

Communication and Outreach Plan FY25 Coles County ROSC Council

Region: 4 ROSC Council

Lead Agency: Hour House

ROSC County: Coles County

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Purpose of this Communication/Outreach Plan

This document outlines how the Coles County Recovery Oriented Systems of Care Council (ROSC) will communicate the ROSC concept by educating community stakeholders on our mission, objectives, events, and other related activities. The information below includes the specific populations we intend to target and the tactical plan for various communication channels. This plan also explains the in-depth process of how the Coles County ROSC Council will provide outreach to their community and implement the concept of ROSC.

- To show methods for communicating Coles County ROSC Council's strategic plan including the communication/outreach plan and progress towards that plan.
- To show methods for communicating Coles County ROSC Council's notes for monthly meetings & upcoming ROSC Council meetings & events.
- To show methods for communicating Coles County ROSC Council's results of the community resource list and community needs assessment.
- To show methods for communicating Coles County ROSC Council's 5 strategic plan presentations to stakeholders with defined targeted stakes, expected outcomes of presentations, member responsibilities, and measures of success.

Identified Gaps Across the Continuum:

1. **Health Promotion:** General lack of education and community understanding regarding Substance Use Disorders, resulting in increased stigma.
2. **Prevention:** 21% of middle school students in Coles County are not receiving substance use education.
3. **Intervention/Harm Reduction:** Lack of information regarding access to harm reduction programs and services including needle exchange programs.
4. **Treatment:** Lack of access to transportation, insurance, waitlists.
5. **Recovery Supports:** Lack of publicity for sober, fun activities in the community, lack of youth & family recovery support groups.

The ROSC Council will continue to work with community members and providers to assist in bridging the identified gaps across the continuum, by increasing visibility of local community resources. The ROSC council will enhance and regularly update the community resource list.

Communication/Outreach Objectives:

- 1.a. Coles County ROSC Council will continue to meet once a month.
- 1.b. Remain in consistent communication with ROSC Council members.
 - Send meeting minutes within 2 weeks of each council meeting.
 - Send a reminder of a meeting 1 week prior.
 - Send additional reminder of meeting the day of the meeting.
 - Follow up throughout the month by phone, in-person one-on-one meetings, or email.
- 2.a. Recruit 1-3 people to represent each stakeholder sector or category.
 - Consult with council members to assist in identifying gaps in these.
- 2.b. Monitor retention of community stakeholders each month.
 - Document the council member participation in the Coles County ROSC Council Membership activity log.
- 3.a. Coordinate meetings with key stakeholders and people with lived experience to identify strengths and barriers to recovery in Coles County.
- 3.b. Conduct ongoing formal and informal Community Needs Assessment.
- 3.c. Update Coles County ROSC Council Strategic Goals as needed.
- 4.a. Coordinate efforts to provide transportation for treatment services.
 - Communicate with Dial-A-Ride.
 - Examine the Rural Transportation Toolkits developed by the statewide ROSC.
 - Assist in the rural transportation study for Coles County.
- 5.a. Facilitate collaboration between key stakeholders within Coles County to encourage the organizations to work together as needed.
- 5.b. Provide information campaigns to reduce stigma and provide support to persons with substance use disorders.
 - Lease County Specific Billboard panels for FY25 to promote “We Can and Do Recover.”
 - Distribute state and national information campaigns.
 - Coordinate local resource information campaigns as needed.
 - Participate in area health and wellness resource fairs and information campaigns at EIU and Lakeland.
 - Collaborate with the Hour House Substance Use Prevention Program, Community Outreach and Recovery Support (CORS) Services, Circle of Care, BASE Program, Treatment Programs and Illinois Family Resource Center to promote recovery-oriented activities, services, and trainings.
 - Provide SUD related webinars and additional training information to council members.
- 5.c. Increase awareness and information for health promotion around harm reduction and services.
 - Provide information on the ROSC social media page and newsletter on where/how to access harm reduction services and programs.
 - Work with partnering agencies to share social media posts and educational materials.
 - Identify additional needs in the community to expand access to Narcan, Fentanyl Test Strips, Xylazine Test strips, Detera bags, Needle Exchange and other resources.
 - Partner with the Coles County Health Department to increase distribution and training for Narcan.

- Provide stakeholders with updates on harm reduction services, supplies and resource guides.
- 6.a. Increase awareness in Coles County of recovery navigator education groups.
- Promote monthly wellness groups.
 - Partner with agencies to offer education and resource groups.
 - Communicate with the local Drug Court.
- 7.a. Promote Coles County ROSC Council meetings, events, and trainings.
- 8.a. Continue to identify and meet with key stakeholders from vacant sectors.
- Set up meetings with potential members from missing sectors.
 - Present the Coles County ROSC Council mission, values, and strategic plan a minimum of 5 times annually to community meetings and/or private groups to increase membership.
- 9.a. Engage ROSC Council members in assisting in local ROSC Council events and trainings.
- 9.b. Encourage ROSC Council members to take ownership of the Council.
- 10.a. Present activities and objectives from the ROSC Strategic Plan to key stakeholders.
- 11.a. Present ROSC Deliverables at monthly ROSC Council meeting.
- 12.a. Encourage persons with lived experience to share their personal testimonies through social media, radio ads, and recovery events.

