

## **Community Outreach Plan FY24 Edgar County ROSC Council (EdCRC)**

**Region:** ROSC Region 4

**Agency:** Hour House

**ROSC County:** Edgar County

**Contacts:**

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ROSC Program Supervisor, Karen Cook

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

### **Outreach Goals:**

1. Continue, maintain, and engage local ROSC Council meetings.
2. Conduct community outreach to increase visibility and fulfill the ROSC defined stakeholder required categories.
3. Continue to bring ROSC Council Members to the table to identify barriers to substance use recovery, bridge the gaps, and continue working on the Edgar County ROSC Council strategic plan.
4. Assist in building SUD awareness in the community by providing additional SUD resources, education, and event opportunities.
5. Develop additional recovery support opportunities for persons in recovery and their families.
  - Provide support to the C.A.R.E Coalition
  - Provide support to HRC
6. Continue to educate the community on Recovery Navigators/Peer Support Specialists and offer community-wide resources for substance use.
7. Increase visibility of the Edgar County ROSC Council.
8. Increase sector representation in ROSC and welcome new membership.
9. Create awareness of ROSC deliverables and increase ROSC council member participation.
10. Promote sharing personal messages that recovery is possible.

### **Outreach Objectives:**

- 1.a. Edgar County ROSC Council will continue to meet once a month.
- 1.b. Remain in consistent communication with ROSC Council members.
  - Send meeting minutes within 2 weeks of each council meeting.
  - Send reminder of meeting 2 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.
- 2.a. Recruit 2-3 people to represent each stakeholder sector or category.
  - Consult with council members to assist in identifying gaps in these sectors.
  - Increase membership by 1 new member each quarter.

- 2.b. Monitor retention of community stakeholders each month.
  - Document the council member participation in the Edgar Co ROSC Membership roster.
- 3.a. Coordinate meetings with key stakeholders and people with lived experience to identify strengths and barriers to recovery in Edgar County.
- 3.b. Conduct ongoing formal and informal Community Needs Assessment.
- 4.a. Coordinate efforts to provide transportation for treatment services.
  - Communicate with Rides Mass Transit.
  - Examine the Rural Transportation Toolkits developed by the statewide ROSC.
  - Coordinate transportation efforts with the CARE Coalition.
- 5.a. Facilitate collaboration between key stakeholders within Edgar County to encourage the organizations to work together.
- 5.b. Provide information campaigns to reduce stigma and provide support to persons with substance use disorders.
  - Lease Bus Ads for Edgar County to promote Recovery Is Possible.
  - Distribute State and National information campaigns.
  - Coordinate local resource information campaigns as needed.
  - Participate in area health and wellness resource fairs and information campaigns.
  - Distribute ROSC information brochure and Edgar County membership ROSC brochure.
  - Collaborate with the HRC Prevention Team, Edgar County Public Health Department, and Illinois Family Resource Center.
  - Provide SUD related webinars and additional training information to council members.
  - Conduct a Hidden in Plain Sight Event annually.
- 5.c. Increase awareness and information for health promotion around harm reduction and services.
  - Provide information on the ROSC social media page on where/how to access harm reduction services and programs.
  - Provide information in the ROSC 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 Edgar County Health Department, CARE Coalition and HRC to increase distribution and training for harm reeducation materials.
  - Provide stakeholders updates on harm reduction services, supplies and resource guides.
- 5.d. ROSC Council will provide advocacy for a local Drug Court in Edgar County.
  - Meet with AOIC Board to retain information on how to establish a drug court.
  - Provide Support opportunities by providing connection to other local drug courts.
  - Promote education on Drug Court.

- Connect drug court officials with Adult Redeploy program.
- 6.a. Distribute recovery navigator referral forms to stakeholders.
- 6.b. Continue to engage sectors in recovery navigator educational groups.
- 7.a. Promote ROSC council meetings, events, trainings, and resources.
- 8.a. Continue to meet with key stakeholders from the 15 sectors.
  - Set up meetings with potential members from missing sectors.
  - Present the ROSC concept at community meetings to increase membership.
- 9.a. Engage council members in assisting in ROSC events and trainings.
- 9.b. Encourage council members to take ownership of the council.
- 10.a. Present activities and objectives from the ROSC strategic plan to the sectors identified in the communication plan.
- 11.a. Present ROSC deliverables at monthly ROSC council meeting.
- 12.a. Encourage persons with lived experience to share their personal testimonies through social media, radio ads, and recovery events.

