Agencies	Advisory/Active	Events and/or Monthly/Quarterly Meetings
SUD Peer Recovery Support Services Providers	Advisory/Active	Events and/or Monthly/Quarterly Meetings
SUD Treatment Providers	Advisory/Active	Events and/or Monthly/Quarterly Meetings
SUD Treatment Providers (Recovery Homes)	Advisory/Active	Events and/or Monthly/Quarterly Meetings
Family Members & Other Allies	Advisory/Active	Events and/or Monthly/Quarterly Meetings
LGBTQ+ Community Representatives	Advisory/Active	Events and/or Monthly/Quarterly Meetings
Disability Services Organizations	Advisory/Active	Events and/or Monthly/Quarterly Meetings
Spiritual and Religious Service Organizations	Advisory/Active	Events and/or Monthly/Quarterly Meetings
Military and Veteran Service Organizations	Advisory/Active	Events and/or Monthly/Quarterly Meetings

## DELIVERABLES (ACTIVITIES) METHODS TO ADDRESS THE DELIVERABLES

Communication Plan – reaching community members

### ELECTRONIC COMMUNICATION

1. Email
2. Facebook
3. Linkd-In
4. Twitter
5. Instagram
6. YouTube
7. Serenity House Website
8. Online Resource Guide and Map
9. What'sApp

### Communication

1. Provide all contact numbers
2. Develop Zoom conference meeting
3. Continued development of What'sApp referral group
3. Develop an 800 hotline number to link services in the community in concert with harm reduction sites/machines

### Community Outreach Plan –

1. Network – Council members, staff and peers will talk to others about ROSC and its goals.
2. Flyers – Distributed via email, website, Facebook and share with local agencies.
3. Network - meetings with local businesses
4. Focus groups and tours
5. Continuing Education
6. Recovery Coach Training
8. Network Meetings
9. Host Open House Events
10. Host Overdose Awareness events
11. Network at local churches
12. Donation drives
13. Disseminate Flyers at recovery meetings
14. Press releases to local papers and news channels
15. Create newsletters, develop podcast

### **Target Audience/Stakeholders:**

Persons with Lived Experience

Graduates of Drug Court

Education – High Schools (begin with those that host Prevention Education, COD, Benedictine, DuPage County Health Department  
Area Hospitals – CDH, Glen Oaks, Edward Hospital, Elmhurst Hospital  
YWCA, YMCA, Metropolitan Family Services, PRC, 360 Youth Services, NAMI, other CoC members  
Local treatment – BHS, Linden Oaks, SHARE, LSSI, Gateway and others  
Drug Court Services and Mental Health Court  
Juvenile Justice  
DuPage Co Jail  
Local DCFS  
DuPage County Emergency Services (ambulance, police, fire, sheriff)  
Opioid Overdose Prevention Programs and HOPE taskforce members  
Religious Organizations – start with those SH has relationship – Journey, Parkview, St Pets  
DuPage County Government Departments  
DuPage County Housing Authority  
Pharmacy Representatives  
DuPage County Community Members  
Community Business Members  
Community Legal Representatives

**Position Message:**

The economic toll of addiction in the state of Illinois is estimated to be greater than \$3.5 billion. The Recovery Oriented System of Care will develop a collaborative effort in DuPage County in order to assist our communities in understanding substance use and also to assist individuals in receiving services and movement toward recovery. In addition, our expanded work in harm reduction through Narcan vending machines and wall boxes will help in the efforts to lower overdose rates in DuPage County.

**Incentives:**

Bring public awareness to and education of substance use issues in our communities.  
Determine areas of deficiencies in our geographical area to advocate for necessary services.  
Empower existing services to best and successfully meet the needs of our communities.  
Connect those in need to timely services.  
Engage community in understanding the importance of recovery and wellness.  
Mentor community to embrace recovery through collaborative efforts.  
Partner with local organizations to grow relationships and tighten gaps in services  
Lower overdose rates in DuPage County

**Outreach Methods:**

Recovery Oriented System of Care Council website  
Facebook  
E-mail blasts

Recovery Oriented System of Care brochure – completed  
Press releases  
Presentations  
Host tables/exhibits at community/education/benefits events  
Trainings  
Town Hall meetings/discussions  
Develop new tri-fold brochure  
Collaborative presentations with DuPage RCO (DRCO)  
Stigma reduction campaign with DuPage Health Department

**Primary Spokespersons:**

Jarrett Burton – Recovery Oriented System of Care Specialist  
Holly Brunton, Grant Writer  
Danny Sourbis– Recovery Coach  
Felicia Miceli – Recovery Coach  
Donna Rennard, Clinical Director  
Mark Buschbacher, Executive Director  
PLE’s involved in Stigma Reduction Campaign: Jarrett Burton, Kendall Collier, Kathleen Hankes

**Tool/Measures to Assess Progress:**

Host monthly productive local ROSC Council meetings  
Create and send out monthly e-mail blasts  
Provide six community presentations  
Participation of at least 20-30 persons with lived experience  
Develop Comprehensive Resource List – post on GSU site, SH website, ROSC website, FB  
Publish data on Substance Use services  
Completion of all grant deliverables  
Present at all in-person/Zoom meetings  
Completed focus groups in conjunction with DuPage Health Department, communicating findings in September.

