

BB2L

BOUNCE BACK 2 LIFE
RECOVERY NETWORK

2023-2024

COMMUNICATION PLAN



Lights of Zion Ministries
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Welcome to the Communication & Outreach Plan for the Bounce Back 2 Life Recovery Network. Our network is rooted in the core principles of community engagement and public action, dedicated to preventing substance use disorders, addressing mental health challenges, and fostering pathways to recovery. At the heart of the BB2L Recovery Network's mission is the commitment to unite community services and resources in support of individuals on their journey toward recovery. This plan outlines our strategies to effectively communicate our vision, initiatives, and resources to our stakeholders, partners, and the broader community. Together, we aim to create a stronger, more resilient, and connected community, working hand in hand to bring about positive change and lasting recovery.

PROJECT GOALS:

To use various communication sources to create a collaboration with community service providers in Southern Cook County in the following areas:

- Acknowledging that Substance Use Disorders (SUDs) and Mental Health Afflictions are an active process of “recovery.”
- Provide stigma reduction messaging in the community associated with those struggling with Substance Abuse & define the proper vocabulary that communicates the real essence of substance use disorders.
- Provide educational resources that empower Community Stakeholders to implement recovery support services.
- Expand the peer support networks in the community
- Trauma Workshops • Adaptive Living Skills • Parenting Skills • Job Development/Career Building

OBJECTIVES:

- Collaborate with professionals, peers, and formal, and informal service providers to support the recovery process to the greatest extent possible.
- Implement personalized recovery regimen, education, employment, reduced criminal justice involvement, stability in housing, improved health, social connectedness, and quality of life.
- Develop a network of Community providers that will offer a broad range of support to meet the holistic needs of the individual in recovery.
- Implement incentives and recognition for stakeholder participation
- Create a working email list of all community stakeholders

ENGAGING YOUTH RESILIENCE:

Bounce Back 2 Life will harness the power of relatability and visual storytelling to connect with our youth. Through vibrant and dynamic content on platforms like Instagram, Snapchat, and TikTok, we will showcase success stories, inspiring journeys, and relatable mentors who have triumphed over adversity. Virtual workshops will become a hub of interaction, where young individuals can engage with mentors and peers alike. Our emails, infused with youthful language and design, will serve as invitations to take their first steps toward recovery.

GUIDING RE-ENTRY WARRIORS:

Bounce Back 2 Life recognizes the need to provide tailored guidance for those re-entering society after overcoming obstacles. We will personalize our approach by sending heartfelt handwritten letters that demonstrate our commitment to their journey. These letters will be accompanied by testimonials from re-entry individuals who have thrived within our network. We will also hold in-person sessions at local community centers, offering a space for open conversations and tailored guidance. Our newsletters will combine practical resources and uplifting narratives, steering them toward a hopeful future.

EMPOWERING LIVED EXPERIENCE VOICES:

Bounce Back 2 Life will empower those with lived experience by actively involving them in our communication process. Our staff will engage in intimate gatherings to gain insights and advice directly from this resilient group. By incorporating their feedback, our messages will be authentic and relatable to their peers. Through podcasts and blogs, we will provide a platform for their voices to inspire and support others. These messages, rich with empathy and authenticity, will serve to strengthen community bonds.

OUR INCLUSIVE COMMUNITY COMMUNICATION APPROACH

To reach the community as a whole, Bounce Back 2 Life will establish a multi-faceted approach that bridges the gaps and fosters inclusivity. Our website will serve as a central hub for comprehensive information, offering easily accessible resources, success stories, and event updates. Our regular monthly ROSC Meetings, community forums, workshops, and town hall meetings will provide platforms for open dialogue, ensuring that voices from all walks of life are heard and valued. Social media platforms, including Facebook and Twitter, will be utilized to share uplifting messages, event announcements, and engaging content that resonates with everyone. By actively listening, adapting, and responding to the needs of our diverse community, Bounce Back 2 Life will forge connections that transcend boundaries and ignite a collective spirit of resilience and renewal.