**Outreach Goals:**

Edgar 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 past and present events.
	Share Narcan distribution numbers for the previous month
	Share recovery navigator updates.
	Ask for insight and help from the council.
Social Media	Facebook- Recovery is Possible East Central IL ROSC, Paris IL Community Announcements, Edgar County Bulletin Board, Edgar County CARE Coalition
	Encourage sharing on additional platforms LinkedIn, Instagram, etc.
ROSC Presence	CARE Coalition
	Edgar County Board Meeting
	Edgar Area Alliance Meeting
	EIU CCR&R Advisory Meeting

	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
	EdCRC 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 in Paris (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	Coordinator
	Maintain consistent retention of ROSC Council Members.			
Attend county board meetings	Increase awareness about the ROSC Council.		bi-annual	Coordinator and

	Identify Community needs voiced during these meetings and develop supportive measures.	Key stakeholder, Persons with lived experience		Recovery Navigator
	Identify local stakeholders.			
Attend local chamber events	Provide resources and education materials for events when requested.	Key stakeholder, Persons with lived experience	bi-annual	Coordinator and Recovery Navigator
	Increase awareness of ROSC by participating in community events.			
	Develop relationships with local community members.			
Attend CARE Coalition Meeting	Assist CARE in agenda items for their meetings.	Edgar Co.	monthly	Coordinator and Recovery Navigator
	Provide ROSC updates at CARE meetings.			
	Assist in the RCO discussion during meetings			
Attend Edgar Area Alliance meeting	Provide resources and education materials for events when requested.	Key stakeholder, Persons with lived experience	quarterly	Coordinator and Recovery Navigator
	Increase awareness of ROSC by participating in community events.			
	Develop relationships with local community members.			
Attend EIU CCR&R Meeting	Provide resources and education materials for events when requested.	Edgar Co.	quarterly	Coordinator
	Increase awareness of ROSC by participating in community events.			
	Develop relationships with regional community members.			
Attend local Recovery Support open meetings	Increase awareness about the ROSC Council.	Edgar Co. SUD high risk individuals, Persons with lived experience	quarterly	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.	Edgar Co.	weekly	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.	Edgar Co.	monthly	CARE, HRC, Horizon Health, ROSC
	Network with other treatment agencies.			
	Provide education and training as needed for all sectors involved.			
Social Media presence- SUD/Recovery Education	Develop additional support systems for persons in recovery and their families.	new and returning followers	weekly	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	Assist in developing additional support systems for persons in recovery and their families.	Edgar Co. & surrounding areas	FY24	Coordinator and Supervisor
	Reduce stigma surrounding recovery.			
	Promote sharing personal messages that Recovery is Possible.			
	Provide education and awareness.			
Social Media presence- promote recovery navigator services	Develop additional support systems for persons in recovery and their families.	Edgar Co. SUD high- risk individuals	monthly	Coordinator, Recovery Navigator, and Supervisor
	Reduce stigma surrounding recovery.			
	Promote sharing personal messages that Recovery is Possible.			
	Provide education and awareness.			
Newspaper presence- promote	Develop additional support systems for persons in recovery and their families.		quarterly	Coordinator

recovery navigator education and resources	Reduce stigma surrounding recovery.	Edgar Co. SUD high- risk individuals		
	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.	Edgar Co.	quarterly	Coordinator
	Reduce stigma by providing education to the Community as a whole.			
Develop ROSC Council Newsletter	Encourage ROSC Council participation and engagement.	Edgar Co.	monthly	Coordinator
	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	Provide needed resources to community members.	Edgar Co. SUD high risk individuals, low-income	As needed	Sage and Prim, ROSC
	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.	State/local/tribal government, law enforcement, judicial, media, business	Minimum 5 times annually	ROSC council
	Encourage community members to engage with the ROSC Council.			
	Increase the supportive efforts of ROSC			