

Community Outreach Plan FY24 Moultrie and Shelby County ROSC Council (MSCRC)

Region: ROSC Region 4

Agency: Hour House

ROSC County: Moultrie and Shelby County

Contacts:

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

Outreach Goals:

1. Continue and maintain and engage local ROSC Council meetings.
2. Fulfill stakeholder required categories.
3. Identify local ROSC Council community needs through ROSC Council meetings and utilizing our strategic goal.
4. Assist in increasing substance use treatment/recovery support options in the county.
5. Develop additional support systems for persons in recovery and their families.
6. Introduce recovery navigator services available for Moultrie and Shelby County.
7. Increase visibility of the Moultrie and Shelby County ROSC Council.
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 MSCRC 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:

Objectives:

- 1a. Continue to schedule and attend 1:1 community stakeholder meetings to introduce ROSC and explain the efforts of ROSC.
 - Generate ideas and identify the gaps in services to help transform policy, services, and systems that provide a recovery-oriented response for family members, as well as the persons seeking recovery.
- 2a. Continue to engage current council members
 - Create press releases, flyers, media posts, etc. to advertise MSCRC events.
 - Recruit 2-3 people to represent each identified ROSC Council stakeholder sector or category.
 - Consult with council members to assist in identifying gaps in the ROSC Council Stakeholder sectors.
- 3a. Host monthly ROSC Council meetings
 - Remain in consistent communication with ROSC Council members.
 - Send meeting minutes within 72 hours of each council meeting.
 - Send a reminder of a meeting 1 weeks prior.

- Send additional reminder of meeting 3 days prior
 - Follow up throughout the month by phone, in-person one-on-one meetings, or email.
- 4a. Continue to grow the ROSC Council membership and awareness surrounding SUD and Recovery through community events, education, and resource distribution.
- Conduct the Hidden in Plain Sight Event annually.
 - Provide one SUD Educational event or training quarterly.
 - Provide SUD related information through email and ROSC Council Meetings.
 - Distribute brochures and event flyers throughout the community.
- 5a. Facilitate to improve collaboration between key stakeholders within the county in order to better serve people in recovery.
- 5.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 Shelby and Moultrie County to promote Recovery Is Possible.
 - Run Anti-Stigma Radio Ad Campaigns for FY 24.
 - Distribute state and national SUD, Anti-Stigma, and Recovery information campaigns.
 - Coordinate local resource information campaigns as needed.
 - Participate in area health and wellness resource fairs and information campaigns.
 - Distribute ROSC information brochures to local agencies, stakeholders, and businesses.
 - Collaborate with the Hour House Prevention Team and Illinois Family Resource Center.
 - Provide webinar and additional training information to council members.
- 6a. Increase awareness and information for health promotion around harm reduction and recovery services.
- Provide information on the ROSC social media page 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.
 - Provide stakeholders updates on harm reduction services, supplies and resource guides.
- 7a. Continue to determine locations in Shelby and Moultrie County for recovery navigator to meet with clients.
- Communicate with local stakeholders to develop a list of safe meeting locations.
 - Continue to utilize safe spaces for recovery navigator to meet with peers.
- 8a. Distribute recovery navigator referral forms to stakeholders.
- 9a. Continue to schedule recovery navigator appointments, in a 1:1 or single group settings
- 10a. ROSC Recovery Navigator will help assist in establishing additional Recovery Meetings in Shelby and Moultrie County.
- 11a. ROSC Recovery Navigator will hold weekly wellness groups within the Moultrie County Jail
- 12a. ROSC Recovery Navigator and ROSC Coordinator will continue to promote wellness groups within the Shelby County Jail.
- 12b. Identify 5 stakeholders to present information regarding the ROSC concept.
- Present a total of five presentations within Moultrie and Shelby county regarding the efforts and mission of ROSC.

