

2023-2024



THREE CORDS STRONG COMMUNITY COMMUNICATION PLAN



GOALS

THE GOAL OF THE THREE CORDS STRONG COMMUNITY COMMUNICATION PLAN IS DESIGNED TO ENHANCE COMMUNITY ENGAGEMENT, TRANSPARENCY, AND COHESION.

OBJECTIVES

ENHANCE COMMUNITY AWARENESS

- INCREASE AWARENESS OF COMMUNITY EVENTS, PROGRAMS, AND INITIATIVES.
- ENSURE THAT RESIDENTS ARE INFORMED ABOUT IMPORTANT 3 CORDS' NEWS AND UPDATES.

FOSTER COMMUNITY ENGAGEMENT

- ENCOURAGE ACTIVE PARTICIPATION AND INVOLVEMENT IN 3 CORDS' COMMUNITY ACTIVITIES.
- FACILITATE TWO-WAY COMMUNICATION BETWEEN COMMUNITY STAKEHOLDERS AND RECOVERY COMMUNITY.

PROMOTE TRANSPARENCY AND TRUST

- BUILD TRUST AMONG COMMUNITY MEMBERS BY PROVIDING TRANSPARENT AND ACCURATE INFORMATION.
- INCREASE UNDERSTANDING OF DECISIONS, POLICIES, AND DEVELOPMENTS IN THE RECOVERY SECTORS.

FACILITATE QUICK AND EFFECTIVE INFORMATION DISSEMINATION:

- ENSURE TIMELY AND EFFICIENT COMMUNICATION OF 3 CORDS' INFORMATION.
- USE VARIOUS CHANNELS TO REACH A BROAD AUDIENCE AND MINIMIZE INFORMATION GAPS.

OBJECTIVES CONTINUED...

SUPPORT NEWCOMERS AND INTEGRATION

- PROVIDE COMPREHENSIVE INFORMATION FOR NEWCOMERS TO EASILY INTEGRATE INTO THE 3 CORDS' COMMUNITY.
- FOSTER AND FACILITATE A WELCOMING ENVIRONMENT BY HIGHLIGHTING COMMUNITY RESOURCES AND SUPPORT.

STRENGTHEN RELATIONSHIPS WITH LOCAL BUSINESSES AND ORGANIZATIONS

- ESTABLISH AND MAINTAIN POSITIVE RELATIONSHIPS WITH LOCAL BUSINESSES AND ORGANIZATIONS.
- ENCOURAGE MUTUAL SUPPORT AND COLLABORATION FOR COMMUNITY DEVELOPMENT.

ENCOURAGE COLLABORATION AND NETWORKING:

- FACILITATE NETWORKING AMONG COMMUNITY MEMBERS, LOCAL BUSINESSES, ORGANIZATIONS AND RECOVERY COMMUNITY.
- CREATE OPPORTUNITIES FOR COLLABORATION ON COMMUNITY PROJECTS AND INITIATIVES.

BUILD A STRONG SENSE OF COMMUNITY IDENTITY

- PROMOTE A SHARED SENSE OF IDENTITY AND PRIDE AMONG COMMUNITY MEMBERS.
- SHOWCASE COMMUNITY ACHIEVEMENTS, MILESTONES, AND SUCCESS STORIES.

OBJECTIVES CONTINUED...

EVALUATE AND ADJUST COMMUNICATION STRATEGIES:

- REGULARLY ASSESS THE EFFECTIVENESS OF COMMUNICATION CHANNELS AND STRATEGIES.
- GATHER FEEDBACK FROM COMMUNITY MEMBERS TO MAKE CONTINUOUS IMPROVEMENTS.

PROMOTE SUSTAINABLE COMMUNITY DEVELOPMENTS

- USE COMMUNICATION CHANNELS TO PROMOTE AND SUPPORT SUSTAINABLE COMMUNITY INITIATIVES.
- FOSTER A SENSE OF RESPONSIBILITY AND SHARED COMMITMENT TO THE COMMUNITY'S LONG-TERM DEVELOPMENT.

INCREASE ATTENDANCE AND PARTICIPATION IN MONTHLY MEETINGS:

- ENCOURAGE A HIGH TURNOUT AT MONTHLY MEETINGS TO FACILITATE OPEN DIALOGUE.
- PROVIDE ENGAGING CONTENT AND RELEVANT INFORMATION TO ATTRACT COMMUNITY MEMBERS.

PROMOTE RE-EDUCATION EFFORTS

- USE COMMUNICATION CHANNELS TO PROMOTE DESTIGMATISATION AND MEDICAL AWARENESS IN THE AREAS OF RECOVERY AND MENTAL ILLNESS
- ENCOURAGE OPENNESS TOWARDS MULTIPLE PATHWAYS TO RECOVERY.

OBJECTIVES (DESIRED OUTCOME)

BY ACHIEVING THESE GOALS,
THE THREE CORDS STRONG COMMUNITY
COMMUNICATION PLAN AIMS TO CREATE
A VIBRANT, INFORMED, AND CONNECTED
COMMUNITY WHERE RESIDENTS ACTIVELY
CONTRIBUTE TO ITS GROWTH AND
WELL-BEING.



