

FY24 GBPS Communication Plan

Goals

- Raise awareness about the ROSC initiative and its benefits for the community.
- Educate residents about recovery resources and how to access them.
- Combat stigma surrounding substance use disorders (SUDs) and promote recovery as a positive journey.
- Build a strong, collaborative network of stakeholders invested in ROSC's success.

Communication Channels

- **Traditional Media:** Press releases, media briefings, public service announcements (PSAs) on radio and TV.
- **Social Media:** Utilize platforms like Facebook, Twitter, and Instagram to share information and engage residents. Partner with local influencers for targeted outreach.
- **Community Events:** Host resource fairs and popup events to raise awareness and connect residents with services.
- **Print Materials:** Brochures, flyers, and posters distributed at community centers, libraries, and healthcare facilities.
- **Website:** Develop a central hub for ROSC information, including resource listings, success stories, and frequently asked questions (FAQs).

Communication Strategies

- **Culturally Sensitive Messaging:** Tailor communication to resonate with different cultural backgrounds within the community.
- **Storytelling:** Feature personal narratives from individuals in recovery to inspire hope and demonstrate success.
- **Partnerships:** Collaborate with existing community organizations, shelters, and substance use disorder treatment centers to leverage their networks and amplify ROSC messaging.
- **Sustainability:** Develop a long-term communication plan with ongoing strategies to maintain awareness and engagement.

Evaluation

- Conduct surveys to gauge community awareness and understanding of ROSC.
- Monitor media coverage to assess positive sentiment towards the initiative.
- Regularly convene stakeholders to gather feedback and adapt communication strategies as needed.

Resources

- Substance Abuse and Mental Health Services Administration (SAMHSA) ROSC resources: <https://www.samhsa.gov/>
- National Institute on Drug Abuse (NIDA) resources on SUDs: <https://www.samhsa.gov/data/data-we-collect/nsduh-national-survey-drug-use-and-health>
- Chicago Department of Public Health (CDPH) resources for mental health and SUD services: https://www.chicago.gov/city/en/depts/cdph/provdrs/behavioral_health.html