

Outreach & Communication Plan

Lead Agency: Transforming Educating & Empowering Children and Humanity (TEECH Foundation)

ROSC: Far Southside ROSC Initiative (FSSRI)

Framework

The framework of the Far Southside ROSC Initiative has been to enhance and bring services and unity to the Far Southside of Chicago for those in active addiction, recovery, dealing with mental illness, and returning citizens. We are addressing this goal by continuing to address community barriers and meeting with the appropriate individuals to create change.

The Far Southside ROSC Initiative has made progress as it relates to unity within the communities and, at the same time, we are building communities that will except individuals in their communities who have substance use disorders and/or mental health issues. Also, we are diligently working to create healthier and safer communities.

Our project's overarching goal has been in place for the past five years. It has shown effectiveness, which gives the Far Southside ROSC Initiative credibility with those in recovery, attempting to get into recovery, family, friends, and the community. Whereas, providing resources and advocating for those in active addiction, recovery, returning citizens and those with mental health issues.

The Far Southside ROSC has had some success. However, there is still much work to do. We still wrestle with those who have resided in these areas for years and have not adapted to the changes needed to create safer communities for those in recovery, attempting to get into recovery, family, friends, and the overall community. Nevertheless, for Fy25, the Far Southside ROSC goal is to continue the path we are on with expanding collaboration and seeking additional services to be placed on the Far southside of Chicago which we hope will create a mindset change for those who continue to struggle with understanding addiction, mental health and legal ramifications.

Strategy

Build trust among internal and external stakeholders through open discussion by using the ROSC Model as a vehicle of education to raise awareness through the circulation of information.

Provide stakeholders with the relevant information necessary to understand the need for collaboration and the sharing of resources.

Strengths

The strengths of the Far Southside ROSC Initiative are we have personal relationships with most of the communities we serve. Having these relationships has allowed us to be privy to the gatekeepers and people in positions who can execute community barriers. Because we had formulated trust prior to creating the ROSC Council. Then again, we have extensive marketing and campaigning that has provided the Far Southside ROSC Initiative the ability to open doors for those seeking recovery, in recovery and with mental illness to seek services in the areas of medical, mental health, housing, employment, education and financial stability (Veterans, SSI, SSA).

Weaknesses

The Far Southside ROSC Initiative weaknesses continue with limited funds, violence and our youths who some have the desire to be involved with the ROSC initiative, but they fear the backlash from peers and crossing territories (gangs). Then again, we are working with law enforcement and youth programs to assist in these areas. As well as, being involved in violence prevention groups and no more tears (homicide awareness). Also, overdoses are continuing to rise because of new modified drugs that are presenting daily and many not engaging in the necessary support/resources to address stimulating factors that ignites substance use disorders and mental health issues.

The Far Southside ROSC Initiative opportunities are to assist with creating additional ROSC on the Far Southside of Chicago and expand P.L.E. involvement.

The Far Southside ROSC threats are gang and gun violence.

The threats that the Far Southside ROSC Initiative have encountered can be turned into opportunities by creating platforms that will allow for voices to be heard and past to those who have the power to assist with getting their needs met. Also, advocating for more security, and protection for the communities. Such as, generating block clubs, correlating with CAPS and other anti-gang and drug enforcement agencies. We have worked with aldermen to obtain free ring doorbells and cameras for all homes and apartment buildings and more police visibility car and foot patrol. We are currently working with the communities and law enforcement on revamping the park districts so youths and children can feel safe and return to physical activity and socialization with their peers.

The Far Southside ROSC Initiative strengths can be used through effective communication by continuing to build collaborations and keeping our doors open for those in recovery, attempting to get into recovery, family, friends, and the community

The Far Southside ROSC Initiative targeted audiences are those with mental health issues, returning citizens, those in recovery, attempting to get into recovery, family, friends, and the community

Thus far, the audiences have mixed beliefs about substance use disorders, mental illness, and ROSC because of limited knowledge about these three components. Stigmas and myths are the biggest obstacles we are facing primarily from those who are in long-term recovery. Reason being, the adaptation of multiple pathways to recovery, word change and collaboration.

Report progress or delays in progress so that stakeholders can continue to contribute to building healthy communities that welcome those in active addiction, recovery, returning citizens and those with mental health issues.

