



Lake County ROSC Council

Communication Plan FY 23-24

Purpose:

This document outlines how the Lake County ROSC will communicate the importance of the ROSC in Lake County and how we plan to communicate with our community partners, providers, and residents.

Objective:

- **Enhance the relationship with the recovery community with continued resources for the individual, families, and support system.**
- **Develop programs to address the importance of education for substance use and mental health in our community**

Lake County ROSC Council FY 23-24 Communication Plan:

- Continued use of Zoom platform for monthly ROSC Council meetings.
- Continued use of distributed newsletter via constant contact to reach a wide audience of community partners, community members, and support organizations.
- Continued visibility in community events to spread the word about the ROSC council and attract new members from our community sectors.

- Engage with the statewide ROSC through monthly meetings and training to stay abreast of new information, methods, and techniques to keep our ROSC council current and effective.
- Continued development of relationships across sectors by featuring different presenters at our monthly meetings to share information and possible ways to collaborate to spread the message of recovery in Lake County.

Community Outreach Plan – How we will reach the community:

- Direct contact-Boots on the Ground, getting out in the community and talking to people
- Marketing materials- Flyers, informational, and presentations to people and organizations as needed
- Attend local city council meetings and town halls to spread the word about the ROSC Council and our efforts in the recovery community
- Host recovery educational events for local community
- NARCAN classes and distribution to churches, schools, libraries, and other organizations
- Attending other community forums and meetings (NAACP, Lake County Opioid Task Force, etc. to disseminate Lake County ROSC updates and information.

Modes of Communication:

- Email
- Facebook
- LinkedIn
- Instagram
- TikTok
- Constant Contact
- Word of Mouth/ Outreach
- Marketing materials