

## **Community Outreach Plan FY24 Coles County ROSC Council (CCRC)**

**Region:** ROSC Region 4

**Agency:** Hour House

**ROSC County:** Coles County

**Contacts:**

ROSC Coordinator, Dana Tell

ROSC Program Supervisor, Karen Cook

**Purpose of the Community Outreach Plan:** This plan explains the in-depth process of how the CCRC will provide outreach to their community and implement the concept of ROSC.

**Outreach Goals:**

1. Continue to maintain and engage local ROSC Council by conducting a monthly council meeting.
2. Assist in building SUD awareness in the community by providing additional SUD resources, education, hosting educational SUD/Recovery events, and discussion opportunities to bridge the gaps to recovery opportunities.
3. Fulfill stakeholder required categories.
4. Identify local ROSC Council community needs through ROSC Council meetings and utilizing our strategic goal.
5. Increase visibility of the Coles County ROSC Council.
6. Develop additional recovery support opportunities for persons in recovery and their families.
7. Introduce and educate the community on Recovery Navigators/Peer Support Specialist.
8. Increase sector representation in ROSC and welcome new membership.
9. Create opportunities for involvement in ROSC efforts.
10. Reduce stigma surrounding substance use and recovery.
11. Conduct community outreach to increase visibility of CCRC to the sectors identified in the communication plan.
12. Create awareness of ROSC deliverables.
13. Promote sharing personal messages that recovery is possible.

**Outreach Objectives:**

- 1.a. Coles County ROSC Council will continue to meet once a month.
- 1.b. Remain in consistent communication with ROSC Council members.
  - Send meeting minutes within one week of each council meeting.
  - Send a reminder of a meeting 2 weeks prior.
  - Send additional reminder of meeting the day of the meeting
  - Follow up throughout the month by phone, in-person one-on-one meetings, or email.
  - Recruit 2-3 people to represent each stakeholder sector or category.
  - Consult with council members to assist in identifying gaps in these sectors and increase membership by one new member each quarter.
- 1.c. Monitor retention of community stakeholders each month.
  - Document the council member participation in the Coles County ROSC Membership activity log.
- 2.a. Coordinate meetings with key stakeholders and people with lived experience to identify strengths and barriers to recovery in Coles County.
- 2.b. Conduct ongoing formal and informal Community Needs Assessment.

- 2.c. Update Council Strategic Goals as needed.
- 3.a. Coordinate efforts to provide transportation for treatment services.
  - Communicate with the transportation committee.
  - Communicate with Dial-A-Ride and Triple M Transport Inc.
  - Examine the Rural Transportation Toolkits developed by the statewide ROSC.
  - Assist in the rural transportation study for Coles County.
- 3.b. Provide information campaigns to reduce stigma and provide support to persons with substance use disorders.
  - Lease County Specific Billboard panels for FY24 to promote Recovery Is Possible.
  - Lease Bus Ads for FY24 in Coles County to promote Recovery Is Possible and assist in reducing stigma.
  - Distribute state and national information campaigns.
  - Coordinate local resource information campaigns as needed.
  - Participate in area health and wellness resource fairs and information campaigns.
    - EIU and Lakeland
  - Collaborate with the Hour House Prevention Team and Illinois Family Resource Center.
  - Provide SUD related webinar and additional training information to council members.
- 3.c. Increase awareness and information for health promotion around harm reduction and services.
  - Provide information on the ROSC social media page and newsletter on where/how to access harm reduction services and programs.
  - Work with partnering agencies to share social media posts and educational materials.
  - Identify additional needs in the community to expand access to Narcan, Safe Needles, Fentanyl Test Strips, and other resources.
  - Partner with the Coles County Health Department to increase distribution and training for Narcan.
  - Provide stakeholders updates on harm reduction services, supplies and resource guides.
- 4.a. Increase awareness on the Coles County for recovery navigator.
  - Promote monthly wellness groups.
  - Partner with agencies to offer education and resource groups.
  - Communicate with the local drug court.

