



Communication/ Outreach Plan

FY25 (July 1, 2024- June 30, 2025)

Communication Goals:

- 1. *Raise Awareness of ROSC Services:*** increase community knowledge about the availability and purpose of ROSC importance, services and how it aligns with community mental health and substance misuse recovery.
Increase data collection and continuation.
Coalition members will be equipped with resources and training to assist the ROSC coordinator in outreach efforts. Coalition members will distribute a total of 25 resource and/ or Narcan kits per month. Resources will be accessible and culturally relevant. TAC will increase live videos on Facebook and Instagram as well as other platforms and use analytics of Google to measure website traffic. The website will be grown to house all resources for easy access for residents and stakeholders to utilize.
- 2. *Promote Access to Local Resources:*** ensure the rural population is informed about local and telehealth or other services for mental health, substance misuse, trainings for providers, and supports available through the ROSC such as connection, training, resources, social media, of Narcan and other assets/ resources provided through SUPR.
The coalition will seek and contact transportation and if possible, begin a transportation as well as seek supports of telehealth or mobile health. If telehealth is used, they must be trained to represent rural mental health.
The coalition will seek community organizations which assist with housing and or shelters.
- 3. *Stigma Reduction:*** develop campaigns and events as well as sharing on social media which reduce the negative attitudes toward mental health and substance misuse. Develop encouraging pathways to help others seek care without fear.
The coalition will craft and demonstrate a public presentation on why language matters to two groups by June 30, 2024.
The coalition will continue to host one overdose awareness event in August to promote recovery support and reduce stigma.
The coalition will continue to host one recovery month event in September (Celebrate Life) to promote recovery resources and engage the community in our work.
The coalition will continue to sponsor Red Ribbon Week plan for all schools in Clinton County with evidence- based prevention messaging.
The coalition will continue to engage elementary and high schools about the importance of the IYS.
The coalition will host family game or activity nights one Saturday a month.
The coalition will host one sober bar event per month.

The coalition will continue to use all forms of media to share information to reduce the stigma in the rural county.

The coalition will equip schools with SAMHSA and other addiction/mental health resources to enhance prevention, education and recovery.

4. **Foster Community Engagement:** engage local stakeholders, including residents, healthcare providers, law enforcement, and faith-based, Hispanic, Veterans, LGBTQIA+, organizations, to participate and support the strategic plan framework of the ROSC/coalition.

The organization will build supports aligned with not only rural needs but also enhance those marginalized within Clinton County.

The coalition will promote local resources and uphold professional referrals. The coalition will seek pathways to create county wide communication and recovery supports aligned with trauma informed care, best practices, state and federal laws, SAMHSA and other substance misuse or mental health policies.

5. **Enhance Cross-Agency Collaboration:** Strengthen communications between healthcare providers, social services, and community organizations to promote a more coordinated approach to recovery.

The coalition will continue to strengthen its connections with agencies and add the resources into the website for simple access for all agencies/community needs.

6. **Highlight Success Stories:** Share recovery stories from individuals to build trust and demonstrate the impact of the ROSC in rural communities.

The coalition will begin a You Tube, use Facebook or hold events for “sharing” of recovery.

7. **Provide Culturally Appropriate Messaging:** Tailor messages to resonate with the rural culture of Clinton County, using language and trainings specific to the community. Use language and channels that are familiar and accessible. Align Veteran, LGBTQIA+, Hispanic/Latino resources for the population.

The coalition members will ensure that resource lists and assistance is translated into Spanish.

8. **Support Family Involvement:** Create initiatives that educate and involve families to educate and involve families in the recovery process, emphasizing their role in providing support to people in recovery. Create meetings for families and events.

The coalition will work with agencies from pregnancy throughout senior to create support for all. The coalition will collect information and guidance from the community (Community Based Research) to address and align a plan for sustainability and growth.

9. **Increase Stakeholder Training and Education:** Offer training for community leaders, healthcare providers, and law enforcement on the principles of ROSC, substance use disorders, and recovery support.

The coalition will continue to engage the stakeholders in the use of the Mental Health first aid youth and adult training provided by Chestnut grant coordinators in the rural community.

