

# BB2L

BOUNCE BACK 2 LIFE  
RECOVERY NETWORK

# 2023-2024

## OUTREACH PLAN



Lights of Zion Ministries  
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## BUILDING BRIDGES OF HOPE -OUTREACH PLAN

At the heart of all we do is a dedication to uplifting families and individuals of our community, sparking self-reliance, and creating a ripple of positive change throughout our community.

***Our motto, "Making Lives Better," drives us to empower minds, amplify potential, and shape brighter futures.***

We're here to offer a comprehensive range of resources and access services that enhance lives and foster self-sufficiency. Together, we embark on a journey of profound change, propelling not only personal growth but also a stronger, more vibrant community. To encourage success on one's chosen recovery path, BB2L is focusing activities and education within the following areas:

- Stigma Reduction and Education
- Trauma Workshops
- Adaptive Living Skills
- Parenting Skills
- Job Development/Career Building
- Sober Recreation
- Health & Wellness
- Alternative Therapies
- Secular Support Groups
- Community Engagement Projects

### ○ **TARGET AUDIENCE:**

- Individuals that live in the community
- Local hospital systems
- Primary Care
- Mental Health
- Law enforcement
- Local business owner(s)
- Local government and policymakers
- Persons with lived experience (PLEs)
- SUD Prevention Providers & SUD Intervention Providers (such as recovery homes)
- SUD Treatment Providers & SUD Peer Recovery Support Services provider(s)



In the heart of our communities, the Bounce Back 2 Life Recovery Network is poised to embark on an inspiring journey of connection and transformation through a comprehensive Community Outreach Plan. With a fervent commitment to fostering hope, resilience, and healing, our plan envisions reaching every corner of our community, extending a helping hand to those in need and creating a web of support that uplifts and empowers.

**Phase 1: Mapping the Terrain** Before we can bridge the gaps, we must first understand the landscape of our community. Through detailed surveys, interviews, and engagement with local stakeholders, we'll gain insights into the challenges faced by different groups, their aspirations, and their preferred channels of communication. This phase will serve as the bedrock on which our outreach efforts will stand, ensuring they are relevant and impactful.

**Phase 2: Tailoring Messages with Heart:** Every community is a tapestry of diverse stories and experiences. Bounce Back 2 Life is committed to crafting messages that resonate with each thread. Utilizing empathetic language, relatable anecdotes, and visuals that capture the spirit of resilience, we will create communication materials that speak directly to the hearts of individuals in recovery, their families, and the wider community. Our messages will echo stories of triumph, providing a beacon of light to guide them on their journey.

**Phase 3: Channels of Connection** Effective outreach requires a strategic use of channels that are accessible and engaging. Our plan focuses on an omnichannel approach that spans from traditional to digital mediums. Local community centers, churches, and schools will become arenas for face-to-face interactions, where our passionate staff will engage in open conversations and share information about our programs. Simultaneously, social media platforms, including Facebook, Instagram, and Twitter, will serve as virtual town squares, fostering dialogue, sharing uplifting content, and broadcasting event updates to a wider audience.

**Phase 4: Engaging Events and Workshops** Bounce Back 2 Life understands the power of tangible experiences. Regular workshops, seminars, and wellness events will be the cornerstones of our outreach efforts. We'll collaborate with community leaders and experts to provide practical tools, coping strategies, and resources that empower individuals on their recovery journey. These events will not only educate but also provide a sense of belonging and a safe space for shared stories.

**Phase 5: Listening and Evolution** Our Community Outreach Plan isn't a one-time endeavor but a continuous cycle of growth. Regular feedback mechanisms, surveys, and engagement metrics will guide our approach's evolution. By actively listening to the voices of those we serve, we ensure that our outreach remains responsive, effective, and aligned with the evolving needs of our community. In stitching together this narrative of community outreach, Bounce Back 2 Life Recovery Network aims to bridge gaps, heal wounds, and ignite a shared spirit of resilience. Through understanding, compassion, and strategic connection, we believe that we can create a network of support that transforms lives and uplifts our entire community. Together, we embark on a journey of healing and renewal, uniting under the banner of hope to build a brighter future for all

## COMMUNITY OUTREACH PLAN

**Goal: Increase awareness, engagement, and participation within the local community for the Bounce Back 2 Life Recovery Network (BB2L) to enhance support for individuals in recovery.**

### Objectives:

1. **Raise Awareness:** Increase community awareness of BB2L's mission, services, and resources.
2. **Expand Engagement:** Foster active engagement and participation of community members with BB2L initiatives.
3. **Build Partnerships:** Establish collaborations with local organizations, law enforcement, political leaders, and youth groups.
4. **Promote Resource Accessibility:** Ensure easy access to information about available recovery resources, including housing.

### STRATEGIES AND ACTIVITIES:

1. **Community Workshops and Seminars:**
  - Organize regular workshops on substance use prevention, mental health, and recovery.
  - Collaborate with local experts to provide informative and interactive sessions.
  - Host seminars on topics relevant to the community, such as housing options and vocational training.
2. **Informational Campaigns:**
  - Develop informative brochures, flyers, and posters detailing BB2L's services and benefits.
  - Distribute materials in local community centers, libraries, schools, and public spaces.
  - Launch online campaigns through social media platforms to reach a wider audience.
3. **Community Events:**
  - Host community events, fairs, and health expos to showcase BB2L's services.
  - Offer interactive booths with recovery resources, expert talks, and engaging activities.
  - Collaborate with local businesses and organizations to sponsor and participate in events.
4. **Engagement with Law Enforcement and Political Leaders:**
  - Arrange meetings with local law enforcement agencies to discuss collaboration opportunities.
  - Organize roundtable discussions involving political leaders to address recovery-related issues.
  - Participate in community forums and town hall meetings to share BB2L's contributions.

5. **Youth Involvement:**

- Establish partnerships with schools, youth centers, and clubs to engage young individuals.
- Organize youth-focused workshops, art projects, and awareness campaigns.
- Create youth-led initiatives that empower young members to take an active role in the recovery process.

6. **Resource Directory and Referral Services:**

- Develop an easily accessible online resource directory with information on recovery resources, including housing options.
- Offer referral services to connect individuals with housing programs, employment opportunities, and support networks.

7. **Media Outreach:**

- Collaborate with local media outlets to feature BB2L's success stories, events, and initiatives.
- Write articles, press releases, and op-eds to share the impact of BB2L on the community.
- Participate in interviews on radio and television to raise awareness of BB2L's mission.

8. **Evaluation** Regularly assess the effectiveness of the community outreach plan through:

- Tracking attendance and participation rates in workshops, events, and seminars.
- Monitoring engagement metrics on social media platforms and website.
- Conducting surveys and feedback sessions with community members.
- Analyzing the number of referrals made to housing and other resources.

By implementing this comprehensive community outreach plan, we aim to strengthen the BB2L Recovery Network's presence, expand our reach, and create a more supportive and engaged community for individuals on their path to recovery.

