

FY24 OUTREACH PLAN



POSITION MESSAGE

ROSC is a coordinated network of community-based services and supports that is person-centered and builds on the strengths and resilience of individuals, families, and communities to and improve health, wellness, and quality of life for those with or at risk of substance use or other mental health disorders.

EXPECTATIONS OF ROSC MEMBERS:

Involve people with lived experience. Lived experience means personal knowledge about substance use disorders (SUDs), including co-occurring mental health and substance use disorders (CODs) treatment, and recovery gained through direct involvement, which may include that individual's involvement as a patient, family member or loved one of a person receiving SUD treatment services.

Create an integration of systems within the ROSC, local hospital, primary care, mental health, law enforcement, local business owners, local government representation and policy makers, persons with lived experience and SUD intervention, treatment, prevention, and recovery support service providers.

Inform, educate, and empower individuals and communities, expanding access to a comprehensive array of prevention, treatment, and peer recovery support service options.

OUTREACH METHODS

INTERNAL:

- The best way to communicate is via in-person meetings but if this is not possible, email and zoom will be used.
- Day-to-day communication will occur through email. When emails are sent to ROSC members, we should expect to wait 2-3 business days and if have not heard back, communication by phone will be attempted.
- Minutes from the previous meeting will be shared at the following meeting. Minutes from the previous six months will be posted to the Governors State University Website.
- Outside communication will occur via mainstream media platforms, secure electronic platforms, and live public engagements either in person or via virtual platform by designated ROSC "champions" as determined by the ROSC council.
- A monthly survey will be conducted to assess the status and function of the ROSC.
- Internal emails about ROSC organization within organizations.

- A 50% consensus from in-person/virtual attendees is needed to make any changes in protocol, communication plan, and any other foundational documents during official monthly ROSC meetings.

EXTERNAL:

- Create and periodically update a printed ROSC resource guide to distribute to residents and local police and fire departments. Also make guides available through electronic external communication platforms.
- Participate and conduct meetings with organizations and groups that have an interest in recovery from substance misuse and mental health challenges.
- Publish articles in existing stakeholder newsletters.
- Maintain website, Facebook page, and events calendar.
- Develop and disseminate print media and share print media between membership groups.

TIMELINE

In years 3 through 5, we will continue the progress of years 1 and 2, encouraging more community members each year to participate in the council and ROSC activities. In year 3, we will complete a survey to determine the strengths, weaknesses, opportunities, and threats (SWOT analysis) to recovery in the service area. The data collected will be utilized to ensure our strategic plan is aligned with community needs and goals. The council will update the strategic plan based on findings from the SWOT analysis.

OUTREACH MATERIALS

We currently use Canva to create flyers and other printed material to increase the capacity of our community outreach activities. These print materials can also be used in outreach packets and media press kits. Current print marketing materials include:

- ROSC Brochure (TBD)
- Press Release (TBD)
- Outreach Packets
- Tear Away Flyer
- Flyers promoting ROSC related activities/events
- Banner for community events
- Other materials as determined by Needs Assessment and SWOT analysis

OUTREACH OUTLETS

- Social Media: Email blasts, ROSC website, Facebook/Facebook Live, Online Resource Guide/Map, YouTube.

- Mainstream Media: St. Louis Missouri and Springfield Illinois TV stations, Macoupin/Montgomery radio stations including neighboring county radio stations, and local/regional newspapers.
- Community: word of mouth, ongoing engagement with community groups/individuals that show interest in ROSC activities/concepts or may affect the status of the ROSC in our area (including participation at the following meetings city councils, townhall, county boards, school boards, chambers of commerce, and township). Engagement will also include the distribution of flyers/print media, sponsorship/promotion of ROSC-related events and activities, direct training on recovery-related topics and ROSC participation at community events.
- Leaders/ROSC Champions
- Professionals
- Back to School events
- Safe Passage
- Youth art competition focused on mental health and wellness

TECHNICAL ASSISTANCE NEEDED

- Stigma reduction education
- Other harm reduction practices
- Community engagement
- Engagement of those with lived experience
- Growth of recovery community
- Expanding and creating services based on the identified needs of those with lived experience and their families
- Marketing efforts
- Housing
- Legal assistance