10. **Ensure Accessibility:** Develop plans that are easy to understand and communication materials. Ensure that they are easy to understand, culturally relevant, and available in various formats. Printed media, social media, radio etc. *Community engagement planning will be easy to follow and report to ensure data is considerate of the volunteer/worker’s time. All data collection will be ethically aligned and anonymous.*

11. **Develop and train coalition members:** Provide training and equip the board

and participants of the ROSC with tools, training and resources to expand coverage in CC.

Engage the coalition with training provided by SUPR and the ROSC as well as how to be a communicator. Train those that wish to begin meetings. Train the board in mental health first aid and Narcan. Train the board in data collection and delivery.

12. **Increase meeting engagement:** Increase average attendance by 25% (from average of 17 to 21) at ROSC Council meetings by June 30, 2025.

13. **Community Coalition Plan and Feedback:**

The coalition members will be given ROSC guided deliverable measure sheets to keep track of progress. The coalition members deliverables will be due monthly for the ROSC coordinator to report.

The coalition will be asked to engage and guide the community in the action plan of recovery and restoration.

14. **Narcan Training/ Distribution:** Train coalition members to use, explain, train, educate on Narcan and how to use.

Coalition members will be trained by OEND/DOPP and grow awareness of Narcan to residents and provide EMS or other services if needed.

15. **Advocacy:** The coalition will advocate for policy changes, research new laws, funding or address gaps and barriers in current policies which prevent access to care. Affordability, accessibility, availability, and acceptability.

The coalition will research or seek pathways for best practices, culturally relevant, and ethical care for its residents and stakeholders.

Communication Audience:

TAC members identified different groups in the community for the focus of our Communication Plan. These groups will remain engaged for sustainability in upcoming years.

Audience	Communication Goal
College (Kaskaskia College)	Continue supports and communication with the colleges, host pop up tables FY2024- June 30, 2025 TAC will host 3 table events to KC.
Substance Use Disorder and Mental Health Providers	Continue communication and support/training for all providers of CC and knowledge of the ROSC initiatives. Provide resources TAC will engage 10 Participants in Mental Health Training First Aid or Youth and share resources or CEUs that are available. FY24-June 30,2025
Persons with Lived Experience (PLE's)/Families with Lived Experience (FLE's)	PLE's and FLE's are aware of the efforts of the Council, how they can engage, and what recovery supports are available in the community. The coalition will engage 10 new PLE's to assist with the growth of the coalition. FY2024- June 2025

Recovery Communities (12 Step and other support groups)	The coalition will ensure the recovery meetings are shared and give information to all paths of recovery. The coalition will begin/assist in beginning a teen support group, veterans' group, and family support group. The coalition will seek all paths of support groups or activities for wellness. FY 2024-June 30, 2025
Faith Community	Churches and faith groups are engaged in the work of the ROSC Council and have resource materials to share. The coalition will seek which resources organizations offer and share. The Coalition will provide resources for training available related to mental health and first aid. FY2024-June 30,2025
Businesses	Businesses will continue to be made aware of the efforts of the ROSC Council and how they can support individuals in recovery. The coalition will provide resources/Narcan to businesses FY 2024- June 2025
Law Enforcement/Probation Dept./Problem Solving Courts	Officers/Probation Dept./Drug courts officials will continue to be aware of the work of the ROSC Council and how they can be involved. FY 2024- June 30,2025
Mental Health Alliances	TAC will continue its communication with the county social workers and participate in events or programs they offer. Coping 4 Kids, Coping 4Life, SAFE, CASA, etc. FY 2024- June 30, 2025.
Medical Community/ Hospitals/Health Department	TAC will ensure physicians and other medical personnel are aware of our efforts and how they can support individuals in recovery and their families. FY 2024-June 30, 2025.
Local Elementary and Secondary Schools	TAC will continue our efforts and how they can support recovery and foster prevention among students, families, and employees such as mental health first aid training, IYS promotion, Red Ribbon week, Too Good for Drugs, Too Good for Bullying, 988 Suicide Prevention efforts etc. FY 2024-June 30,2025.

