

Year 5 Communication Plan

Purpose

This document outlines how to engage the Westside ROSC Council with various stakeholders and the West Side Chicagoland Community. It will also describe how we are going to communicate with consumers and partners, and what channels we will use.

Our Goals

The overall goal is to advocate and assist with guiding and monitoring the development of an integrated system of recovery by creating a shared vision to improve availability of services by building a sustainable ROSC Council.

Our Objectives

1. Create communities of recovery that encourage and integrate resources for the recovering individual, families, and friends.
2. Develop supportive recovery communities that foster growth, respect and understanding of those who have identified problems in the areas of substance use and mental health.
3. Implement effective communication that will allow for inclusion of PLE's (persons with lived experience) voices to be heard.

TACTICAL PLAN

DIGITAL COMMUNICATION

- Email
- Facebook
- LinkedIn
- Twitter
- Instagram
- Constant Contact

TRADITIONAL COMMUNICATION

- Local Newspaper - Publish information in the local west side newspaper Austin Voice
- Outreach Marketing - Disseminate Newsletters and Flyers

ZOOM COMMUNICATION

- Developed a zoom meeting:
<https://us02web.zoom.us/j/695761637?pwd=eVVOUzJlN3VUcXl6WFJzSnVNOVJXdz09>
Meeting ID: 695 761 637 | Passcode: 038839
- We have developed an efficient system to run Hybrid meetings (in-person and online)
- All meetings have been held entirely on zoom or a hybrid version to ensure everyone has access to the council to increase reach and impact in the community.

TELECOMMUNICATION

- Provide all contact numbers (Dora Dantzer-Wright, John Wright, Venessa Moreno) to address any questions the council may have.
- Make calls to the Council for follow-up and reminders of events.

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Community Outreach Plan

How we will reach out to the community.

- Word of Mouth – Council members, staff and peers will talk to others about ROSC and its goals.
- Flyers – Distributed via email and posted throughout the agencies.
- Interfacing – Requesting meetings with businesses and sector partners throughout the community.
- Conduct educational seminars via online such as Recovery Symposiums
- Attend C.A.P.S. Meetings
- Circulate Community Bulletins
- Attend Town Hall Meetings online.
- Host Holiday/Celebratory Events
- Attending other community forum meetings (ie. Westside Opiate TASK Force, NAFEI, Far South Side ROSC, Northern Illinois Lake County ROSC, CDPH Opioid Reporting Meetings, Stakeholders Monthly meeting, etc.) to disseminate ROSC info via online.
- Attend partner agency events, local business events, community/street outreach to disseminate educational information, COVID PPI and testing kits, and harm reduction kits.
- Host Bi-Monthly Narcan Meetings via Zoom
- Host weekly All Recovery Meetings via Zoom
- Continue to host Monthly Recovery Task Force meetings via Zoom.

CRCC Westside Recovery Oriented Systems of Care (ROSC) 2024 Communication Plan

- Continue to use the Zoom platform to hold events, meetings, and activity calls to keep momentum of council to increase reach and impact in the community.
- Conduct community outreach to increase visibility of CRCC Council and awareness of problem.
- Continued development of shared CRCC ROSC Council content via website and social media.
- Utilize the new standard ROSC information dialogue – elevator speech for partners to share the purpose and intent of ROSC, and meeting times.
- Utilize the new standard ROSC meeting agenda- focus on informing /reiterating mission and purpose, communicate ROSC events, and share recruitment engagement information.
- Email ROSC monthly minutes and include in save the dates of ROSC Council Meeting.
- Continue ROSC focused communications to increase email memberships, and social media following.
- Conduct monthly phone calls inviting and confirming ROSC partners' attendance to meetings.
- Manage a monthly Constant Contact – or similar meeting electronic invitation to confirm attendance of members to ROSC Council.
- Develop a monthly CRCC Westside Council accomplishment update to council representatives, action team members, and their organization's leadership team via email/during meeting.
- Continue to assist and provide guidance for the development of ROSC Councils in other Illinois/Chicagoland Communities.