Communication and Outreach Goals

- Maintain monthly FSSRI ROSC Council meetings, while providing educational trainings in each meeting.
- Recruit representatives from identified sectors and build a partnership.
- Identify the gaps on the Far Southside with hospitals, clinics and other medical facilities.
- Request council members to assist in identifying gaps that have become barriers for communities to strive.
- Bring awareness to senior citizens barriers, substance use and mental health issues.
- Increase awareness of those in recovery, attempting to get into recovery, family, friends, and the community about our ROSC Initiative and how addiction and mental illness is a family, friend, and community issue.
- Assist individuals to walk through many pathways by using their voices to address stigmas attached to addiction
- Monitor retention of ROSC members and provide options for those who cannot make the meetings but are actively working in the community to remain a partner with the FSSRI Council.
- Keep the membership roster up to date by reviewing monthly.
- Hold meetings in different communities with council members and PLE's to identify needed resources and barriers to recovery and mental health services.
- Build on the community needs assessment to meet the needs of the communities.
- Update the FSSRI Council Strategic Goals as needed to best meet the needs of the communities, populations and substance use and mental health changes.
- Assist with youth programs, homelessness and violence prevention,
- Assist with merging LGBTQ+ services with recovery.
- Promote campaigns to reduce stigma for those with mental health and substance use disorders. Participate in resource fairs and other events that promote building healthy communities.
- Provide information and resources around harm reduction and services, while providing trainings and supplies (Narcan, testing kits etc.).
- Assist returning citizens (homelessness, recovery, mental illness, employment etc.).

Audience:

FSSRI focus of the communication and outreach plan is the 16 sectors that we currently working within the following communities: West Englewood, Auburn Gresham, Beverly, Washington Heights, Mount Greenwood, Morgan Park, Roseland (North-East), Calumet Heights, Pullman, South Deering, Hedgewitch, Oak Lawn, Evergreen, Robins Illinois (Southwest), and Hammond Indiana.

COMMUNICATON PLAN

Audience	Communication Goal
SUD/MH Providers in our ROSC Region	All providers in our area are aware of our efforts of the FSSRI ROSC Council and know how they can be involved.
Those in active addiction and /or seeking recovery.	All people in active addiction in our area are aware of our efforts of the FSSRI ROSC Council and know how they can be involved and obtain resources.
PLE's – People with lived experience	All PLE's in our area are aware of our efforts of the FSSRI ROSC Council and know how they can be involved and obtain resources.
Business Owners	All business owners in our area are aware of our efforts of the FSSRI ROSC Council and know how they can be involved and obtain resources.
Politicians/legislation	All politicians/legislation in our area are aware of our efforts of the FSSRI ROSC Council and know how they can be involved and obtain resources.
Hospitals	All hospitals in our area are aware of our efforts of the FSSRI ROSC Council and know how they can be involved and obtain resources.
Schools (All)	All schools in our area are aware of our efforts of the FSSRI ROSC Council and know how they can be involved and obtain resources.
Family	All families in our area are aware of our efforts of the FSSRI ROSC Council and know how they can be involved and obtain resources.
Friends	All friends in our area are aware of our efforts of the FSSRI ROSC Council and know how they can be involved and obtain resources.
Law Enforcement	All law enforcement in our area is aware of our efforts of the FSSRI ROSC Council and know how they can be involved and obtain resources.
Faith-based Groups	The faith-based groups are aware of the efforts of the FSSRI ROSC Council and are getting involved and obtaining resources.
Recovery Supports	Recovery support programs are engaged and working with the FSSRI ROSC Council while also utilizing resources.
Media	Media is involved heavily in with the FSSRI ROSC Council whereas assisting with getting awareness to the needs of the Far Southside.

Senior Citizens	Senior citizens homes have become involved with the FSSRI ROSC Council because of the increase in overdose with this population.
Youths	Youth programs have linked with the FSSRI ROSC to obtaining assistance and resources for this population.
Returning Citizens	Returning citizens are linked with the FSSRI ROSC to obtain resources in the community and workforce.

Targeted Stake Holders

- Those in active addiction and/or seeking recovery.
- SUD/MH Providers in our ROSC Region
- Politicians/Legislators
- PLE's
- Family
- Friends
- Community
- Business owners
- Law Enforcement
- Hospitals
- Schools
- Youths
- Senior Citizens
- Faith-based Groups
- Returning Citizens

Seven most critical ordinances.