COMMUNICATION PLAN

DELIVERABLES Activities	METHODS TO ADDRESS THE DELIVERABLES
<p>Communication Plan</p> <p>How we will communicate with the people in the community Through Digital and Social Media Communications</p> <p>Digital and Social Media will be a vital part of BB2L overall communications strategy.</p> <p>Social Media is fully managed by the designated Marketing Team, which includes the Communications/Media Coordinators. Dsuite Media</p> <p>We plan to:</p> <ul style="list-style-type: none"> - Develop a presence across social channels -Develop relationships for future partnership opportunities -I Attract traffic to our website- -To communicate to the public during a crisis – How do we reach out to the community <p>During a Crisis:</p> <p>Use our Network to get the best, most complete information available to the community during a crisis</p>	<p>SOCIAL MEDIA</p> <ol style="list-style-type: none"> 1. Email Blasts with partner organizations 2. Facebook Advertising & Post 3. Linked-In Contact 4. Twitter 5. Instagram Post 6. YouTube Informational Videos Posted on BB2L Pages <p>TELE-COMMUNICATION</p> <ol style="list-style-type: none"> 1. Provide all contact numbers to address any issues that the council may have. 2. Developed a standard ZOOM link for regular meetings 3. Develop a Google hotline number to link services in the community <p>ONGOING COMMUNICATION EFFORTS</p> <ol style="list-style-type: none"> 1. Follow up via telephone & email with Council Members 2. Develop & Disseminate Quarterly Newsletters 3. Distribute Flyers Monthly Using Email Marketing 4. Develop Podcast- to reach a broader Audience <ol style="list-style-type: none"> 1. Word of Mouth – Council members, staff, and peers will talk to others about ROSC and its goals. 2. Flyers – distributed via email and posted throughout the agencies. 3. Ongoing meetings with businesses and other entities within the service area. 4. Invite individuals into the facility for focus groups and tours. 5. Conduct educational and certification training seminars. 6. Attend Local Partner. Meetings 7. Circulate Community Bulletins 8. Attend Town Hall Meetings & Join other established Networks

Evaluation and Feedback:

- Regularly assess the effectiveness of communication strategies through surveys, feedback forms, and data analytics.
- Encourage ROSC members and the community to provide input on communication methods and content.
- Adjust communication approaches based on feedback and evolving community needs.

Key Performance Indicators (KPIs):

- Increase in ROSC membership and community engagement.
- Growth in social media followers, website traffic, and newsletter subscribers.
- Attendance and participation rates in town hall meetings, workshops, and events.
- Positive media coverage and press mentions of ROSC activities.
- Successful outreach and engagement with law enforcement, political leaders, and other stakeholders.
- Improved awareness and utilization of ROSC resources among individuals in recovery and the broader community.

Our Communication Plan serves as a vital compass, guiding us as we forge connections, share information, and foster unity within the BB2L Recovery Network. By leveraging effective communication strategies, we strengthen our bonds, amplify our impact, and bring our shared vision of transformation to life. Together, we are the driving force behind positive change, and our commitment to open dialogue and collaboration will propel us toward a brighter future for all.

In executing this communication plan, Bounce Back 2 Life will align every message, image, and interaction with our mission of instilling hope and belonging. As we navigate our journey forward, we recognize that our role extends beyond sharing information; it's about fostering a shared purpose and unwavering dedication to recovery. Through strategic and meaningful connections, Bounce Back 2 Life will continue to illuminate the paths toward a brighter and more hopeful future for all those bravely embracing their journey of transformation.



SENDER: prepares the message to be shared with the recovery community.

MESSAGE: The information to be conveyed



Channel: Transmit the message email, printed letters, phone calls, social media posts, or in-person meetings.



Transmission: The actual sending of the message through the selected channel



RECEIVER: The members of the recovery community who will receive the message: individuals in recovery, their families, counselors, and other stakeholders



RESPONSE: The overall reaction of the recovery community to the message. Include enrollment inquiries, requests for additional information, expressions of interest, or gratitude for the provided services.