



Southland Recovery Coalition ROSC Council

FY24 Communications Plan

Overview of SRC:

SRC is comprised of three anchor nonprofit organizations which include: Cornerstone Community Development Corporation, NFP (Cornerstone CDC); Indigenous Community Service Center (ICSC); and Together We Cope (TWC). With a host of members representing various industries, backgrounds, and people with lived experience, SRC raises recovery and mental health awareness.

SRC endeavors to create a recovery-oriented system of care in the south suburban region of Cook and parts of Will County. These counties include but are not limited to areas east and west of I-57 and the southeastern corridor of Will County, which includes parts of Park Forest, Steger, and University Park; along with Crete, Monee, and training/community workshop(s) in Joliet. Individually, our partners have been hard at work to provide a supportive recovery community and believe that the formation of a ROSC Council will significantly help to expand that work while building a holistic, comprehensive network of services. Systematic efforts to develop a robust public health approach focused on the prevention of substance use and mental health issues in the general population while changing communities and restoring lives.

FY24 Communications Goals and Objectives (SMART Objectives)

1. Establish a more prominent presence, inclusive of all primary social media such as Facebook, X (formerly Twitter), Instagram, and YouTube (for streaming live events hosted by SRC).

Objectives:

- Drive content by an increase of at least 25% in engagement, views, and/or connections.
- Use website to help engage persons outside of the region.

2. By the end of the school year, SRC will engage local school districts by conducting in-school presentations to inform, educate, and encourage school-aged youth, high schoolers, and college students about recovery awareness.

Objectives:

- SRC will have at least two (2) new young adults join SRC by June 2024.
- SRC will conduct at least four (4) in-school presentations and/or tabling opportunities equating to 1 outreach event/opportunity per quarter for FY24.

3. Host at least one Community Listening Forum.

Objectives:

- Provide an opportunity for the recovery community to make its voice heard, help SRC to raise awareness about important issues, and develop support for taking action. Use places where SRC outreach has been doing outreach and presentations as a potential site (i.e., schools or churches).
- Increase recovery awareness throughout the Southland and recognition of the SRC ROSC Council in communities by at least 15%.
- Develop tracking tool (suggested mechanisms are the community survey used to track awareness of SRC).

SOUTHLAND RECOVERY COALITION
943 EAST LINCOLN HWY + FORD HEIGHTS, IL 60411
708.758.2565 | WWW.SOUTHLANDRECOVERY.ORG

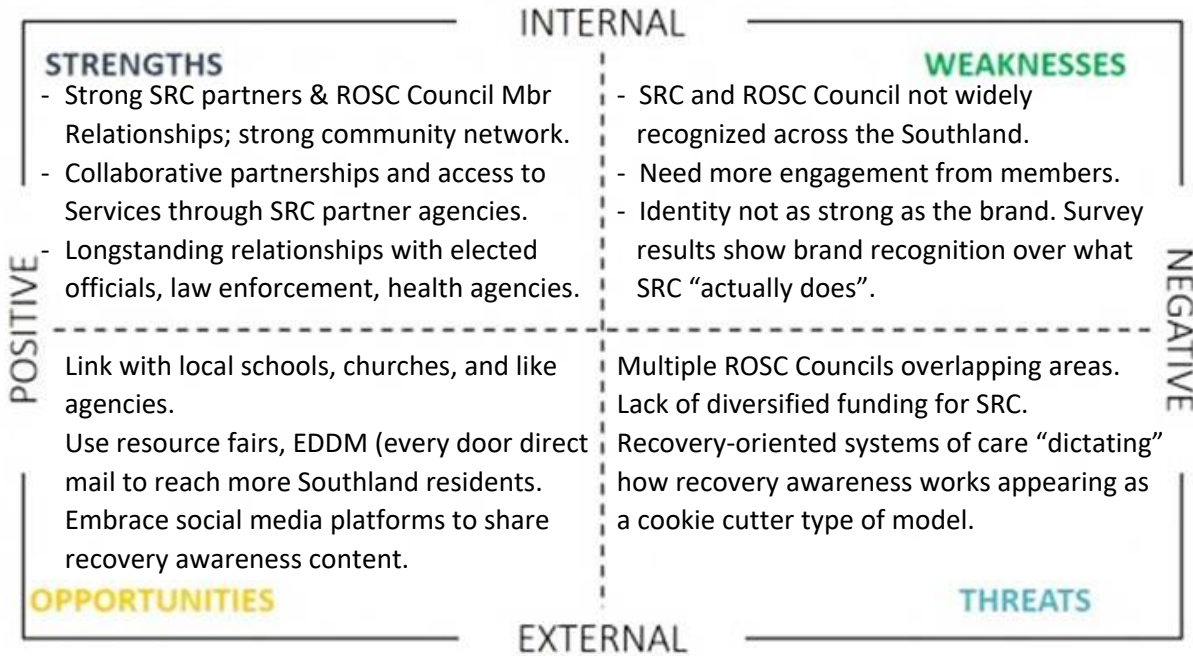
Changing Communities...Restoring Lives!
SRC ROSC COUNCIL PARTNER AGENCIES
Cornerstone Community Development Corporation, NFP (Lead Fiscal Agent)
Indigenous Community Service Center • Together We Cope (Partner Agencies)

Funded in whole or in part by the Illinois Department of Human Services, Division of Substance Use Prevention and Recovery



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SWOT Analysis



Target Audience

Audience	Communication Goal
SUD/MH Providers in our ROSC Region	All providers in our area are aware of our efforts to engage with the SRC ROSC Council and know how they can be involved.
Treatment Centers	Strong partnerships and MOUs in place with area treatment centers to serve as a support base for clients “graduating” back into community.
Churches	Strong partnerships and MOUs in place with mega churches and places of worship to support ministries, host presentations at meetings, and recruit SRC ROSC Council members.
Schools	Strong partnerships with ongoing, quarterly presentations in schools.

Generate ideas and identify the gaps in services to help transform policy, services, and systems that provide a recovery-oriented response for family members, as well as the persons seeking recovery.

- Create press releases, flyers, media posts, etc. to advertise annual SRC Recovery Conference by 3/31/24.
- Recruit 2-3 people to represent each identified ROSC Council stakeholder sector or category.
- Consult with council members to assist in identifying gaps in the ROSC Council Stakeholder sectors.

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<p>Communication Plan – How we will communicate with the people in the community</p>	<p>SOCAL MEDIA</p> <ol style="list-style-type: none">1. Email Blasts with partner organizations i.e.: Southland Human Services Leadership Council2. Facebook3. Linked-In4. X (formerly Twitter)5. Instagram6. YouTube <p>TELE-COMMUNICATION</p> <ol style="list-style-type: none">1. Provide all contact numbers (Angelia Smith, Yvonne Orr, and Kathryn Straniero) to address any issues that the council may have.2. Have a dedicated conference call number for use3. Use e-blasts; group text4. Virtual meetups <p>ONGOING COMMUNICATION EFFORTS</p> <ol style="list-style-type: none">1. Follow up via telephone & email with Council Members2. Disseminate newsletters3. Disseminate flyers4. Publish information in local newspapers
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Revisit Communications Plan annually to revise based on current Strategic Plan.