

Randolph and Washington County Healthy Communities Alliance
ROSC Outreach Plan
July 1, 2023-June 30, 2024

Overview:

As we emerge from our recent HCA rebrand and restructuring in March '23, we have new and exciting ways in which we are interacting with and engaging our local communities. In doing so, we have separated our efforts into three pillars (being Prevention, Support, Recovery) whereas until then we operated with only the Prevention and Recovery arms. This exciting new time allows us to fine-tune our work efforts in each pillar and more clearly separate out and focus on the special Recovery work that we are doing. While we all share one general audience, we are able to more effectively target the sub-audiences that we each find special.

Goals:

1. Stigma Reduction

1a. Promote “Recovery is for Everyone” message. Emphasis on Recovery Month in September. Sticker campaign with local restaurants on delivery and takeout food packaging.

1a.1 Make arrangements with one restaurant per month during month of September. Designate special day during that week to promote with percent of sales. Promote spotlight business on social media, through word-of-mouth, newspaper ad, and radio spots.

2. Promote Problem Solving Court in Randolph County

2a. Find initial meeting with Randolph County court staff

2b. Establish channel for regular 2-way communication between ComWell and court. Ask for permission to sit Mondays at court to interact with defendants.

2c. Include key court house staff on ROSC distribution list.

3. Recovery Workplace Initiative

3a. Establish meeting with Randolph County Economic Developer for support to determine best way to reach out to all employers within Randolph County.

3b. Work with Gilster Mary-Lee leadership to establish a model that we can then promote to a “coalition of willing area employers”

3c. Promote willing Recovery Workplace employers in the community through social media, radio, newspaper, public presentations.

4. Recovery Housing

4a. Educate full HCA coalition members on the benefits and relevance of Recovery Housing

4a.1 Select an expert on Recovery Housing who may be willing to make a short presentation at one of our quarterly full coalition meetings

4a.2 Continue research on other programs and the different models and services that exist in other areas.

4a.3 Stay in contact with ComWell leadership concerning internal developments that signal closer readiness for active physical planning.

5. Recovery Community Organization research and implementation

5a. No outreach and communication during the application and approval process – While it is important to tie outreach and communications to each of our goals to help bring them to fruition, this is one goal that has layers of complexity and a need to keep out of the public eye until such a time that it is deemed okay to do so.

Additional outreach and communication considerations

Restructure monthly meetings and recruit fresh sector representation as needed.

a. Reestablish new monthly meetings for ROSC administrative business

b. Continue developing Alumni/PLE group to recruit and engage new prospective members.

Increase local awareness of ROSC programming. Through monthly hybrid meetings, website, social media, outreach events, town halls, school assemblies, radio spotlights.

a. Ask for invitation to WHCO People Speak radio program 1/quarter for community updates on local Recovery efforts.

b. Community Outreach – New member active recruitment; goal 2 new members with Recovery affinity per quarter.

c. 1/Quarter – Present at local community group (Rotary, Chamber)

c.2 Ask for invitations to local civic groups for mini HCA/Recovery presentations

- d. 1/Quarter – Targeted community pop-ups
- e. 1/Quarter – Employer lunch and learn presentations
- f. Share messaging regularly through HCA social media
- g. HCA Recovery outreach bags; target at least one community per quarter