



Heartlife Ministries Recovery 180 Communication Plan FY 2024

This communication plan serves only as an on-going roadmap for advancing the awareness and engagement of the ROSC Council in Will and Grundy counties. With the primary goal being to collaborate with service providers to promote education of substance use, mental health issues and the importance of recovery and well-being within the community.

Objectives:

- Increase steady attendance at monthly council meetings
- Increase presence in the community via “boots on the ground” with the focus on site visits, high schools, chambers of commerce, churches, local businesses, libraries, local Politician offices, drug court and first responders.
- Grow and maintain a social media presence by following local stakeholders
- Podcast Interviews
- Distribution of “Leave behind boxes” w/promotional and educational products promoting recovery.
- Host Narcan training at churches, schools, and every event we host
- Segmenting target audience
- Hosting library book chats on books like “Chasing A Flawed Sun” by Daniel McGhee
- Organizing and participating in local community events with the goal of spreading the awareness of ROSC in Will and Grundy County.

Communication Layout:

Communication Activity	Communication Aim	Communication Method	Communication Frequency
Correction Facility	Potential Council Members	In-person field outreach	Monthly
Drug Court	Resource	In-person field outreach	Weekly
Faith-Based Community	Potential Council Member/ Resource	In-person field outreach/social media	Weekly
Institute of Learning	Potential Council Member/ Resource	In-person field outreach/social media	Weekly
Law Enforcement	Potential Council Member/ Resource	In-person field outreach	Monthly
Local Business	Potential Council Member/ Resource	In-person field outreach	Monthly
Medical Treatment Centers	Resource	In-person field outreach/Calls	Monthly
Mental Health Treatment Centers	Resource	In-person field outreach/Calls	Monthly
PLE's	Potential Council Member	Social media/ Local community events/Word of mouth	Weekly
Politicians	Potential Council Member/ Resource	In-person field outreach/Personal Contact	Monthly

Primary Care Providers	Potential Council Member/Resource/Networking	In-person field outreach/Personal Contact	Monthly
Public Defenders	Potential Council Member/Resource/Networking	In-person field outreach	Monthly
Recovery Cafe	Resource/Networking	Printed Material Distribution	Monthly
Recovery Community Center	Resource/Networking	Printed Material Distribution	Monthly
Recovery Residence	Resource/Networking	Printed Material Distribution	Monthly
Transportation Provider	Resource/Networking	Printed Material Distribution	Monthly
Women, Children and Family Resources	Resource	In-person field outreach	Monthly
Social Service Providers	Potential Council Member/Resource	In-person field outreach/email	Monthly

Communication tools include:

- Facebook
- Instagram
- YouTube (Neesha's Network)
- HLM Recovery Website
- Email
- Zoom
- In-person
- Phone