

Winnebago County ROSC (WCR) Community Outreach Plan

The outreach efforts of the Winnebago County ROSC will result in developing an alliance between our agency and the community. We seek to improve community awareness, trust and accurate understanding of our mission, vision, programs, and successes. We seek to share resources and exchange ideas. Through outreach we will increase collaboration and community with community members, stakeholders, and key partners. When implemented consistently we believe outreach can encourage behavioral change resulting in risk/harm reduction amongst targeted groups. Winnebago staff along with council members will continue to recruit reliable, consistent, and dedicated people to sphere head our future movements.

We will also support community organizations by attending and hosting events they have to insure a true partnership among agencies. Recently we rolled out our what's app. This is a valuable tool for community organizations to use, giving them access to resources and information at their fingertips. The goal is to continue adding organization to our contact list. We will measure the success of our outreach by monitoring the outcome of our email and door-to-door visits. We hold monthly meetings and during each meeting we hope to have new participants as a result of the outreach. We will also monitor how many new MOUs are signed for new council members. The outreach plan below will be carried out by the Winnebago County ROSC Council members Including but not limited to: Eric Willams, Miracle Cooper, Richard Springs, and Gloria Prowell.

In Person Outreach	Digital Outreach	Printed Outreach	Mobile Outreach
Door to door canvass visits to local organizations	Email Campaigns for Bi-Monthly events and Conferences	Flyers for Events and Conferences	Phone campaigns
Drop-in visits to organizations during business Hours	YouTube channel to advertise WCR Mission, training and events	Brochures conveying the mission and vision of the WCR	Utilize what's app to stay in touch with stakeholders and community organizations
Brief presentations at organizations monthly meetings	Blogger-Reaching out to established organizations for an opportunity to print our blog on their site.	Business Cards for Winnebago county ROSC to be left at local and distant organizations	
Drop-in hours at our local venue open to the public	Content outreach marketing for brand awareness.		