Outreach Goals:

Moultrie and Shelby 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, Moultrie/Shelby County Newsfeed
	Encourage sharing on additional platforms LinkedIn, Instagram, etc.
ROSC Presence	Moultrie & Shelby County School Sector
	Moultrie & Shelby County Board Meeting
	Moultrie & Shelby County Transportation Advisory Council
	Moultrie & Shelby County Area Coalition Meetings
	Moultrie & Shelby County Interagency Meetings
	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
	MSCRC Membership 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 16 (Shelby) & Route 32 (Moultrie) (FY23)
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 with council members, meeting reminders	Develop and maintain local ROSC Council meetings.	Key stakeholder, Persons with lived experience	weekly	MSCRC Coordinator and Recovery Navigator
	Maintain consistent retention of ROSC Council Members.			
Attend county board meetings	Increase awareness about the ROSC Council.	Key stakeholder, Persons with lived experience	quarterly	MSCRC Coordinator and Recovery Navigator
	Identify Community needs voiced during these meetings and develop supportive measures.			
	Identify local stakeholders.			
Attend local chamber events	Provide resources and education materials for events when requested.	Key stakeholder, Persons with lived experience	bi-annual	MSCRC Coordinator and Recovery Navigator
	Increase awareness of ROSC by participating in community events.			
	Develop relationships with local community members.			
Attend Transportation Advisory Council meetings	Facilitate discussion on the lack of transportation within the community.	Moultrie and Shelby County	quarterly	MSCRC Council, Coordinator and Recovery Navigator
	Assist in identifying solutions to the transportation barrier.			
	Provide resource information related to SUD and Recovery.			
Attend Moultrie and Shelby County Interagency meetings	Provide resources and education materials for events when requested.	Key stakeholder, Persons with lived experience	monthly	MSCRC Coordinator and Recovery Navigator
	Increase awareness of ROSC by participating in community events.			
	Develop relationships with local community members.			
Attend Moultrie and Shelby County Area Coalition meetings	Provide resources and education materials for events when requested.	Moultrie & Shelby Co.	quarterly	MSCRC Coordinator and 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.	Moultrie & Shelby Co. SUD high risk individuals, Persons with lived experience	quarterly	MSCRC Coordinator and Recovery Navigator
	Identify Community needs voiced during these meetings and develop supportive measures.			
	Develop relationships with local community members.			
Develop and maintain a schedule for recovery navigator	Assist in increasing substance use treatment options in the county.	Moultrie & Shelby Co.	weekly	MSCRC Coordinator and Recovery 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.	Moultrie & Shelby Co.	monthly	MSCRC Council, Coordinator and Recovery Navigator
	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.	Moultrie & Shelby Co. & surrounding areas	August	MSCRC Council, Coordinator and Recovery Navigator
	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	MSCRC Council, Coordinator and 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.	Moultrie & Shelby Co. & surrounding areas	FY24	MSCRC Council, Coordinator and Recovery Navigator
	Reduce stigma surrounding recovery.			
	Promote sharing personal messages that Recovery is Possible.			
	Provide education and awareness.			
Social Media presence-promote recovery	Develop additional support systems for persons in recovery and their families.	Moultrie & Shelby Co. SUD high-risk individuals	monthly	MSCRC Recovery Navigator
	Reduce stigma surrounding recovery.			
	Promote sharing personal messages that Recovery is Possible.			

navigator services	Provide education and awareness.			
Newspaper presence-promote recovery navigator services	Develop additional support systems for persons in recovery and their families.	Moultrie & Shelby Co. SUD high-risk individuals	quarterly	MSCRC Recovery Navigator
	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.	Moultrie & Shelby Co.	quarterly	MSCRC Coordinator
	Reduce stigma by providing education to the Community as a whole.			
Develop ROSC Council Newsletter	Encourage ROSC Council participation and engagement.	Moultrie & Shelby Co.	monthly	MSCRC Coordinator and Recovery Navigator
	Increase awareness of resource information related to SUD and Recovery.			
	Increase awareness of ROSC participation in community events.			
Provide presentations of ROSC Strategic Plan.	Increase awareness about the ROSC Council.	Persons with lived experience, Law Enforcement, Healthcare, Judicial, Youth Organizations	Minimum 5 times annually	MSCRC Council, Coordinator and Recovery Navigator
	Encourage community members to engage with the ROSC Council.			
	Increase the supportive efforts of ROSC			
Provide educational books, regarding SUD, to local school districts.	Provide education and awareness	Youth Organizations	September	MSCRC Council, Coordinator and Recovery Navigator
Host a “Paint the Town Purple” Event	Reduce stigma surrounding recovery and promote that recovery is possible.	Moultrie & Shelby Co. & surrounding areas	September	MSCRC Council, Coordinator and Recovery Navigator
Hidden in Plain Sight Event	Provide educations and awareness	Moultrie & Shelby Co.	Annually	MSCRC Council, Coordinator and Recovery Navigator