



SANGAMON COUNTY ROSC
COMMUNICATION & OUTREACH
PLAN

Update: 10/22/24





MISSION

The mission of ROSC is to establish a coordinated network of community-based services and support systems that are person-centered and build on the strengths and resiliencies of individuals, families, and communities to improve health, wellness, and quality of life for those with or at risk of substance use or mental health conditions, as well as their families and communities. Sangamon County ROSC builds collaborations in our communities that connect individuals who support recovery and build community-level recovery capital.

VISION

It is the vision of ROSC that individuals and families determine the supports and services that they need for recovery. Services and supports should be continuous and reflect a continuum of activities across the phases of recovery. This continuum must include various providers and services based in the community. This network must be flexible to community and individual needs.

VALUES We believe...

- Individuals have the right to direct their own recovery
 - There are many models of, and paths to, recovery
 - Abstinence is not required to participate in ROSC or ROSC activities
 - Nothing about us without us: we must center the voice of peers, family members, and community members in all planning and decision-making related to ROSC
 - Programs and activities should be implemented with integrity, competency, and quality of services, and support and embrace cultural and racial diversity
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Communication Goals

This communication plan delineates Sangamon County ROSC's communication and outreach plan to further the overarching goals of ROSC. The plan is based on four key communication goals that describe WHY we communicate. The information to be communicated (WHAT) is specific to each goal and the ROSC will use different methods of communication (HOW) to disseminate this information to the community.

Communication Goals (WHY)	Information to be Communicated (WHAT)	Methods of Communication (HOW)
Increase ROSC membership	<ul style="list-style-type: none"> - What is ROSC - How and why to join ROSC - ROSC Strategic Plan 	<ul style="list-style-type: none"> - Monthly ROSC Meeting - Monthly ROSC New Member Orientation
Enhance frequency and quality of resource networking and collaboration across organizations and stakeholders that support recovery	<ul style="list-style-type: none"> - Resources available (resource guide, etc.) - Monthly meeting notes & agendas - Opportunities for collaboration to meet specific service gaps, participate in events, etc. 	<ul style="list-style-type: none"> - Continually updated website - Active social media pages - Monthly meeting notes & agenda sent to listserv
Improve recovery support services in the county	<ul style="list-style-type: none"> - Results of needs assessment survey and strategy plan - Information about upcoming events, activities that support recovery 	<ul style="list-style-type: none"> - Monthly meetings to include updates on needs assessment data - Flyers, brochures on upcoming events and activities - Social media posts about events and resources - 5 Presentations on Strategic Plan
Decrease stigma related to substance use and mental health	<ul style="list-style-type: none"> - Positive, evidence-based messages about people with behavioral health conditions and/or in recovery 	<ul style="list-style-type: none"> - Social media posts with resources, promotion of appropriate language - Share data from community needs survey related to stigma attitudes and incorporate findings into 5 Strategic Plan presentations



SWOT ANALYSIS

- **SWOT Analysis:** On October 8, 2024, the Sangamon County ROSC Outreach Committee collaborated on a SWOT Analysis related to our communication goals:

STRENGTHS

- Presence of many different types of organizations that provide recovery support
- Have a wide variety of recovery capital
- Large city with larger-scale resources present in the county
- People with lived experience driving the ROSC mission and leadership
- Very regular community events in and around Springfield, including seasonal events
- Local health department has active OEND program, and is very invested in overdose prevention and recovery supports
- Countywide local free newspaper/news source (Illinois Times)- can put events on the community calendar at no cost

OPPORTUNITIES

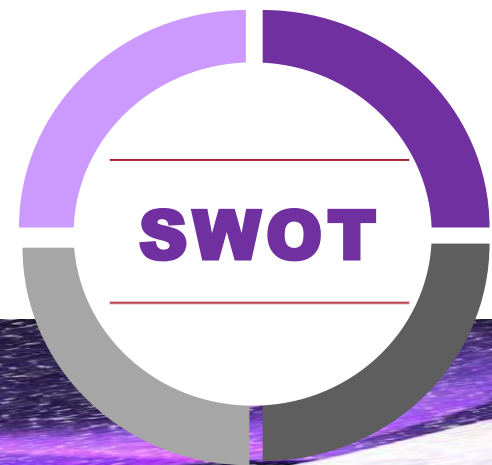
- We have a few ROSC members who have connections to resources beyond the county
- Have larger businesses willing to donate food/resources at no cost
- Educational institutions in the county providing behavioral health workforce and expertise
- ROSC is getting better at asking people what their passions/interests/skills are, and then connecting them to the right places to leverage that
- ROSC now has 1 full-time staff wholly dedicated to the program, allows for more initiatives, events, follow-up, etc.

WEAKNESSES

- Local media outlets exist, but they often ask for payment to run stories
- Many different approaches to recovery/recovery supports in the community, sometimes this negatively impacts collaboration-lack of understanding about multiple paths to recovery
- Have struggled to engage with faith leaders holistically and sustainably – have not had a tangible process or product
- Lack of resources for people incarcerated and exiting incarceration

THREATS

- Community not accepting that there is a problem in the community, which makes engagement harder --> systemic denial
- Volunteers are pulled in many directions, it can be hard to commit to ROSC or volunteer time for recovery-related activities/events





METHODS OF COMMUNICATION:

1. Website

- a. Sangamon County ROSC maintains a website (<https://www.sangamoncountyrosc.org/>) which includes our mission, vision, and values as well as Zoom links for meetings, resource list and printable resources, a list of collaborating organizations with links to those organization websites, and a video wall of people in recovery telling their stories. ROSC uses this website to maintain updated information about the activities of the ROSC and ensure community members have access to our meeting links.

