

# FY24 COMMUNICATION PLAN



## MISSION:

Supporting, facilitating, and advocating for the renewal and restoration of health and wellness for communities, families, and individuals who are seeking and living in recovery.

## GOALS:

The M&M ROSC will act as a coordinated network of community-based services and supports that is person-centered and builds on the strengths and resiliencies of individuals, families, and communities to achieve abstinence and improved health, wellness, and quality of life for those with or at risk of substance misuse. The central goal of the M&M ROSC is to create an infrastructure or system of care with the resources to effectively address the full range of substance use concerns within communities and promote recovery, the process of change through which individuals improve their health and wellness, live self-directed lives, and strive to reach their full potential as defined by the Substance Use and Mental Health Administration (SAMHSA).

Our *top priorities* are to:

1. Reduce stigma and increase engagement among community members.
2. Improve awareness of substance use and mental health through education and outreach.
3. Facilitate cooperation across sectors, perspectives, and lived experiences.
4. Increase access to multiple recovery support options and timely care.
5. Increase the number of people pursuing and maintaining recovery.

## OBJECTIVES:

1. Increase partnership value by connecting agencies and community members to specific trainings, referral sources, and other recovery resources, including the development and access to a shared resource database and a working community stakeholder contact list.
2. Position the ROSC and ROSC Council as an intrinsic force in the promotion of recovery within the region.
3. Engage a diverse range of stakeholders, including communities of recovery interested in improving recovery outcomes in Macoupin and Montgomery counties and throughout the state.
4. Facilitate the creation and growth of recovery communities that encourage and integrate resources for recovering individuals, families, and the community as a whole. The facilitation will include an emphasis in the following areas of recovery: access, capacity, appropriate placement, quality of care, and retention.
5. Collaborate with professionals, peers, formal and informal services to support the recovery process to the greatest extent possible.

6. Promote the concepts and ideas related to the ROSC through social media, state websites, radio and tv, newspapers, and public service announcements.

### PROGRESS OUTCOMES:

Keeping track of the number of ROSC meetings, number of members, number of members attending ROSC meetings, completed Protocols, Communication Plan and Strategic Plans, rigorous Needs Assessment and Gap Analysis, number of flyers distributed, number of Facebook or other social media posts and number of associated likes/shares.

### TARGET AUDIENCE/STAKEHOLDERS

Recovery happens within the community. We believe that the development and sustainability of a collaborative Recovery Oriented System of Care will work to create a culture that builds and nurtures recovery.

### CRITICAL STAKEHOLDER GROUPS

Persons with lived experience, criminal justice system representatives, advocacy groups, hospitals, law enforcement, frontline/emergency response, social service organizations, religious organizations and groups, local government officials, academic institutions (from elementary school through university) and the recovery community, as follows:

NAME	ORGANIZATION	GROUP	STATUS	COMMUNICATION GOALS
Shane Owsley	SUSD #7	Academic	Active	Continue to engage. See internal communication strategies.
Becky Schuchman	Carlinville CUSD #1	Academic	Active	Continue to engage. See internal communication strategies.
Blackburn University Contact TBD	Blackburn University, Carlinville II	Academic	Target	Educational entities are aware of the work of the ROSC council, use it to help with coordination and how they can be involved. Entities can also engage with certain ROSC supported services/organizations such as clinical sites. Continue to engage. See internal communication strategies.
Contact TBD	Southern Illinois University at Edwardsville	Academic	Target	Continue to engage. See internal communication strategies.

University of Illinois Extension Offices Montgomery and Macoupin Counties. Contact TBD	University of Illinois	Academic	Target	Continue to engage. See internal communication strategies.
Candi Mazza	Litchfield School District	Academic	Active	Continue to engage. See internal communication strategies.
Savannah Holthaus ROE #3 and ROE#40	Montgomery and Macoupin County Schools	Academic	Active	Continue to engage. See internal communication strategies.
John Blank	Macoupin/ Montgomery County	Business	Active	The business community is aware of the efforts of ROSC council and how employees can access resources and work with individuals in recovery toward employment.
Beth Cherry	Litchfield Chamber of Commerce	Business	Target	The business community is aware of the efforts of ROSC council and how employees can access resources and work with individuals in recovery toward employment.
Jonathan Griffel	Carlinville Chamber of Commerce	Business	Target	Engage. See internal/external communication strategies.
Macoupin and Montgomery County Farm Bureau	Illinois Farm Bureau	Business	Target	Farm Bureaus provide coaching and life skill programs.
Orville Mercer, CEO	Chestnut Health Systems	Behavioral Health Substance Use Treatment	Active	Continue to engage. See internal communication strategies.
TBD	<ul style="list-style-type: none"> <li>• Centerstone</li> <li>• Locust Street</li> <li>• TASC</li> </ul>	Behavioral Health	Target	Practitioners and groups aware of the work of ROSC council use it to help with coordination and how they can be involved.

Kristine Gamm-Smith, Executive Director NAMI SWI	NAMI of Southwestern Illinois	Civic & volunteer group Behavioral Health	Active	Behavioral Health organizations are aware of the efforts of ROSC council and how they can support individuals in the community seeking and maintaining recovery.
Kevin Schott and Dan Hough	Montgomery County EMA/Risk Reduction Committee/ 708 Board	Civic & volunteer group Behavioral Health, Funder	Target	Agencies/Committees are aware of ROSC activities and how they can support activities within the ROSC. Also, how individuals can access ROSC supported services.
John Suzanne	Macoupin Co. Probation & Court Services	Criminal Justice	Active	Officers/Drug Court officials and correctional facilities are aware of the work of ROSC council, how ROSC can help criminal justice involved individuals and how they can be involved. Continue to engage. See internal communication strategies.
Bane Ulrici	Montgomery County Probation & Court Services	Criminal Justice	Active	Continue to engage. See internal communication strategies.
TBD	Macoupin County Jail Montgomery County Jail Graham Correctional Facility (Hillsboro Il)	Criminal Justice	Target	Officers/Drug Court officials and correctional facilities are aware of the work of ROSC council, how ROSC can help criminal justice involved individuals and how they can be involved.
Contact person TBD	Kilton Foundation	Foundation	Target	Foundations are aware of ROSC activities and how they can support activities within the ROSC framework. Funding source for ROSC projects.
Josh Ross (Gillespie)	Gillespie Benld Ambulance Service.	Frontline/ EMS	Target	Engage. See internal/external communication strategies.