**Outreach Goals:**

Coles County ROSC has identified outreach goals for each type of communication method.

Method(s)	Outreach Goal(s)
E-Mail	To provide meeting information- agendas, minutes, and meeting attachments.
	To inform of available trainings, grant opportunities, etc.
Zoom	In person meetings are also available over Zoom to create a hybrid platform
	Utilize for one on one meetings and online trainings.

Council Newsletter	Share council accomplishments, events, and resources
	Include mission, vision, and purpose of ROSC
	Encourage testimonies from persons with lived experience and their families.
	Inform of meeting dates, times, and location for council meeting and subcommittee meetings
Social Media	Facebook- Recovery is Possible East Central IL ROSC, Coles County ROSC Group
	Encourage sharing on additional platforms LinkedIn, Instagram, etc.
ROSC Presence	Coles County Interagency Meeting
	Coles County Board Meeting
	Community Wellness Collaboration
	East Central Illinois Continuum of Care IL515
	Charleston Community Action Network & Mattoon in Motion
	Recovery Support- Open Meetings
	Other meetings identified that pertain to the mission of ROSC
Word of Mouth	Encourage council members to invite others to attend ROSC meetings and/or ROSC events
Printed Materials (also available in PDF)	ROSC Brochure- English and Spanish
	Recovery Navigator Brochure- English and Spanish
	CCRC Resource Brochure
	Education and Event Flyers
	Harm Reduction Materials- Narcan, Fentanyl Testing, Xylazine, etc.
	Quick Resources and Find Treatment Guides
External Media	Press releases in local newspaper
	Encourage local TV to cover events and provide interviews by request
	Anti-stigma campaigns and/or testimonials on radio
Billboard	Anti-stigma billboard currently located on Route 45 South Mattoon, IL (FY24) and Route 16 East between Mattoon and Charleston (FY24)
GSU Website	Communication Plan, Community Outreach Plan, Strategic Plan
	Membership Roster and Protocols, Meeting Minutes,
	Community Resource Assessment, Gap Analysis, Asset Mapping
Other	Resource Bags
	Harm Reduction Kits
	Other methods determined by the ROSC Council

### Outreach Strategies and Audience:

Outreach Strategy	Outreach Goal	Audience	Timeline	Responsible Persons
E-mail communication	Develop and maintain local ROSC Council meetings.	Key stakeholder,	weekly	CCRC Coordinator

with council members, meeting reminders	Maintain consistent retention of ROSC Council Members.	Persons with lived experience		
Attend county board meetings	Increase awareness about the ROSC Council.	Key stakeholder, Persons with lived experience	quarterly	CCRC Coordinator
	Identify Community needs voiced during these meetings and develop supportive measures.			
	Identify local stakeholders.			
Contact City Halls	Provide resources and education materials for events when requested, and advocate for awareness with Proclamations for September Recovery Month	Key stakeholder, Persons with lived experience	quarterly	CCRC Coordinator
	Increase awareness of ROSC by participating in community events.			
	Develop relationships with local community members.			
Attend Mapping Mattoon in Motion or Charleston CAN meetings	Facilitate discussion SUD and recovery within the community.	Coles Co.	quarterly as available	CCRC Coordinator
	Assist in identifying solutions to the transportation barrier.			
	Provide resource information related to SUD and Recovery.			
Attend HUD Continuum of Care Semi-Annual meetings	Participate in discussions of needs of community that housing providers observe from community members.	Community stakeholders, Persons with lived experience	bi-annual	CCRC Coordinator
	Provide resource information related to SUD and Recovery.			
	Develop relationships with local community members.			
Attend Coles County Interagency meetings	Provide resources and education materials for events when requested.	Key stakeholder, Persons with lived experience	Quarterly	CCRC Coordinator
	Increase awareness of ROSC by participating in community events.			
	Develop relationships with local community members.			
Attend Community Wellness Collaborative meetings	Provide resources and education materials for events when requested.	Coles Co.	quarterly	CCRC Coordinator, Recovery Navigator
	Increase awareness of ROSC by participating in community events.			
	Develop relationships with local community members.			
Attend local Recovery Support open meetings	Increase awareness about the ROSC Council.	Coles Co. SUD high risk individuals, Persons with	quarterly	CCRC Recovery Navigator
	Identify Community needs voiced during these meetings and develop supportive measures.			

