

Recovery Oriented System of Care



Alexander/ Pulaski Communication Plan

Communication Plan Overview

This communication plan outlines a comprehensive approach to building and supporting the Recovery Oriented Systems of Care (ROSC) Council while increasing community awareness and engagement. Our goals include nurturing council development through ongoing recruitment efforts from Johnson, Union, Alexander, and Pulaski Counties, and raising awareness of ROSC initiatives via monthly hybrid meetings and various communication channels such as social media and local media. We aim to reduce stigma related to addiction by promoting empathy and open discussions, conducting workshops, and launching a storytelling campaign. Community outreach will focus on building connections, educating diverse members about recovery, and collaborating with local organizations and schools to create a supportive network. Additionally, our strategic plan presentations will target key stakeholders, aiming to enhance collaboration and identify actionable steps for recovery support. Success will be measured through audience engagement, feedback collection, actionable outcomes, and follow-up engagement. Overall, this plan emphasizes a holistic and inclusive approach to foster a compassionate community dedicated to health and recovery.

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Communication Goals and Objectives

- **Nurture Council Development:** We will continue to build and support the recovery community by implementing ongoing recruitment efforts for the ROSC Council. This includes the development of a fully representative ROSC Council by actively recruiting representatives from Johnson, Union, Alexander, and Pulaski Counties. Additionally, we will persist in our efforts to recruit representatives from essential and critical sectors.
- **Increase Community Awareness of Local and Statewide ROSC Development:** We aim to promote and expand Recovery-Oriented Systems of Care (ROSC) Councils in Johnson, Union, Alexander, and Pulaski Counties. To engage communities effectively, we will conduct monthly hybrid meetings and utilize various communication channels, including our website, social media platforms, outreach events, attendance at coalition meetings, town halls, educational interventions, local newspapers, and public service announcements. We will enhance the recognition of ROSC Councils in our service area through diverse advertising strategies, tailored to our available infrastructure and resources. This will include participation in events and fostering engagement with other relevant support services. We will continue engaging with other ROSC councils and welcome other non-ROSC communities into our activities. We will distribute ROSC

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promotional items to various community agencies and community members in the service area.

- **Provide and Highlight Stigma Reduction Messaging in the Community:** Our goal is to increase awareness and understanding of the stigma related to addiction and recovery. We aim to promote empathy and support for individuals in recovery, fostering an inclusive community that encourages open discussions about mental health and substance use. We will conduct workshops to provide training sessions for community members on the impacts of stigma and effective ways to support individuals in recovery. Additionally, we will launch a storytelling campaign that encourages individuals to share their recovery journeys through written or video formats. Furthermore, we aim to collaborate with local organizations, schools, and faith-based groups to broaden our outreach efforts.
- **Provide Community Outreach:** We will continue to recruit new members for the council. Council members and ROSC staff will communicate the Arrowleaf ROSC Strategic Plan to all sectors to foster collaboration within our communities. The primary goal of our outreach efforts is to build strong connections within the community by increasing awareness of substance use disorders and the resources available for support. We aim to engage diverse community members through educational workshops and

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events that promote understanding and empathy towards individuals in recovery. Additionally, we seek to foster open dialogue about mental health and substance use, encouraging community members to share their experiences and insights. By collaborating with local organizations, schools, and faith-based groups, we aspire to create a network of support that not only addresses stigma but also facilitates access to critical resources. Ultimately, our goal is to cultivate a more inclusive and compassionate community that prioritizes health and recovery for all.

Communication Channels

- **Social Media:** Create engaging posts that share personal stories, educational content, and stigma reduction statistics.
- **Community Events:** Host workshops, panel discussions, and awareness events to facilitate conversations around stigma.
- **Local Media:** Utilize newspapers, radio, and television to share articles and interviews focused on stigma reduction.
- **Flyers and Posters:** Distribute materials in public spaces that highlight key messages and resources.

Strategic Plan Presentations

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In our strategic plan presentations, we will focus on targeted stakeholders, including businesses, faith-based groups, healthcare professionals, educators, and volunteer/ civic organizations. Our expected outcomes include heightened awareness of the ROSC initiatives, increased collaboration among stakeholders, and the identification of actionable steps for enhancing recovery support within the community. Each member of the presentation team will have specific responsibilities: some will focus on delivering key messages and presenting data, while others will facilitate discussions and gather feedback from the audience. By clearly defining these roles, we aim to ensure that our presentations are engaging and informative, ultimately fostering a shared commitment to advancing recovery-oriented practices in our community.

We will present our strategic plan to 5 key stakeholders:

- Businesses/Chamber of Commerce
- Faith-based groups
- Educators
- Healthcare Professionals
- Volunteer/Civic Organizations

To determine the success of the presentation, we will evaluate several key indicators. First, we will assess audience engagement by observing the level of participation, including questions

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asked, discussions initiated, and feedback provided. Following the presentation, we will distribute post-presentation surveys or feedback forms to gather participants' impressions and suggestions for improvement, allowing us to gauge effectiveness through both positive responses and constructive criticism. Additionally, we will track actionable outcomes by monitoring whether specific actions or collaborations arise, such as new partnerships formed, initiatives launched, or commitments made by stakeholders. We will also keep an eye on follow-up engagement, noting any subsequent communications or meetings that indicate ongoing interest from the audience. To assess knowledge retention, we may conduct follow-up surveys to measure how well the key messages were understood. Finally, we will consider attendance metrics, as a strong turnout and active participation can signal the presentation's relevance and resonance with the audience. By analyzing these factors, we will gain valuable insights into the effectiveness of our presentation and identify areas for future improvement.