2. Social media

- a. Sangamon County ROSC maintains a Facebook page (<https://www.facebook.com/SangCoROSC>) that we use to promote ROSC meetings, events, and resources. The ROSC also uses this page to promote the events and resources provided by community organizations.

3. Monthly meetings are held on Zoom on the 4th Friday of each month at 9am

- a. Agenda for meetings is sent before each meeting to the entire ROSC listserv
- b. Recordings are kept by FGC staff and can be provided to ROSC members to view meetings as needed or desired
- c. Notes from each meeting are sent within 24 hours after the completion of each meeting to the entire ROSC listserv

4. Print media

- a. The ROSC Coordinator regularly creates flyers and brochures for ROSC as well as specific ROSC-related events and activities. These are disseminated via email, social media, and in person to organizations and individuals across the county.

5. Strategic Plan presentations

- a. This fiscal year, the ROSC will conduct a minimum of 5 presentations on the strategic plan. These will be tailored to specific groups and will occur either virtually or in-person.

6. Individual outreach & site visits

- a. The ROSC Coordinator regularly visits individuals at organizations or community-based sites to share resources, meet to discuss events and needs, and further ROSC goals.

7. Community event attendance & networking

- a. The ROSC Coordinator regularly attends community events with ROSC materials to promote ROSC and network with other providers and community members.

SANGAMON COUNTY ROSC COMMUNICATION PLAN:

Communication Goal	Objective	Lead staff	Deadline	Target Audience	Method of Communication
Increase ROSC membership	Update the ROSC brochure explaining ROSC Mission and Goals, and distribute to community.	ROSC Coordinator	10/1/24	<ul style="list-style-type: none"> - Community organizations in Sangamon County - People in recovery 	Printed and digital brochure (dissemination via email, website)
Increase ROSC membership	Maintain an updated ROSC website.	ROSC Coordinator	Ongoing	<ul style="list-style-type: none"> - General public in Sangamon County 	Website
Increase ROSC membership	Attend a minimum of two (2) community events each quarter to promote ROSC.	ROSC Coordinator	Quarterly	<ul style="list-style-type: none"> - Community organizations in Sangamon County - People in recovery 	In-person tabling and engagement
Increase ROSC membership	Hold a monthly New Member Orientation Meeting.	ROSC Coordinator	Monthly	<ul style="list-style-type: none"> - Individuals actively interested in joining ROSC who want more information 	Individual outreach and virtual meeting
Enhance frequency and quality of resource networking and collaboration across organizations and stakeholders that support recovery	Maintain an updated ROSC listserv, including a monthly audit of valid/invalid email addresses.	ROSC Coordinator	Ongoing	<ul style="list-style-type: none"> - Current members of ROSC 	Email
Enhance frequency and quality of resource networking and collaboration across organizations and stakeholders that support recovery	Include time on every monthly ROSC meeting for community updates and a dedicated community presentation.	VP of Outreach	Monthly at the monthly meeting	<ul style="list-style-type: none"> - Current members of ROSC - Attendees of ROSC meetings 	Virtual networking on monthly meeting
Enhance frequency and quality of resource networking and collaboration across organizations and stakeholders that support recovery	Send monthly meeting agenda, notes, and presentation(s) to entire listserv within 24 hours of the meeting.	ROSC Coordinator	Within 24 hours of each meeting held on the 4 th Friday of every month	<ul style="list-style-type: none"> - Current members of ROSC - All individuals on the ROSC listserv 	Email

Enhance frequency and quality of resource networking and collaboration across organizations and stakeholders that support recovery	Maintain page on ROSC website with list of all organizations that are members of the ROSC, including their logo and link to their website.	ROSC Coordinator	Ongoing	- General community members and providers	Website directory
Enhance frequency and quality of resource networking and collaboration across organizations and stakeholders that support recovery	Promote at least one community organization and/or event on the ROSC Facebook page each week	ROSC Coordinator	Weekly	- General community members - Providers and community organizations	Social media posts
Improve recovery support services in the county	Provide ongoing updates on results from community survey on each monthly ROSC meeting	VP of Outreach	Monthly between 11/1/24 – 1/31/25	- ROSC members	Virtual discussion during meeting of survey results
Improve recovery support services in the county	Post findings from the community needs assessment on the ROSC website.	ROSC Coordinator	3/1/25	- General public	Data posted to website
Improve recovery support services in the county	Conduct a minimum of five (5) community presentations on the results of the community survey and the strategic plan.	ROSC Coordinator, VP of Outreach	6/30/25	Presentations tailored to specific groups: - ROSC members - Business community - Youth-serving providers & schools - Judicial/law enforcement sector - Homeless services & housing providers	In-person and/or virtual presentations accompanied by slide deck with findings and strategic plan
Decrease stigma related to substance use and mental health	Provide stigma-reduction resources and/or information via ROSC social media at least 2 times/month	ROSC Coordinator	Ongoing	- General public	Social media posts
Decrease stigma related to substance use and mental health	Share findings related to the community needs assessment stigma questions on the ROSC Facebook page via a minimum of six (6) distinct posts sharing the data.	ROSC Coordinator	3/1/25 – 6/30/25	- General public	Social media posts