

Community Outreach Plan

Logan/Mason ROSC – Year Three

Outreach Strategy/Tool	Responsible Person	Intended Audience	Method of Dissemination	Frequency
ROSC Council; made up of key community stakeholders and PLEs	Jeanette, Grace, and Nadia	Anyone with a vested interest and desire to work and collaborate to support our ROSC Mission, particularly those in the recovery field, law enforcement, PLEs, local community leaders etc.	Zoom Meetings; possibly in-person meetings starting in 2024.	Monthly
Collaboration, Education, & Recruitment	Jeanette, Grace, and Nadia	ROSC Council & Community leaders, with a goal to establish a consistent group of individuals to collaborate toward improving supports & services.	Zoom, In-Person meetings, email, or by phone.	AS NEEDED/ whenever possible
Community Events	Jeanette, RIA group & Grace/Nadia (when appropriate)	General public. Opportunities for networking and community outreach; focus on Stigma Reduction, safe/sober activities for people in recovery.	Social Media, website, brochures, posting flyers, media collaboration, networking & discussions.	Whenever possible or relevant. Goal of 2 per year, for first year.
Education & Recruitment	Jeanette, RIA group, Grace & Nadia	Community at large, with the goal of Stigma Reduction, increasing awareness of services & supports. Recruit and empower PLE to get involved.	Social Media, website, brochures, posting flyers, local media, interactive education, networking & discussions.	Whenever possible or beneficial

IDENTIFY AND CONNECT WITH THE FOLLOWING KEY COMMUNITY STAKEHOLDERS:

Audience	Communication Goal
People and families w/ Lived Experience	PLEs and their families are aware of the services and supports available in their community, the efforts of our ROSC Council, and how they can get involved, if desired.
SUD Service Providers	All providers in the two counties our ROSC serves are aware of our efforts to form a ROSC Council and how to be involved.
Mental Health Service Providers	All providers in the two counties our ROSC serves are aware of our efforts to form a ROSC Council and how to be involved.
Health Departments	Health departments in the two counties our ROSC serves are aware of our efforts to form a ROSC Council and how to be involved.
Law Enforcement & Drug Courts	Officers, leadership, parole officers, and drug court officials are aware of our work and how they can be involved. Collaboration through ROSC Council.
Hospitals & Primary Care Providers	All hospitals and medical providers in the two counties our ROSC serves are aware of our efforts to form a ROSC Council and how to be involved. Our community mapping tool becomes a referral resource for providers in our area.
Faith-Based Groups	Faith communities are empowered to offer supports, reduce stigma associated with SUDs, and connected to a network of resources to help those in their communities.
Local Elected Officials	Elected officials are aware of our work and interested in collaboration to assist.
Business Owners	Owners of local business are aware of our work and offered opportunities to collaborate through events, job programs, and other ways to assist those in recovery.
Existing Peer-Support Groups	Groups are made aware of ROSC work, with potential to connect further with PLEs.
General Population	General population is educated and empowered to help those in recovery and reduce stigma around SUDs within the community.
Education/Schools	Schools will be more informed about the services that the ROSC can provide.
Youth-Serving Organizations	Youth-Serving Organizations in the two counties our ROSC serves are aware of our efforts to form a ROSC Council and how to be involved.
Media	Media outlets in both counties are aware of our the ROSC and we will continue to inform them of our events and ongoing outreach.

Our FIVE (5) most important audiences for focus are:

1. People & Families w/ Lived Experience- Work to expand RIA committee, share strategic plan with RIA committee, look at hosting an “open house”, style meeting to engage new members.
2. Law Enforcement & Drug Courts- Re-engage and introduce local law enforcement to updated ROSC strategies and determine ways to increase partnerships.
3. Hospitals & Primary Care Providers- Re-engage local providers through small group meetings and share updates to the ROSC plan with them.
4. Faith-Based Groups- Work with Local ministerial alliances in both counties to share updated Strategic Plan.
5. Social Service Agencies in the Communities – Utilize Logan County Community Health Collaborative Meetings to share updated strategic Plan. Utilize The Mason County Coordinating Council to share updated strategic plan.

Outreach Channels

We strive to build and continue to improve upon a strong community presence through the following ongoing communication efforts:

- ❖ Provide up to date contact information for lead agency staff and be a readily available resource to connect and drive ROSC community development.
- ❖ ROSC Website – to include list of resources, meeting minutes, strategic plan, and links to our other outreach efforts.
- ❖ Hosting monthly ROSC Council meetings (currently via Zoom) held third Thursday of the month at 2pm.
- ❖ Electronic Communication: Email, Zoom Meetings, and Social Media – Facebook, Instagram, YouTube. All pages will be updated frequently with relevant content and grow participation/likes/follows etc.
- ❖ Networking within the community, to include providers, local officials, business owners, and people with lived experience.
- ❖ Word of mouth – providers and community members will see and hear us out in the community and share our resources with those who need them.
- ❖ Attend existing community events, including town council meetings, public social events, and remaining open to seek any new opportunities to connect with members of the community.
- ❖ Host focus groups.
- ❖ Attend ongoing educational and training seminars.
- ❖ Explore development and implementations of Education/ Stigma Reduction Campaign Alongside Faces and Voices of Recovery to maximize impact in our community.

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