

ROSC Outreach Plan – Fy 2024

This MERC ROSC Outreach Plan is intended to be a “live” document that is reviewed and updated regularly, while being inclusive of strategies that should promote our program with the ultimate goal of **enrolling and retaining participants and program staff**. The goal is to engage front line staff, especially outreach workers, early and often in the planning and management of the plan. This help ensures the plan has input directly from the field. The attached plan is a “point in time” snapshot as of the time of this writing (updated October 2023).

Overview: The ROSC project is based on the fundamentals of public action to support the prevention of substance use disorders, mental health afflictions and recovery from both. It also is based on the fundamental tenet that ‘recovery happens in the community’ and we can no longer rely on treatment centers and 12-step meeting halls to provide all things to all people seeking recovery. The focus of the ROSC coalition is to bridge community services and support for those in recovery, as well as educate the public at large about addiction as a disease, to help reduce stigma and increase pro-social, recovery-oriented activities. To encourage success on one’s chosen recovery path, the ROSC is focusing activities and education within the following arenas:

- Stigma Reduction and Education
- Sober Recreation
- Health & Wellness
- Parenting Skills and Family Building
- Sober Living & Stable Housing
- Spirituality
- General Recovery Support:
- General support of Amare- Local RCO

Outreach Strategy/Tool	Responsible Person(s)	Intended Audience	Dissemination Method	Frequency
Community Board Membership	MERC Team Mark Knott Angella Halloway	Madison/St. Clair County Health Boards, Madison/ St. Clair County	Zoom Meetings	Monthly
Education & Awareness	Team	MERC- ROSC Council Meetings	Open Discussion, Presentations, Training, Roadshows	Monthly
Recruitment & Retention	Team	ROSC Council, ROSC Sub- Committees, PLEs	Council Meetings (Zoom)	Monthly
ROSC Events Planning	Team	ROSC Council, ROSC Sub- Committees, PLEs	Workgroup Zoom meetings	Weekly
Collaboration & Brainstorming	Team	ROSC Council, ROSC Sub- Committees, Various Agencies	Workgroup/ Collaboration Calls or Virtual	Monthly

Education and Awareness	Team	ROSC Council Members, Stakeholders, Agency Reps, Hired Trainers, Community Members, ROSC Statewide	ROSC Brochure, Zoom meetings, community meetings,	As Needed
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Social Media Circles	Team	ROSC Council & Stakeholders, Community Members, PLEs, Family, etc.	Internet/YT, Facebook, Instagram	Monthly to bi-weekly
Media & Public Relations	Team	Local AM Radio Listeners, Members of Media and their consumers (i.e. community-wide)	Press Releases, Radio/News Interviews, Email, Call, Op-Eds,	As needed
Community Outreach	Team	Local colleges & universities Local health and wellness fairs, sober recovery events.	In person	When possible
Urban Outreach	Team, PLE Volunteers	ROSC Council, Community Members, PLEs, Recovery Community.	In Person (in most cases), Literature, Zoom/Video	As needed/ TBD
Community Service	Team, Council, PLE Volunteers	ROSC Council, Community Members, PLEs, Agencies Requiring Help, such as: - Local Colleges & Universities - Food Pantries	Accept Volunteers and serve as volunteers for various recovery-facing or community service projects. Build good will within community	As Needed