ROSC Council Monthly Minutes Distribution

We distribute the information from the meeting minutes in a few different ways:

- Email Distribution: The last meeting's minutes are sent out with the email reminder of the next meeting.

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- Monthly Recap: Every meeting, we review what happened last month.
- GSU Posting: The minutes are posted on the GSU website every month.

Community Resource List and Community Needs Assessment

We will disperse the information in the following ways:

- **Social Media:** We will post both on our Facebook Page.
- **Newsletter:** We will link both in our newsletter.
- **GSU Website:** Both will be posted on our GSU webpage.

Action Plan for each Sector

| Target Audience | Outreach Activity |
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| Business | <ul style="list-style-type: none">• Present Strategic Plan Presentation to Chamber of Commerce or similar organization by June 2025.• Offer Narcan and specialty training to businesses.• Connect with the community through flyering initiatives. |

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| Education/Schools | <ul style="list-style-type: none">• Provide support during youth-centered events by distributing information relating to recovery and ROSC.• Host family-friendly events that focus on recovery.• Offer and provide Narcan training to school staff. |
| Faith-based Groups | <ul style="list-style-type: none">• Organize faith-leader meeting.• Present ROSC Strategic Plan at ministerial alliance or to interfaith meeting of the faith leaders. |
| Family/Parents | <ul style="list-style-type: none">• Collaborate with the local Family Advocacy Center to provide additional support.• Offer our ROSC materials to family focused agencies (e.g. Children’s Advocacy Centers or Daycares). |
| Healthcare | <ul style="list-style-type: none">• Provide a healthcare-specific training about recovery, ROSC, and the healthcare worker’s role. |

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| | <ul style="list-style-type: none">• Engage with local MAR providers or start conversations with healthcare providers about the benefits of MAR.• Provide healthcare workers with harm reduction materials or training if requested. |
| Judicial | <ul style="list-style-type: none">• Encourage participation in ROSC meetings.• Visit courthouse quarterly.• Emphasize how engaging with ROSC can lead to better outcomes for the judicial system, such as reduced recidivism rates and improved community safety. |
| Law Enforcement | <ul style="list-style-type: none">• Regularly encourage officers to read our newsletter and follow us on social media.• Provide harm reduction education and materials to officers.• Provide 5 Welcome Packets to officers a year. |

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| | <ul style="list-style-type: none">• Provide Narcan to officers and police departments equips first responders with the essential tools to swiftly counteract opioid overdoses, enhancing public safety and saving lives in critical situations. |
| Media | <ul style="list-style-type: none">• Promote the ROSC Facebook.• Share information in local Newspapers when appropriate and feasible.• Provide media interviews as requested. |
| Person with Lived Experience | <ul style="list-style-type: none">• Engage PLEs by partnering with existing outreach (e.g. food pantries).• Hold one free, sober family event to engage the recovery community and provide ROSC materials by June 30, 2025.• Attend 3 local events a year to provide support to PLEs and bring awareness to the recovery community. |

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| Recovery Supports | <ul style="list-style-type: none">• Reach out to local recovery groups to offer to have a discussion with members about the ROSC council.• Identify gaps in recovery support options in the community and assist local recovery supports in developing additional meetings through networking and education. |
| Service Providers | <ul style="list-style-type: none">• Define guiding principles and recovery measures that can be adapted across various services and programs, while promoting system enhancements, data sharing, and program coordination.• Within Arrowleaf, we will work to provide program coordination. |
| State/Local/Tribal Government | <ul style="list-style-type: none">• Generate strategies to reshape policies, services, and systems that offer a recovery-oriented response for both family members and individuals pursuing recovery. |

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| | <ul style="list-style-type: none">• By providing outreach to at least one mayor in our area quarterly, we foster stronger community relationships and ensure that local leaders are informed about our initiatives and their impact• Semi-annually, we will provide outreach to a state-level government official. |
| Substance Use Treatment Organizations | <ul style="list-style-type: none">• Engage with substance use treatment organizations and invite them to ROSC council meetings.• Collaborate with substance use treatment organizations for a yearly panel discussion about substance use treatment.• Reach out to the local MAR treatment center (CHESI) to establish a connection. |
| Volunteer/Civic Organizations | <ul style="list-style-type: none">• Quarterly visit to the local Rotary Club• Quarterly visit to the local Lions Club• Semi-Annual visit to SICF. |

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| Youth-Serving Organizations | <ul style="list-style-type: none">• Reach out to the following youth serving organizations quarterly:<ul style="list-style-type: none">○ 4H,○ Arrowleaf Youth Advisory Council○ CSD#1 Youth Leadership Program |
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