



“Collaborating to Build and Empower Communities of Recovery.”

McLean ROSC Outreach Plan – 7/1/2023 – 6/30/2024

This McLean ROSC Outreach Plan is intended to be a “live” document that is reviewed and updated regularly while being inclusive of strategies that should promote our program with the ultimate goal of **enrolling and retaining participants and program staff**. The goal is to engage front-line staff, especially outreach workers, early and often in the planning and management of the plan. This helps ensure the plan has input directly from the field. The attached plan is a “point in time” snapshot as of the time of this writing (updated October 2023).

Overview: The ROSC project is based on the fundamentals of public action to support the prevention of substance use disorders, mental health afflictions, and recovery from both. It also is based on the fundamental tenet that ‘recovery happens in the community’ and we can no longer rely on treatment centers and 12-step meeting halls to provide all things to all people seeking recovery. The focus of the ROSC coalition is to bridge community services and support for those in recovery, as well as educate the public at large about substance use disorder as a disease, to help reduce stigma and increase pro-social, recovery-oriented activities. To encourage success on one’s chosen recovery path, the ROSC is focusing activities and education within the following areas:

- Stigma Reduction and Education
- Substance Use Disorder Workshops
- Independent and Recovery-oriented Living Skills
- Sober Recreation
- Health & Wellness
- Parenting Skills and Family Building
- Job Development/Career Assistance
- Sober Living & Stable Housing
- Niche/Support Groups (e.g. support groups that can fill an unmet need in McLean County, such as All Recovery, SMART, Refuge, Process Addictions, K-2/Spice/M.A., etc.
- Spirituality
- General Recovery Support: Childcare, Transportation, Service Opportunities, etc.

Outreach Strategy/Tool	Responsible Person(s)	Intended Audience	Dissemination Method	Frequency
Community Board Membership	Cat/Barb	McLean County RISE, Human Services Council, Reentry Council, Thrive Housing, McLean County Behavioral Health Community Forum Planning Committee, Integrity Counseling Fundraising Team	Zoom Meetings	Monthly
Stigma Reduction Education and Awareness	Team	ROSC Council Meetings	Open Discussion, Presentations, Training, Roadshows, McLean ROSC Virtual Resource Guide	Monthly



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Recruitment & Retention	Team	ROSC Council, ROSC Sub-Committees, PLEs	Council Meetings (Zoom), Training, 1x1 Discussions, Literature, Lunch n Learns, McLean ROSC Virtual Resource Guide, etc.	Quarterly
ROSC Events Planning	Team	ROSC Council, ROSC Sub-Committees, PLEs	Workgroup Zoom meetings	Weekly to Bi-Weekly
Collaboration & Brainstorming	Team	ROSC Council, ROSC Sub-Committees, Grant Recipients, and Various Agencies (Library, Reentry Council, McLean County Fatherhood Coalition, Human Services Council, etc.).	Workgroup/ Collaboration Calls and/or Virtual (e.g. Zoom) meetings	Weekly to Monthly
General Substance Use & Mental Health Education and Awareness	Team	ROSC Council Members, Stakeholders, Agency Reps, Hired Trainers, Community Members, ROSC Statewide SMEs, et al.	ROSC Brochure, Zoom meetings, community meetings, YouTube Channel, McLean ROSC Virtual Resource Guide	As Needed
The Newsletter (Recovery Relics)	Team	ROSC Council & Stakeholders, Community Members, PLEs, Family, etc.	Email, McLean ROSC Virtual Resource Guide	Quarterly
Social Media Circles / YouTube Channel	Team	ROSC Council & Stakeholders, Community Members, PLEs, Family, etc.	Internet/YT, Facebook, Instagram, promotion on McLean ROSC Virtual Resource Guide	Weekly
Media & Public Relations	Team	Pantagraph, Local AM Radio Listeners, WGLT, Members of Media, and their consumers (i.e. community-wide)	Press Releases, Radio/News Interviews, Emails, Calls, Op-Eds	As needed
Recovery Community Center (RCC)	Team	The Center (Center for Human Services)	Email, in person, Zoom	Quarterly
Urban & Rural Outreach (of McLean County)	Team, PLE Volunteers	ROSC Council, Community Members, PLEs, Street Teams, Recovery Community, local libraries and Liaisons in lower-income or rural (outside Bloomington-Normal) territories of McLean County.	In Person (in most cases), Street Teams, Literature, Zoom/Video (planning/admin or to help out-of-towners)	Monthly



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<p>Community Service</p>	<p>Team, Council, PLE Volunteers</p>	<p>ROSC Council, Community Members, PLEs, Agencies Requiring Help, such as:</p> <ul style="list-style-type: none"> - Community Gardens - Lasagna for Love - Intergroup Office/Alano Clubs like Cedar Lake - Habitat for Humanity - Food Pantries 	<p>Accept Volunteers and serve as volunteers for various recovery-facing or community service projects. Build goodwill within community</p>	<p>As Needed</p>
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