



SI SUPRT FY24 Communications Plan

A.) Increase community awareness of SI SUPRT development and mission.

- I. Promote ROSC and Southeastern Illinois Substance Use Prevention, Recovery and Treatment (SI SUPRT) Council through social media, resource groups, bus ads, outreach events, attending other coalition meetings, public forums, educational interventions, newspapers, and public service announcements.
- II. Promote Recovery Resource Center (RRC) as a site for harm reduction services, recovery support, and treatment referrals. Adjust available services to meet the needs of our community.
- III. Distribute SI SUPRT promotional items to various community agencies and community members in the four counties we serve. Increase recognition of SI SUPRT in our service area through local bus service advertisements, t-shirts, totes and cups bearing our council's logo, events, brochures and events flyers at local probation and state's attorney's office, churches, food pantry, and medical providers.
- IV. Engage with other ROSC councils and welcome other systems of care into our activities.
- V. Partner with our lead agency, Egyptian Health Department, and other SI SUPRT Council members social media platforms to share recovery related messaging and events.
- VI. Partner with local and regional television, radio, and print media to share recovery related messaging and events hosted by SI SUPRT.

B.) Continue to provide and highlight stigma reduction messaging in the community.

- I. Promote message that "recovery is possible" through social media, community campaigns, and other outreach efforts in an attempt to highlight encouraging evidence that there are thousands of people already living in recovery in our community.
- II. Continue to promote person-centered language to acknowledge and lessen discrimination against people with substance use disorder.
- III. Facilitate yearly recovery reading campaign with libraries in our coverage area with evidence-based texts and literature from experts and people with lived experience.
- IV. Partner with the mental health services at Egyptian Health Department (EHD) and other agencies to encourage a public attitude of support for people experiencing substance use disorder.
- V. Increase awareness and reduce stigma of Medication Assisted Treatment/Recovery by inviting local MAR providers to speak at our events and by sharing evidenced-based info about MAR on our agency's social media.

- VI. Continue to hold community awareness/anti-stigma discussions that provide evidence-based education around SUD and the vital role of non-treatment recovery resources.
- VII. Continue outreach and education for local faith-based organizations in an effort to engage them in our response to SUD. Promote faith-based recovery groups on the community board at our Recovery Resource Center.
- VIII. Partner with our lead agency, Egyptian Health Department, and other SI SUPRT Council members social media platforms to share stigma reduction education.
 - We have established a social media campaign which will continue annually during National Recovery Month, featuring PLEs in recovery in our area, in an effort to show healthy, thriving community members who share honest stories about addiction. We will continue other social media campaigns (RECOVERY IS FOR EVERYONE) along with EHD, SI SUPRT, RRC logos. We will provide a regularly updated list of other events and support groups on the SI SUPRT Facebook page.
 - Create “Myth Vs. Fact” media campaign to address common misunderstandings around harm reduction and substance use disorders.
- IX. Partner with local and regional television, radio, and print media share stigma-reducing messaging.