

**Take Action Coalition of
Clinton County
Communication Plan
August 2023 Update**



Communication Goals

1. Increase awareness of the ROSC Council and the opportunities for involvement in Clinton County.
2. Increase engagement on the ROSC Council.
3. Decrease stigma regarding substance use and recovery.

Communication Objectives:

- 1a. Develop at least six different communication methods (press release, social media blasts, email blasts, parades, events, leaflets, rescue kits, and presentations) for distribution by June 30, 2024.
- 1b. Increase followers of TAC on Facebook social media by 100 (from 513 to 613) by June 30, 2024.
- 2a. Distribute a minimum of four outreach packets/rescue kits per month.
- 2b. Increase average attendance by 25% (from average of 17 to 21) at ROSC Council meetings by June 30, 2024.
- 3a. Present public presentations on why language matters to two groups by June 30, 2024.
- 3b. Host one overdose awareness event in August to promote recovery supports and reduce stigma.
- 3c. Host one recovery month event in September to promote recovery resources and engage community in our work.
- 3d. Sponsor Red Ribbon Week plan for all schools in Clinton County with evidence-based prevention messaging.

Communication Audience:

TAC members identified eleven different groups in the community for focus of our Communication Plan. These groups will remain our focus for the upcoming year.

Audience	Communication Goal
College (Kaskaskia College)	College is aware of our efforts and how they can support recovery among students and employees.
Substance Use Disorder and Mental Health Providers	All providers in the Clinton County area are aware of our efforts to initiate a ROSC Council and how they can be involved.
Persons with Lived Experience (PLE's)/Families with Lived Experience (FLE's)	PLE's and FLE's are aware of the efforts of the Council, how they can engage, and what recovery supports are available in the community.

Recovery Communities (12 Step and other support groups)	Individuals are aware of the Council, how they can engage, and recovery supports available in the area.
Faith Community	Churches and faith groups are engaged in the work of the ROSC Council and have resource materials to share.
Businesses	Businesses are aware of the efforts of the ROSC Council and how they can support individuals in recovery.
Law Enforcement/Probation Dept./Drug Courts	Officers/Probation Dept./Drug courts officials are aware of the work of the ROSC Council and how they can be involved.
Mental Health Alliances	These groups are made aware of the work of the ROSC Council and how they can be involved.
Medical Community	Physicians and other medical personnel are aware of our efforts and how they can support individuals in recovery and their families.
Local Elementary and Secondary Schools	Schools are aware of our efforts and how they can support recovery and foster prevention among students, families, and employees.
Government Officials	Officials are aware of the work of the ROSC Council and how they can be involved.

The five most critical audiences for our area are:

1. Persons with lived experience (PLE's)/families with lived experience (FLE's)
2. College/Elementary/Secondary Schools
3. Faith Community
4. Law Enforcement/Probation Department/Drug Court
5. Government Officials

The timeline for the project was identified in our objectives. The Chestnut Community Health Specialists will work with TAC members to further develop our plan by the outlined dates.