

Community Outreach Plan

Purpose

This document outlines the Westside ROSC Council outreach plan with various stakeholders and the West Side Chicagoland Community.

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.

Stakeholders

Most Critical: Community, PWLEs, Family, Friends/Supports, People in Active Addiction and/or Seeking Recovery.

Targeted Stakeholders: Faith-based Groups, Family/Parents/Friends, PWLEs, Service Providers, Government Leaders, Substance Treatment Organizations, Healthcare, Law Enforcement, Judicial, Volunteer/Civic Organizations, Education/Schools, Youth-Servicing Organizations, Media, Local Business, and people in active addiction and/or seeking recovery.

Communications Tools

Digital: Email, Facebook, LinkedIn, Twitter, Instagram, Constant Contact, Local Paper, Membership Social Media Support

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

Zoom Communication: 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.

Telecommunications: Provide all contact numbers (Dora Dantzler-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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Outreach Strategies

Our Goal

Continue Outreach strategies to make all community Stakeholders aware of the efforts of the ROSC Council and know how they can be involved. Below are outlines strategies and plans to continue these efforts throughout FY24:

- **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.
- **Local Business:** Requesting meetings with businesses and sector partners throughout the community.
- **Education & Awareness:** Conduct educational seminars via online such as Recovery Symposiums and host Monthly Recovery Task Force meetings.
- **Collaboration with Law Enforcement and Judicial:** Attend C.A.P.S. Meetings, request meeting with key stakeholders, coordinate and attend DOC events and trainings.
- **Media:** Circulate Community Bulletins, Press Releases, Radio/News Interviews, Email, Call, Op-Eds
- **Civic Leader Collaboration:** Attend Town Hall Meetings and other civic lead events.
- **Service Providers and Recovery Community Building:** Host Sober Recovery Centered Holiday/Celebratory Events
- **Coalition/Organizational Collaboration:** 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.
- **Services Support:** Attend partner agency events, local business events, community/street outreach to disseminate educational information, PPI and testing kits, and harm reduction kits.
- **Council Members:** Host Bi-Monthly Narcan Meetings via Zoom
- **Family/Parents/Friends, PWLEs Supports & Education:** Host weekly All Recovery Meetings via Zoom
- **Community Education:** attend block club events, speak with, and conduct training at local churches, attend local community meetings and town halls.
- **Training:** Continue offering training for council members, service providers, local community seminars, to address the goals and objectives of the Council.

Expected Outcomes of Presentations/Measures of Success

Provide education addresses addiction, mental illness and stigmas while building collaborations. To identify barriers and work towards solutions as a ROSC Council. Our indicators of measure are derived from our surveys along with success of actual barriers addressed, with continuing to monitor and update the communities.