[DuPage ROSC Facebook Group](#)

[DuPage ROSC Website](#)

[DuPage ROSC Interactive Community Resource Map](#)

# DuPage ROSC/DuPage Health Department Fentanyl Awareness/Stigma Reduction Campaign:

Three ROSC member PLE's took part in campaign using photos and quotes; ads placed digitally across web and social media, as well as on physical posters across DuPage County.



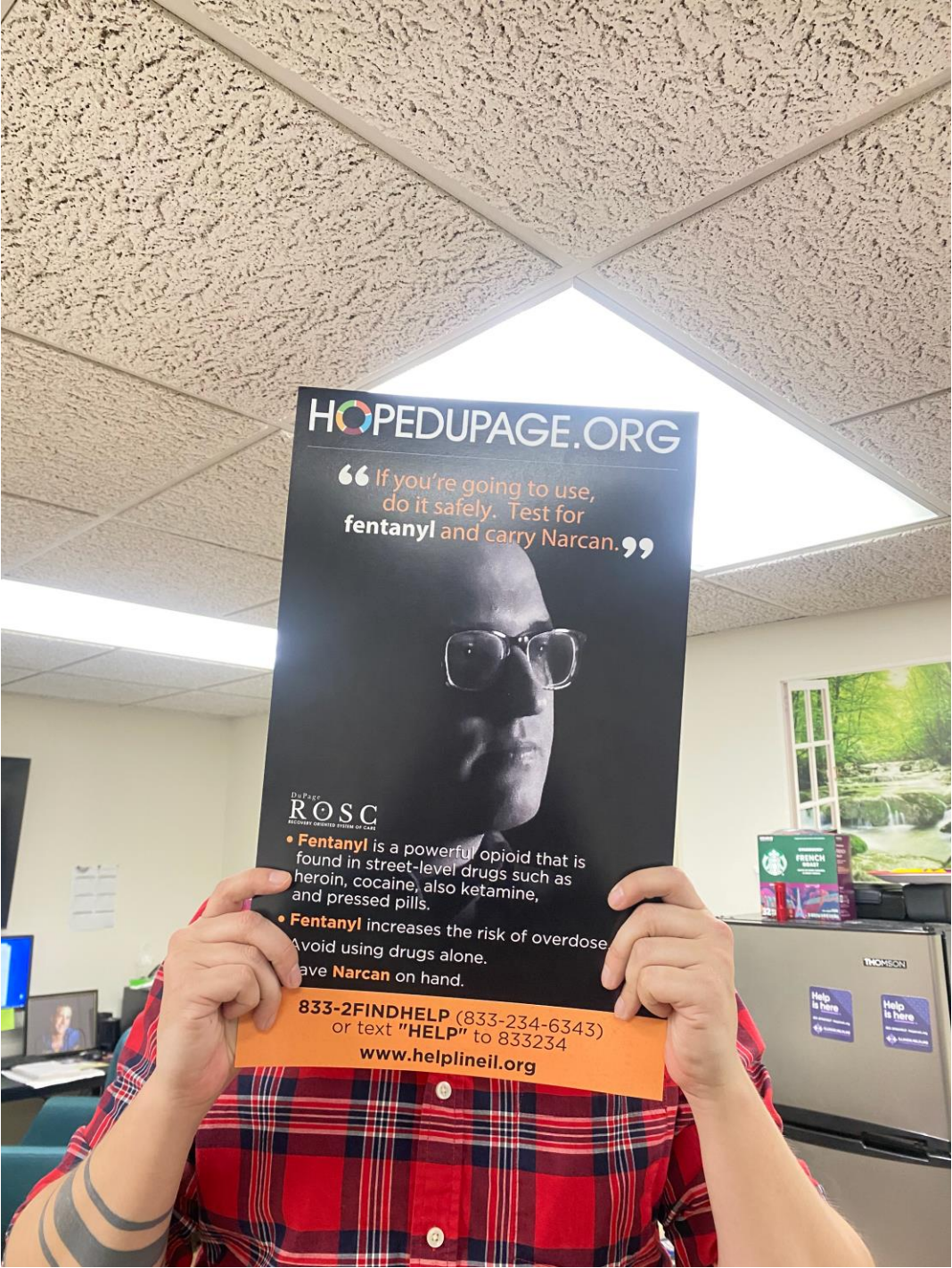
**HOPEDUPAGE.ORG**

“Fentanyl is not only in opioids, it's in cocaine and pills too.”

- **Fentanyl** is a powerful opioid that is found in street-level drugs such as heroin, cocaine, also ketamine, and pressed pills.
- **Fentanyl** increases the risk of overdose.
- Avoid using drugs alone.
- Have **Narcan** on hand.

DuPage  
**ROSC**  
RECOVERY ORIENTED SYSTEM OF CARE

833-2FINDHELP (833-234-6343) or text "HELP" to 833234  
[www.helplineil.org](http://www.helplineil.org)



HOPEPAGE.ORG

“If you're going to use, do it safely. Test for fentanyl and carry Narcan.”

Do Pass  
ROSC  
Rocky Mountain Overdose Support Center

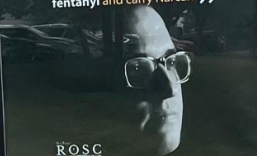
- Fentanyl is a powerful opioid that is found in street-level drugs such as heroin, cocaine, also ketamine, and pressed pills.
- Fentanyl increases the risk of overdose. Avoid using drugs alone. Have Narcan on hand.

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HOPEUPAGE.ORG

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ROSC

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