Government Officials	The coalition will engage government officials of the work and data collected for CC. The coalition will engage with the 708 Board of Mental Health, Health Department, and County Board. FY 2024-2025
Food Pantries /Food Insecurity	TAC will provide resources to the local food pantries via set up or drop off. FY 2024-June 2025
Housing/ Unhoused	TAC will keep housing lists, landlord lists, HUD and other housing websites and resources up to date and readily available. TAC will also have knowledge of the nearest halfway, Oxford, sober living etc. for recovery. TAC will have lists of homeless shelters and assist other organizations that combat homelessness. FY 2024-June 2025
Transportation	TAC will keep an updated list of transportation, continue to assist Problem Solving Court with stipends if available, and seek to enhance transportation for services. FY 2024-June 30,2025.
Hispanic/Latino Groups	The coalition will translate master resource lists and seek translators, ESL (English as a Second Language Services), enhance workforce development, seek an assistant for helping with registering for services. The coalition will grow its Hispanic engagement by 5 people by FY 2024-June 30, 2025, and create a Facebook/Instagram page for the community.
Youth Leadership Groups	The coalition will build communications and support youth leadership groups in the county such as Lifesavers or other school organizations. FY2024- June 2025
Veterans Groups	Veteran Service Organizations Veterans Committee Vietnam Vets Veterans Assistance Commission TBA The coalition will seek avenues for partnership/telehealth/meetings/ and other supports for Veterans and families

	of Veterans. FY 2024- June 30,2025.
LGBTQ Groups	Safe Space (The Gay Straight Alliance) The coalition will provide resources of intersectionality to this new group for mental health and substance misuse as well as guide them to the resources of SAMHSA and other. FY 2024-June 30, 2025.
Senior Groups	Senior Renewal, meals on wheels, nursing homes, senior living. TAC will provide resources and communication/supports to the senior groups. TAC will plan of support for seniors raising grandchildren, facing depression, or having a loved one with substance misuse. FY2024-June 30,2025
Civic Groups	Boy Scouts and others. The coalition will seek civic groups of Clinton County. FY 2024-June 30,2025
Teen Pregnancy Services / Groups	TAC will seek and encourage growth of resources for teen pregnancy. FY 2024-June 30, 2025,
12 Step and other Support Meetings	AA, NA, SMART, EA, Celebrate Recovery TAC will encourage growth of meetings and provide information to attend. FY 2024-June 30,2025
Groups for Persons with Disabilities	R.E.A.L, Chakota Therapeutic Riding Center, other TAC will seek groups of the county directed at people with disabilities and add them to resource lists as well as engage them in all community events and activities. FY 2024- June 30, 2025.
Education/Workforce Development/GED	TAC will seek locations and resources to provide workforce development, Social Security, Educational Advancement, and pathways to careers. TAC will seek resources for persons in need of felon friendly employment/ record expungement etc. FY 2024- June 30,2024.
Daycares/Early Childhood	Birth to5, Prevention First, BCMW, and others. TAC will improve and continue support with early intervention prevention resources. FY 2024-June 30,

	2025.
Coalition/ Non-Profit Growth	The ROSC coordinators will train the coalition in long term sustainability efforts and non- profit management. The coalition will seek more members from each sector of the community to attend monthly meetings to enhance communication across all sectors. The coalition will seek professional support such as grant writers, banks and other legal support. FY 2024-June 30,2025
MAT/MAR/Harm Reduction	The coalition will provide resources on Medicated Assisted Recovery, Detox and other Help lines etc. FY 2024- June 2024
Foster Care	Hoyleton Youth, CASA, DCFS, foster families, etc. TAC will engage the foster community in recovery support for the community and continue communications with those established. FY 2024- June 30,2025.
Neurodivergence Supports	The coalition will seek and resource the families and people of neurodivergences of the county. They will seek any groups or activities and engage them with recovery resources as well as invite to all events and activities. FY 2024-June 30,2025.

The Chestnut Community Health Specialists (ROSC Grant Coordinators) will work with TAC Coalition members to further develop our plan by FY 2024 June 30. These goals aim to create a supportive environment that fosters recovery and reduces barriers for rural residents of Clinton County and sustainability of the recovery support system of the coalition. Through SUPR, ROSC, 988 and Recovery Ready Illinois guidance these methods may enhance the education, prevention, and recovery of rural mental health and substance misuse impacts for all residents. The coalition does not provide direct care services aside from meetings, training and resources. It is a network of enhancing services and lightening the burdens of busy professionals and encouraging self-help services. The coalition does provide some funding for resources, training, and stipends for transportation or volunteer services. All agencies, groups, resources etc. collected by TAC will be added to the website, resource lists, shared on Facebook, Instagram and used by word of mouth when people of the community are seeking specialized care or other basic needs for wellness.