- Those in active addiction and/or seeking recovery.
- PLE's
- Family
- Friends
- Community
- Youths
- Senior Citizens

Communication Methods

SOCIAL MEDIA

1. Email
2. Facebook

3. Instagram
4. Link-In
5. On-line Resource Guide and Map
6. TEECH Website
7. Twitter
8. YouTube

ADVERTISEMENT

9. Word of Mouth – Council members, staff and peers will talk to others about ROSC and its goals.
10. Commercials
11. Adds
12. Disseminate newsletters/TEECH AND COMMUNITY
13. Billboards
14. Department Store Posters
15. Local Store Posters
16. Flyers – Distributed via email and posted throughout the agency.
17. Publish information in local news papers
18. Circulate Community Bulletins

GOVERNMENT AGENCIES

19. Attend Police Department Community Meetings and provide information about the Far Southside ROSC and Community Collaboration.
20. Attend Caps Community Meetings and provide information about the Far Southside ROSC and Community Collaboration.
21. Attend Cook Summit Conference and provide information about the Far Southside ROSC and Community Collaboration.
22. Attend TASC Round Table Meetings and provide information about the Far Southside ROSC and Community Collaboration.
23. Attend Parole Board Round Table Discussions and provide information about the Far Southside ROSC and Community Collaboration.
24. Attend Expungement Summit and provide information about the Far Southside ROSC and Community Collaboration.

25. Face to Face meeting with Alderman and provide information about the Far Southside ROSC and Community Collaboration.

26. Face to Face meeting with Senator/Politicians and provide information about the Far Southside ROSC and Community Collaboration.

NEIGHBORHOOD COMMUNICATION

27. Attend Block club meeting and provide information about the Far Southside ROSC and Community Collaboration.
28. Speak at local churches and provide information about the Far Southside ROSC and Community Collaboration.
29. Attend Community Meetings and provide information about the Far Southside ROSC and Community Collaboration.
30. Attend Townhall Meetings and provide information about the Far Southside ROSC and Community Collaboration.

TELECOMMUNICATION

31. Provided all contact numbers (Frederick Buford, Dr. White and De'Shara Shells) address any issues that the council may have.
32. Conference call number – (605) 472-5501
33. Calls to the Council for follow-up
34. Utilize Zoom and other communication vices.
35. Interfacing – Requesting meetings to the businesses throughout the community.

TRAININGS

36. Invite individuals into the facility for focus groups and tours.
37. Conduct educational seminars
38. Trainings in all monthly ROSC meetings.

COMMUNITY EVENTS

39. Host Open House to build collaborations.
40. Host Holiday Festivities
41. Adopt area of community need to assist with donations
42. Host community rallies
43. Host resource fairs
44. Host conferences

Community Resources & Needs Assessments - Results

The Far Southside ROSC Initiative uses a S.M.A.R.T. timeline that has allowed the FSSRI to reach and execute identified goals on the strategic plan. The first year included getting the most influential individuals involved in the ROSC Council while identifying needed resources for collaboration. We targeted decision-makers because this allowed projects to be executed expediently whereas addressing issues that community members identified as dire.

Those with legal issues appear to have continued blockage in the areas of employment, housing and other positive life endeavors which seemed to be one of the factors in individuals returning to active substance use, criminal activity and poverty. Therefore, prompting us to assist with getting an expungement program in Roseland which allowed individuals on the Far Southside of town to get their records expunged at little to no cost. Then we noticed the food deserts in certain areas which did impact families and seniors, promoting us to alert the alderman and senators who eventually opened a dollar general in Auburn Gresham stocked with more food than other items.

The years following there was a pandemic, but this did not stop the FSSRI Council from continuing to work with those in active addiction, recovery, family, friends and the community. We became a Recovery Community Organization (RCO) expanding our community projects to additional community-based organizations, medical facility (urgent cares) and hospitals (Roseland) while getting immediate care without identification and ability to pay, designated beds for detox and residential treatment. In addition, we witnessed the limited amount of recovery homes on the Far

Southside, so we banded together with the communities during COVID, and a men's recovery home was opened Roseland in Morgan Park.

