

**Lee/Whiteside Co. ROSC Council Community Communication Plan
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Lee/Whiteside Co. ROSC Council

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Lead Agency

Sauk Valley Voices of Recovery
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Mission Statement:

The mission of the Lee/Whiteside ROSC Council is to facilitate stakeholders collaborating to build and empower communities of recovery knowing that Lee/Whiteside Counties recover to become healthy and safe communities by improving health, wellness, and resiliency for individuals and families, with or at risk of substance use/mental/behavioral health inclinations.

Communication/Outreach Goals:

- 1) To increase the awareness of the Lee/Whiteside ROSC Council and opportunities for involvement
- 2) Increase engagement in the Lee/Whiteside ROSC Council
- 3) Decrease stigma regarding substance use and recovery
- 4) Increase representation of Persons with Lived Experience on the ROSC Council
- 5) Expand new and innovative recovery strategies in the community

Objectives:

- 1) Create a working communication network of interested community stakeholders
- 2) Work with stakeholders, peers and service providers to support the recovery process to the greatest possible outcome
- 3) Make recovery more accessible in our community
- 4) Communicate with the community via at least 5 communication methods
 - a. Newsletters
 - b. Sober Social Events
 - c. Social Media/Website
 - d. Radio
 - e. Direct In-person Outreach

Audience Targets:

- 1) Peers, families and people seeking recovery
- 2) SUD/Mental Health Providers
- 3) Hospitals and Primary Care Providers
- 4) Law Enforcement Agencies
- 5) Faith Communities
- 6) Youth and Schools

Communication Plan:

- 1) Email
- 2) Social Media (Facebook, Instagram, Tiktok, etc)
- 3) Monthly Newsletters
- 4) Radio interviews/Podcast
- 5) In-Person Outreach
- 6) Town Hall Meetings/Discussions
- 7) Personal call to Council Members on the day before each meeting