Chad Gooley (Litchfield) Hillsboro EMS Contact TBD Staunton EMS Contact TBD	Litchfield Emergency Management Services.			
State Senator Doris Turner/ Blake Meyer	Illinois State Senate	Governmental entities local/state/federal	Target	Provide access to legislative agendas and support for recovery-based legislation.
Steve Bryant	Litchfield Park District	Governmental entities local/state/federal	Active	Continue to engage. See internal communication strategies.
Brian Burnside	Carlinville Area Hospital	Health Care Professionals/Hospi tal	Active	Medical community and health care professionals are aware of efforts and how they can support patients in recovery and their families Continue to engage. See internal communication strategies.
Dawn Young APRN	Springfield Clinic at Hillsboro Hospital	Health Care Professionals, Hospital	Active	Continue to engage. See internal communication strategies.
Dr. Kristen Ferguson, MD	Emergency Room Physician Hillsboro/Carlinville	Health Care Professionals, Hospital	Active	Continue to engage. See internal Communication strategies.
James Timpe, CEO	HSHS St. Francis Hospital	Health Care Professionals, Hospital	Active	Continue to engage. See internal communication strategies.
TBD	Staunton Community Hospital, Hillsboro Hospital, Local Health Departments	Health Care Professionals/ Hospital	Target	The medical community is aware of efforts and how they can support patients in recovery and their families.
Tommi Cline	Community Hospital of Staunton	Healthcare Professionals	Active	Continue to Engage. See internal communication strategies.
Christy Blank, RN Medical Director	Macoupin County Public Health Department/ clinics	Health Care Professionals, Substance Use Treatment, Behavioral Health	Active	Continue to Engage. See internal communication strategies.
Litchfield Family Practice	Litchfield Family Practice	Health Care Professionals, Behavioral Health	Active	Practitioners and groups aware of the work of ROSC council use it to help with

				coordination and how they can be involved. Continue to engage. See internal communication strategies.
Kimber Deming/ Ron Howard	Montgomery County Public Health Department	Health Care Professionals, Behavioral Health	Target	Engage. See internal/external communication strategies.
TBD	Staunton Family Practice	Healthcare Professionals	Target	Engage. See internal/external communication strategies.
Chief Talon Burton	Nokomis II Police	Law Enforcement	Target	Engage. See internal/external communication strategies.
Chief Kenny Ryker	Litchfield Police Department	Law Enforcement	Active	Continue to engage. See internal communication strategies.
Chief Jared DePoppe	Gillespie Police Department	Law Enforcement	Active	Continue to engage. See internal communication strategies.
Chief Molly Margaritas	Mount Olive Police Department	Law Enforcement	Active	Continue to engage. See internal communication strategies.
TBD	Nokomis PD, Gillespie PD, Mount Olive PD, Montgomery County Probation Office, Montgomery County Jail	Law enforcement	Target	Officers/Drug Court officials are aware of the work of ROSC council, how ROSC can help criminal justice involved individuals and how they can be involved.
Jon Magnuson	Beacon Church Litchfield Ministerial Alliance The Next Network	Faith Based	Active	Continue to engage. See internal communication strategies.
Shawn Huber	Greater Hillsboro Ministerial Fellowship	Faith Based	Active	Continue to engage. See internal communication strategies.
Erica Petcher	Cross Over Ministry	Faith Based	Active	Continue to engage. See internal communication strategies.
John Huxtable	Other faith base alliance Macoupin	Faith Based	Active	Churches and faith-based groups in the two counties are engaged in the work of

	Montgomery Counties			ROSC council and have resource materials to share in their communities.
Ailee Taylor	Net Church/Helping Hands Staunton II	Faith-Based Recovery Facilitator for Celebrate Recovery Staunton II	Active	Churches and faith-based groups in the two counties are engaged in the work of ROSC council and have resource materials to share in their communities. Continue to engage. See internal communication strategies.
Celebrate Recovery	United Methodist Church Hillsboro II, Net Church, Staunton II (see Ailee Taylor above), Catholic Charities, Harvest Outreach Center	Faith-Based Recovery	Target	Churches and faith-based groups in the two counties are engaged in the work of ROSC council and have resource materials to share in their communities.
Charity Griggs	CEFS Economic Opportunity Corporation	Social Services/Economic Development	Active	Community Action Agencies are aware of ROSC activities and how they can support activities within the ROSC. Also, how their clientele can access ROSC supported services.
Stephanie Stahlhut	Illinois Valley Economic Corporation	Social Services/Economic Development	Target	Continue to engage. See internal communication strategies.
Jeanette Ackerman	Hearts United	Social Services	Active	Continue to engage. See internal communication strategies.
TBD	Individuals and family member Incentivize engagement	Recovery	Target	Aware of councils and how they can engage, recovery support available in area.

## PRIMARY SPOKESPERSONS

Name	Role	Agency
Elyse Schoen	RCORP Project Director	MCPHD
Lindsay Minor	Recovery Care Coordinator	MCPHD

Jon Magnuson	Additional aid/spokesperson	Beacon Church
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