	Develop relationships with local community members.	lived experience		
Attend East Central IL Deflection Initiative Planning meetings	Facilitate discussion on the importance of deflection.	Key stakeholder, Persons with lived experience	bi-annual	Coordinator, Council Members
	Provide resource information related to SUD and Recovery.			
	Develop relationships with local community members.			
Develop and maintain a schedule for recovery navigator	Assist in increasing substance use treatment options in the county.	Coles Co.	weekly	CCRC Navigator
	Identify additional barriers to recovery.			
	Provide education and support to those with lived experience and family members.			
	Increase PLE participation for the ROSC Council.			
Assist in discussion of medication assisted recovery	Assist in increasing substance use treatment options in the county.	Coles Co.	Quarterly	CCRC Coordinator
	Network with other treatment agencies.			
	Provide education and training as needed for all sectors involved.			
Candlelight Vigil- To honor those in recovery and those lost to overdose	Develop additional support systems for persons in recovery and their families.	Coles Co. & surrounding areas	August	CCRC Council
	Reduce stigma surrounding recovery.			
Social Media presence- SUD/Recovery Education	Develop additional support systems for persons in recovery and their families.	new and returning followers	weekly	CCRC Coordinator, Recovery Navigator
	Reduce stigma surrounding recovery.			
	Promote sharing personal messages that Recovery is Possible.			
	Provide education and awareness.			
Anti-Stigma Campaign- Billboard and Bus Ads to promote reduction of stigma	Develop additional support systems for persons in recovery and their families.	Coles Co. & surrounding areas	FY24	ROSC Supervisor
	Reduce stigma surrounding recovery.			
	Promote sharing personal messages that Recovery is Possible.			
	Provide education and awareness.			
Social Media presence- promote	Develop additional support systems for persons in recovery and their families.	Coles Co. SUD high-	monthly	CCRC Coordinator,
	Reduce stigma surrounding recovery.			

recovery navigator services	Promote sharing personal messages that Recovery is Possible.	risk individuals		Recovery Navigator
	Provide education and awareness.			
Newspaper presence- promote recovery navigator services	Develop additional support systems for persons in recovery and their families.	Coles Co. SUD high-risk individuals	quarterly	CCRC Coordinator
	Reduce stigma surrounding recovery.			
	Promote sharing personal messages that Recovery is Possible.			
	Provide education and awareness.			
Newspaper presence- Press releases in local newspapers to promote ROSC events	Encourage community members to engage with the ROSC Council.	Coles Co.	quarterly	CCRC Coordinator
	Reduce stigma by providing education to the Community as a whole.			
Coles County ROSC Council Newsletter	Encourage ROSC Council participation and engagement.	Coles Co.	monthly	CCRC Council
	Increase awareness of resource information related to SUD and Recovery.			
	Increase awareness of ROSC participation in community events.			
Resource Bags- to provide information to those entering recovery (100 bags)	Provide needed resources to community members.	Coles Co. SUD high risk individuals, low-income	September, and as Council deems Necessary	Council
	Assist local agencies and stakeholders in reducing barriers to basic needs.			
	Provide resource information related to SUD and Recovery.			
	Increase the supportive efforts of ROSC			
Provide presentations of ROSC Strategic Plan.	Increase awareness about the ROSC Council.	Persons with lived experience, Law Enforcement, Healthcare, Judicial, Youth Serving Organizations	Minimum 5 times annually	CCRC Coordinator
	Encourage community members to engage with the ROSC Council, accept members if appropriate.			
	Increase the supportive efforts of ROSC, and awareness of ROSC participation in community events.			