COMMUNICATION OUTLETS

SOCIAL MEDIA

OBJECTIVES:

- INCREASE COMMUNITY AWARENESS.
- FOSTER ENGAGEMENT AND INTERACTION.
- SHARE IMPORTANT UPDATES.

PLATFORMS:

- FACEBOOK, TWITTER, INSTAGRAM, AND LINKEDIN.

STRATEGY:

- REGULARLY POST UPDATES, EVENTS, AND COMMUNITY NEWS.
- USE VISUALLY APPEALING GRAPHICS AND MULTIMEDIA CONTENT.
- ENCOURAGE COMMUNITY MEMBERS TO SHARE AND COMMENT.
- RESPOND PROMPTLY TO COMMENTS AND MESSAGES.

EMAIL

OBJECTIVES:

- DISSEMINATE DETAILED INFORMATION.
- SHARE IMPORTANT DOCUMENTS AND RESOURCES.
- COMMUNICATE OFFICIAL ANNOUNCEMENTS.

STRATEGY:

- DEVELOP AN EMAIL NEWSLETTER WITH A CONSISTENT SCHEDULE.
- INCLUDE RELEVANT ARTICLES, UPCOMING EVENTS, AND COMMUNITY HIGHLIGHTS.
- SEGMENT EMAILS FOR SPECIFIC ANNOUNCEMENTS OR TARGETED INFORMATION.

SMS

OBJECTIVES:

- DISSEMINATE URGENT OR TIME-SENSITIVE INFORMATION.
- SEND EVENT REMINDERS.

STRATEGY:

- COLLECT PHONE NUMBERS DURING COMMUNITY REGISTRATION.
- SEND CONCISE AND RELEVANT MESSAGES.
- USE SMS FOR IMMEDIATE ALERTS OR EVENT REMINDERS.

SMALL FLYERS

OBJECTIVES:

- SHARE INFORMATION ABOUT SPECIFIC EVENTS OR PROGRAMS.
- INCREASE VISIBILITY IN LOCAL BUSINESSES AND COMMUNITY CENTERS.

STRATEGY:

- DESIGN VISUALLY APPEALING SMALL FLYERS WITH ESSENTIAL DETAILS.
- DISTRIBUTE IN LOCAL BUSINESSES, SCHOOLS, AND COMMUNITY CENTERS.

LARGE FLYERS

OBJECTIVES:

- HIGHLIGHT MAJOR COMMUNITY INITIATIVES OR CAMPAIGNS.
- ATTRACT ATTENTION DURING SPECIAL EVENTS.

STRATEGY:

- DESIGN EYE-CATCHING LARGE FLYERS WITH KEY INFORMATION.
- DISPLAY AT STRATEGIC LOCATIONS DURING COMMUNITY EVENTS.

BROCHURES

OBJECTIVES:

- PROVIDE IN-DEPTH INFORMATION ABOUT COMMUNITY PROGRAMS.
- SERVE AS A COMPREHENSIVE RESOURCE FOR NEWCOMERS.

STRATEGY:

- DEVELOP WELL-DESIGNED BROCHURES COVERING VARIOUS COMMUNITY ASPECTS.
- DISTRIBUTE TO NEW RESIDENTS, LOCAL OFFICES, AND COMMUNITY CENTERS.

BUSINESS CARDS:

OBJECTIVES:

- PROVIDE QUICK CONTACT INFORMATION.
- INCREASE COMMUNITY LEADERS' VISIBILITY.

STRATEGY

- DESIGN PROFESSIONAL BUSINESS CARDS FOR COMMUNITY LEADERS.
- DISTRIBUTE DURING EVENTS, MEETINGS, AND COMMUNITY GATHERINGS.

MONTHLY MEETINGS

OBJECTIVES

- **FACILITATE FACE-TO-FACE COMMUNICATION.**
- **ENCOURAGE COMMUNITY INVOLVEMENT AND FEEDBACK.**

STRATEGY

- **SCHEDULE REGULAR MONTHLY MEETINGS AT A CONSISTENT TIME AND LOCATION.**
- **COVER IMPORTANT UPDATES, UPCOMING EVENTS, AND ADDRESS COMMUNITY CONCERNS.**

MONITORING AND EVALUATION PLAN

TRACK ENGAGEMENT BY METRICS ON SOCIAL MEDIA

MONITOR EMAIL OPEN RATES AND CLICK-THROUGH RATES.

COLLECT FEEDBACK FROM COMMUNITY MEMBERS DURING MEETINGS AND COMMUNITY SURVEYS.

ADJUST THE COMMUNICATION PLAN BASED ON FEEDBACK AND THE EVOLVING NEEDS OF THE COMMUNITY.

REGULARLY ASSESS THE EFFECTIVENESS OF EACH CHANNEL AND MAKE NECESSARY ADJUSTMENTS TO MAXIMIZE IMPACT.





**THREE
CORDS
STRONG**

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