

Franklin/Williamson ROSC Council (FWRC)

FY24 Outreach Plan



Contacts:

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Mission: We will develop partnerships that are rich and diverse in the communities we serve. To provide a flexible system of services and resources that is responsive to different pathways in recovery. Through education, we can reduce the stigma surrounding substance use and other co-occurring disorders.

Outreach Goals:

- I. Increase community awareness of FWRC development & mission.
 - A.) Promote the concept of Recovery Oriented Systems of Care (ROSC) and Franklin/Williamson ROSC Council (FWRC) through multiple social media platforms, billboard ads, resource groups, outreach events, public forums, attending other coalition meetings, educational interventions, radio broadcasts, and USPS Every Door Direct Mailers (EDDM).
 - B.) Promote the recovery resource centers of lead agency, Take Action Today, that are located in Franklin and Williamson counties as sites for harm reduction services, recovery and peer support services, and treatment referrals. Services will be adjusted to meet the needs of our community.
 - C.) Distribute FWRC promotional materials to various community agencies and community members in our service area.
 - a. Increase recognition of FWRC through local bus advertisements, printed materials bearing our council's logo, events, brochures and

events flyers at local probation and other judicial offices, churches, shelters & pantries and medical providers

- D.) Engage with other ROSC councils and welcome other systems of care or non-ROSC communities into our activities.
 - E.) Partner with our lead agency, Take Action Today, and other FWRC council members social media platforms to share recovery related messaging and events.
 - a. Increase number of Facebook followers on FWRC's Facebook page.
 - F.) Partner with local and regional radio and print media to share recovery related messaging and events hosted by FWRC.
 - a. Utilize community relationship with radio show 91.1 WDBX.
- II. Provide and highlight stigma reduction messaging in the community.
- A.) Promote the message that "recovery is possible" through social media platforms, community and educational campaigns, and other outreach efforts to an attempt to provide encouraging evidence that "people do recover."
 - a. Increase the number of PLE's on the FWRC council roster and encourage them to share their stories of recovery in public forums.
 - B.) Continue to promote person-centered language to acknowledge people with substance use disorder to reduce discrimination.
 - C.) Will emphasize and promote National Recovery Month in September by either hosting recovery related outreach events throughout the month or by partnering with other FWRC council members organizations.
 - D.) Hold semiannual educational events that are open to the community that highlight or emphasize evidence-based research surrounding stigma reduction.
 - a. Hold community awareness /anti-stigma discussions that provide evidence-based education around SUD and the vital role of non-treatment and peer-led recovery resources.
 - E.) Expand outreach efforts to churches and other faith-based organizations to engage them in how we respond to SUD.
 - a. Partner with lead agency, Take Action Today and the Illinois Faith and Recovery Collaboration, to provide education and training to become Certified Recovery Congregations.
 - F.) Partner with our lead agency, Take Action Today, and other FWRC council members social media platforms to share stigma-reduction education.
 - G.) Partner with local and regional radio and print media to share stigma-reducing messaging.

III. Nurture Council Development

- A.) Continue to build and support recovery community through continued council recruitment efforts.
- B.) Continue developing a fully representative ROSC council.
 - a. Recruit representatives from Franklin and Williamson counties.
 - b. Continue recruiting representatives of required/critical sectors.

Outreach Focus- Target Audience Sectors:

1. Persons with Lived Experiences- Persons in Recovery and/or their family and close friends
2. Faith-based Groups- Local churches, pastors, Ministerial Alliances
3. Law Enforcement- Local Police, County Sheriff's Office, ISP, and State Attorney's Office.
4. Recovery Supports- RCO, 12 Step or other community support groups, recovery homes.
5. Substance Use Treatment Organizations- Substance use/mental health treatment providers.
6. Judicial- Drug Court Representative, Public Defenders Office, Probation

Outreach Goals by Audience Sector:

Sectors	Communication Goals/Communication Channels
PLE's	<ul style="list-style-type: none">• Engage PLE's in the concept of ROSC to enhance fellowship across recovery community groups.• Invite & empower PLE's to sit on advisory subcommittees to voice input on ROSC goals.• Encourage PLE's to share their stories of recovery to help reduce stigma of addiction and recovery.
Faith-based groups	<ul style="list-style-type: none">• Attend the Pastoral Ministerial meeting to provide resources & introduce the ROSC concept.• Provide educational training by Take Action Today and the Illinois Faith and Recovery Collaboration to assist churches in becoming Certified Recovery Congregations.

	<ul style="list-style-type: none"> • Assist in events to provide information on SUD and recovery resources.
Law Enforcement	<ul style="list-style-type: none"> • Educate jail officials and officers on the concept of ROSC and how ROSC can help criminal justice involved individuals. • Meet with an officer or the jail administrator quarterly and encourage attendance of ROSC Council meetings. • Connect with the Chief of Police and/or the Sheriff to provide support, resource materials, training, and grant opportunities for the Safe Passage initiative. • Provide materials – brochures, training opportunities, grant information, newsletters, resource bags etc. Update materials as need throughout the year.
Recovery Supports	<ul style="list-style-type: none"> • Attending local recovery meetings and engage in conversation of how individuals can be a part of the ROSC Council. • Identify gaps in recovery support options in the community. Assist local recovery support in developing additional meetings through network and education. • Add recovery supports to the ROSC email distribution list to provide SUD education and training
Substance Use Treatment Organizations	<ul style="list-style-type: none"> • Engage substance use treatment organizations and invite them to the ROSC Council meetings. • Collaborate on local events. • Increase awareness of treatment organizations by sharing materials, bed openings, referral process, etc.
Judicial	<ul style="list-style-type: none"> • Continue to provide support to the Williamson County Drug Court through TAT Peer Recovery Services • Continue to build partnership with Franklin County Jail through the TAT CMHL program. • Provide resource information such as brochures, training opportunities, flyers, and harm reduction materials as needed. • Continue to establish relationships between entities in the judicial system

