



Community Outreach Plan

Ford County ROSC – Year Three - FY24

Outreach Strategy/Tool	Responsible Person	Intended Audience	Method of Dissemination	Frequency
ROSC Council; made up of key community stakeholders and PLEs	Frankie, Barb, & Kari	Anyone with a vested interest and desire to work and collaborate to support our ROSC Mission, particularly those in the recovery field, law enforcement, PLEs, local community leaders etc.	Zoom Meetings; possibly in-person meetings eventually; Ford County Resource App (Jotform)	Monthly
Collaboration, Education, & Recruitment	Frankie, Barb, & Kari	ROSC Council & Community leaders, with a goal to establish a consistent group of individuals to collaborate toward improving supports & services.	Zoom, In-Person meetings, email, or by phone; Ford County Resource App (Jotform)	AS NEEDED/ whenever possible
Community Events	Frankie, Barb, & Kari	General public. Opportunities for networking and community outreach; focus on Stigma Reduction, safe/sober activities for people in recovery.	Social Media, website, brochures, posting flyers, media collaboration, networking & discussions; Ford County Resource App (Jotform)	Whenever possible or Relevant. Goal of 2 per year.
Education & Recruitment	Frankie, Barb, & Kari	Continue to establish broad base understanding around the concept of ROSC. Community at large, with the goal of Stigma Reduction, increasing awareness of services & supports. Recruit and empower PLE to get involved.	Social Media, ROSC Newsletter, website, brochures, posting flyers, local media, interactive education, networking & discussions; Ford County Resource App (Jotform)	Social media posts (3-4 per week); Newsletter (quarterly); Whenever possible.

Recovery focused Newsletter/ education sharing	ROSC team	Recovery Community, including Service Providers, PLEs, Key Community Stakeholders, & anyone else interested in keeping up with what our ROSC is doing.	Email; Ford County Resource App (Jotform)	Quarterly
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Identify and connect with the following key community stakeholders:

Audience	Communication Goal
People and families w/ Lived Experience	PLEs and their families are aware of the services and supports available to them, through ROSC. Engage and involve in ROSC efforts.
Existing Peer-Support Groups	Increase awareness of ROSC work, with potential to connect further with PLEs.
Health Departments	Health departments in the two counties our ROSC serves are aware of our efforts to form ROSC Councils and how to be involved.
SUD Service Providers	All providers in the two counties of our ROSCs serve are aware of our efforts to form a ROSC Councils and how to be involved.
Mental Health Service Providers	All providers in the two counties our ROSC serves are aware of our efforts to form ROSC Councils and how to be involved.
Hospitals & Primary Care Providers	All hospitals and medical providers in the two counties our ROSC serves are aware of our efforts to form ROSC Councils and how to be involved. Our community mapping tool becomes a referral resource for providers in our area.
Law Enforcement & Drug Courts	Officers, leadership, parole officers, and drug court officials are aware of our work and how they can be involved. Collaboration through ROSC Councils.
Civic Organizations	Network with existing community organizations to inform, work towards stigma reduction, and network for collaborative opportunities.
Faith Communities	Faith communities are empowered to offer supports, reduce stigma associated with SUDs, and connected to a network of resources to help those in their communities.
Local Elected Officials	Elected officials are aware of our work and interested in collaboration to assist.
Colleges	Area community colleges are made aware of our efforts and collaborate to support recovery among their students and employees. Also, these institutions provide possible connections to young, service-minded volunteers.
Business Owners	Owners of local business are aware of our work and offered opportunities to collaborate through events, job programs, and other ways to assist those in recovery.
Schools	School administrators, educators, and parent groups are aware of the ROSC and offered opportunities to collaborate. Also,

	opportunities to educate around Prevention and Recovery resources.
Media Outlets	Media partners are informed of our mission and collaborate to promote the efforts of ROSC. Inform and educate around Stigma-reducing language.
General Population	General population is educated and empowered to help those in recovery and reduce stigma around SUDs within the community.

Our current target audiences for focus are:

SUD/Mental Health Service Providers, People & Families w/ Lived Experience, Hospitals & Primary Care Providers, Law Enforcement, Faith Communities, and Local Businesses.

Outreach Channels

We plan to make the effort to build and continue to improve upon a strong community presence through the following ongoing communication efforts:

- Provide up to date contact information for lead agency staff and be a readily available resource to connect and drive ROSC community development.
- ROSC Jotform/Virtual Resource App – to include list of resources, meeting minutes, strategic plan, and links to our other outreach efforts.
- Hosting monthly ROSC Council meetings (currently via Zoom).
- Electronic Communication: Email, Zoom Meetings, and Social Media – Facebook, Instagram, YouTube. All pages will be updated frequently with relevant content and grow participation/likes/follows etc.
- Create and distribute a quarterly Ford ROSC Newsletter.
- Create regular video content (monthly) for our YouTube Channel, to include recordings of monthly ROSC Council Meetings.
- Networking within the community, to include providers, local officials, business owners, and people with lived experience.
- Word of mouth – providers and community members will see and hear us out in the community and share our resources with those who need them.
- Attend existing community events, including town council meetings, public social events, and remaining open to seek any new opportunities to connect with members of the community.
- Attend ongoing educational and training seminars.
- Promote and implement a Stigma Reduction Campaign alongside Faces and Voices of Recovery to maximize impact in our community.

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