Although the dollar store with food being the base was instituted, we still lacked a fresh fruits and vegetables market, so we went to the alderman, senators and community again and assisted with getting Pete's fruits and vegetables market in Ashburn. The market also accommodates the Auburn Gresham, Oaklawn and Englewood.

We identified in our strategic plan the need to identify additional funding, so we collaborated with one of the most significant for-profit programs (Clarity Clinic) in Illinois, which is on the ROSC Council and have become one of our biggest community donors.

Moving forward we expanded and built relationships in other identified communities (Englewood, Hammond, Indiana, and Robbins, Illinois). We have collaborated with Gro Community which works with our youths, opened the doors for Narcan to be taught and distributed in south suburban schools and senior citizen buildings. Also, we continue to work with our partners to build more recovery homes, linked with employers to hire those in recovery, who have mental health diagnosis, returning citizens and creating safe passages for children to play and socialize through the summer one program. We have managed to advocate for a mental health unit to be in one of the hospitals (Little Co. of Mary) and this component has been added. We are continuing to assist individuals in engaging in recovery support programs whereas entering long-term recovery by utilizing the resources that are provided.

Lastly, we assisted with getting communities to partner on events to accommodate the communities they reside, for example, back to school, children's clothing, and homelessness. Moving forward, we have begun working with youth programs to bring in recovery support, harm reduction, addiction education, and trauma-informed services, therefore, obtaining more positive results with youths and law enforcement. While, opening and promoting the multiple pathways to recovery and harm reduction. We remain focused on the violence that has become our most significant barrier in Chicago and the Far Southside of Chicago that seems to be a result of untreated addiction and mental health. Substance use disorders and Mental illness can be two of the factors that contribute to criminal activities which has allowed us to speak with law enforcement and provide education in these areas to promote less incarcerations and more intervention programs. We will continue to work with family, friends, and the community to obtain strategies to assist with curbing crimes in our communities by ensuring all the homes and business have resources and tools to keep them safe and assist someone who may be in need of services while under the influence of substances/alcohol or having a mental episode.

Expected Outcomes of Presentations/Indicators of measure and evaluation

The Far Southside ROSC Initiative expected outcomes of the presentations is to provide education addresses addiction, mental illness and stigmas while building collaborations. We aim to identify barriers while working to obtain solutions with assisting those who attend the meetings the ability to use their voices.

Our indicators of measure and outcome is derived from our surveys along with success of actual barriers addressed, with continuing to monitor and update the communities.

BUDGET

The Far Southside ROSC Initiative budget was detailed and specifically focused on how the monies can be used to assist the communities that we are aiming to address barriers. We carefully looked at the salaries and program need to ensure we could continue with the grant throughout the allotted grant period without any interruptions. Whereas, understanding that things could happen (staff shortage, disasters) and we may have to shift monies to accommodate the vision and mission of the Far Southside ROSC Initiative that would better assist those with mental health issues, those in active addiction, in recovery, family, friends and the community.

Monthly Meetings Mins/Presentations:

July: Topic – Substance Misuse & Stigmas from a PLE Stance

- Minutes - [TEECH_FSSRI_July ROSC Meeting Minutes.pdf](#)
- Presentation
<https://us02web.zoom.us/rec/share/cU5y2OC4qIglVewF6ztezsVHmlFjOJ9DfzC13zxw3gRxjQT2Sza22X7tTkt6UWul.ZJny4YZdv0O418za>
- Passcode: Z*#G9#A*

Aug: Topic – Mental Health and Co-occurring Disorders

- Minutes - [TEECH_ROSC_AUG TEECH ROSC MINS.pdf](#)
- Presentation
https://us02web.zoom.us/rec/share/dlT16OP3r4R_SJn1-SXmkqF6aOhUGLF9IQWKIZkH8aSZrWcsrBPHHRuhA9at_nk5.uKoxGnxTXKh7De1d
- Passcode: X#AeBk4+

Sept: Topic – Braking barriers and Family Reunification

- Minutes - [TEECH_ROSC_Sept ROSC Minutes.pdf](#)
- Presentation
https://us02web.zoom.us/rec/share/urapR0CjxfKBDSBnjdBKdAzLxBTh1EfMtlBY6hQsKCfla1MiFWAh1AKebLvX-tMd.juFvMoWagGiu8xR_
- Passcode: PU2!=62D