



Community Outreach Plan

Livingston 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	John, 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 or hybrid meetings in the future (council presently favors video-conference)	Monthly
Collaboration, Education, & Recruitment	John, Kari	ROSC Council & Community leaders, with a goal to establish a consistent group of individuals to collaborate toward improving supports & services.	Livingston ROSC Jotform (i.e. Virtual Resource Guide), Zoom, In-Person meetings, email, or by phone.	As Needed / Whenever possible
Community Events	John & Kari <i>(when appropriate)</i>	General public. Opportunities for networking and community outreach; focus on ROSC Awareness, Stigma Reduction, safe/sober activities for people in recovery.	Social Media, website, Livingston ROSC Jotform, brochures, flyers, media collaboration, networking & discussions.	Whenever possible or Relevant. Goal of 2 per year in, at least one in each county.
Education & Recruitment	John, Kari	Continue to establish a 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, Livingston ROSC Jotform, interactive education, networking & discussions.	Whenever possible or beneficial
ROSC “101” Intro Binder (onboarding)	John, Kari	Anyone interested in the Livingston County ROSC or who wants to find out more information. Also ideal for people in recovery looking for service opportunities.	Hard copy spiral binder with various ‘onboarding’ docs for newcomers to ROSC (e.g. brochure, overviews, stigma & language,	As Needed / Ad Hoc

			strengths-based assessments, etc.	
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 and Livingston ROSC Jotform	Quarterly

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	Livingston Co Public Health Department is aware of our efforts to form ROSC Councils and how to be involved.
SUD Service Providers	All providers in local area are aware of our efforts in forming a ROSC Council 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 are aware of our efforts to form a ROSC Council 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 Council. Local Sheriff involved with council.
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. Involved with local Boards & Chamber.
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.

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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.
Local Recovery Community	We acknowledge 12-step community is still the most available and highest attended recovery program in the area, therefore, it is imperative we continue to reach out and look for synergies (e.g. A.A. newcomers looking for service opportunities, resource-sharing, etc.).

Our FIVE initial target audiences for focus are:

1. SUD/Mental Health Service Providers
2. People & Families w/ Lived Experience
3. Faith Communities
4. Law Enforcement & Drug Courts
5. Primary Health Care Providers

Outreach Channels

The Livingston ROSC will make every 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 Virtual Resource Guide](#) (i.e. Jotform platform) – duplicates function of a web site and includes a variety of resources, such as Livingston ROSC description, brochure, placemat, how to get involved, meeting minutes, strategic plan, local external agency services/trainings, local support groups/meetings, and links to training and much more.
- Hosting monthly Livingston County ROSC Council meetings (currently via Zoom).
- Electronic Communication: Email, Zoom Meetings, and Social Media, including Facebook, Instagram, and YouTube. Regular updates (made by internal staff) include relevant content to grow participation, likes, follows, reposts, and word of mouth.
- Continue development of disseminating robust digital content focused around recovery supports in digital and print form (i.e. Virtual Resource Guide on Jotform and related).
- Create regular video content based on current goals and community needs for our YouTube Channel, highlighting stories from people in recovery, family recovery, adult children of parents with SUD/AUD, panels, and more.
- Networking and key informant interviews within the community, to include providers, local officials, business owners, and people with lived experience in an effort to understand unmet recovery-oriented needs in community and brainstorm possible solutions with stakeholders/partners.
- Word of mouth via providers and community members seeing and hearing Livingston ROSC out in the community, and sharing our resources with those who need them or work in the human services industry.
- 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.

- Conduct focus groups to help identify gaps, services and supports; provide quantitative and qualitative data alongside the information collected in our Needs Assessment.
- Bi-monthly Livingston ROSC Newsletter to share ROSC news, upcoming events, new services or meetings in the area, recovery topic spotlights and more.
- Attend ongoing educational and training seminars to stay on top of industry trends.
- Disseminate Livingston ROSC marketing materials and event flyers at local 12-step locations (e.g. Alano Club), while respecting 12 Traditions, in order to build awareness of the ROSC and its objectives in existing recovery circles. This is connection could also be a source of PLE involvement with ROSC council, speaker testimonials for YouTube channel, and other benefits both short and long-term.

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