

# FY24 GBPS Outreach Plan

**Overall Goal:** Advocate and guide the development of an integrated recovery system by creating a shared vision to improve service availability through a sustainable ROSC Council.

## Project Goals and Objectives

- Increase awareness of the ROSC Council and its goals among community stakeholders within the next fiscal year (FY24) as measured by surveys and participation in council events.
- Develop and deliver 2 educational seminars on recovery via online platforms by June 30th, 2024. Attendance will be tracked to measure success.
- Deliver Narcan trainings monthly.
- Collaborate with all 12 sector representatives on recovery initiatives. Participation in meetings and events will be documented by June 1, 2024.

**Audiences:** Community members, People with Lived Experience (PWLEs), Families of those struggling with addiction, Friends and supporters of PWLEs, People in active addiction and/or seeking recovery.

## Communication Channels

- **Digital:** Email, social media platforms (Facebook, LinkedIn, Twitter, Instagram), Constant Contact, local online publications.
- **Traditional:** Local newspapers (Austin Voice), newsletters, flyers.
- **Zoom:** Hybrid meetings (in-person and online) to ensure accessibility.
- **Telecommunications:** Provide phone numbers for council members to answer questions and deliver reminders.

## Timeline

- **Immediate:** Implement online presence through social media and email.
- **Throughout FY24:** Conduct educational seminars, collaborate with sector reps, attend community events.
- **Ongoing:** Develop and deliver training programs for council members and community members.

## Evaluation

- Regularly assess the effectiveness of outreach efforts through surveys and participation metrics.
- Use evaluation results to refine communication and outreach strategies and improve outreach efforts.