Communication/ Outreach Goals:

- 1) Continue to maintain and engage local ROSC Council by conducting a monthly council meeting.
- 2) Assist in building SUD awareness in the community by providing additional SUD resources, education, hosting educational SUD/Recovery events, and discussion opportunities to bridge the gaps to recovery opportunities.
- 3) Fulfill stakeholder required categories.
- 4) Identify local ROSC Council community needs through ROSC Council meetings and utilizing our strategic goal.
- 5) Increase visibility of the Coles County ROSC Council.
- 6) Develop additional recovery support opportunities for persons in recovery and their families.
- 7) Continue to educate and support the efforts of the Recovery Navigator/Peer Support Specialist.
- 8) Increase sector representation in ROSC and welcome new membership.
- 9) Create opportunities for involvement in ROSC efforts.
- 10) Reduce stigma surrounding SUD and Recovery.
- 11) Conduct community outreach to increase visibility of Coles County ROSC Council to the sectors identified in the communication plan.
- 12) Create awareness of ROSC deliverables; including Membership Roster, Monthly Reports, ROSC Council Meeting Minutes, Membership Protocols, Communication/Outreach Plan, Meetings/Events Excel, Community Survey, Community Asset/Resource Map, Community Needs/Resource Assessment, Strategic Plan, Impact Report and Quarterly Periodic Performance Reports.
- 13) Promote sharing personal messages that Recovery is Possible.

14) Distribute the Community Resource List as needed to community members and agencies that could distribute the list to people in the community.

Communication Focus- Target Audience Sectors:

1. Persons with Lived Experiences- Persons in Recovery and/or their family and close friends
2. Recovery Supports- Recovery Community Organizations, 12-Step or other community support groups, recovery homes
3. Faith-based Groups- Local Pastor, Ministerial Alliance
4. Family/Parents- Family programs and/or supports
5. Service Providers- Harm Reduction, programs for unhoused individuals, employment programs, transportation providers
6. State/ Local/ Tribal Government- Local Official, County Official, 708 Board, State Official
7. Substance Use Treatment Organizations- Local Provider, Hospital Program, Withdrawal Management Program
8. Healthcare- Medical Assisted Recovery/Medical Assisted Treatment Prescriber, Hospital, County Health Dept.
9. Law Enforcement- Local Police, County Sheriff’s Office, Illinois State Police, State Attorney’s Office
10. Judicial- Drug Court Representative, Public Defender’s Office, Probation
11. Volunteer/Civic Organizations- Drug Free Coalitions, Fraternal Clubs, Lodge representative
12. Education/ Schools- Local Community College, Local University, GED Programs, K-12, Libraries
13. Youth Serving Organizations- Local Prevention Providers
14. Media- Radio, Newspaper, TV
15. Business- Local business, Chamber of Commerce

Communication Goals by Audience Sectors:

Coles County has identified communication goals for each type of audience sector.

Sectors	Communication Goals
Person with Lived Experiences	Engage PLEs in the concept of ROSC to enhance fellowship across recovery community groups.
	Invite and empower PLEs to sit on advisory subcommittees to voice input on the Coles County ROSC Council goals.
	Encourage PLEs to share their stories of recovery to help reduce stigma of addiction and recovery.
	Identify gaps in recovery support options in the community.

Recovery Supports	Assist local recovery support in developing additional meetings through network and education.
	Maintain monthly contact with community libraries.
	Add recovery supports to the ROSC Council email distribution list to provide Substance Use Disorder education and training.
Faith-based Groups	Attend the Pastoral Ministerial meeting if possible to provide resources and introduce the ROSC concept and how ROSC can provide support and resource/network opportunities.
	Distribute monthly newsletters for the churches on a quarterly basis.
	Assist in events to help distribute information on Substance Use Disorder and Recovery resources.
Family/ Parents	Collaborate with Illinois Family Resource Center to provide ROSC, SUD, Recovery information. Ex: webinars, flyers, brochures, website promotion.
	Connect with family orientated agencies and distribute SUD/ Monthly Newsletter and related materials on a monthly basis.
	Connect with Universities/Trainers or Citizens Against Child Abuse to provide educational training to families and parents. Host bi-annual trainings.
Service Providers	Continue to make connections to those who provide resources to peers in recovery such as housing, transportation, temporary shelter, domestic violence assistance, legal aid, and more.
	Attend meetings/trainings with the Continuum of Care for networking and resources available in Coles County.
	Attend Community Resource Fairs to network with those who provide services in Coles County.
State/ Local/ Tribal Government	Develop ideas to transform policy, services, and systems that provide a recovery-oriented response for family members, as well as the persons seeking recovery.
Substance Use Treatment Organizations	Engage Substance Use treatment organizations and invite them to the ROSC Council Meetings.
	Collaborate for County events.
	Increase awareness of treatment organizations by sharing materials, bed openings, referral process, etc.
	Connect with Gateway's Warm Hand Off Program on a quarterly occurrence.
	Collaborate for panel discussions regarding substance use and recovery, ex: Gambling Awareness
	Engage healthcare professionals with one-on-one meetings to introduce the ROSC Concept and provide opportunities of support.
	Provide ROSC presentation to healthcare staff bi-annually.

Healthcare	Provide Healthcare offices with brochures, newsletters, training, and harm reduction materials as needed.
	Attend Community Wellness Coalition meetings, quarterly.
	Engage conversations about Medical Assisted Therapy services and identify potential providers.
Law Enforcement	Meet with a local city officers and jail administrator bi- annually.
	Continue Recovery and SUD related education series within the jail provided by the ROSC Council Recovery Navigator.
	Provide materials- brochures, training opportunities, grant information, newsletters, resource bags etc. Update materials as needed throughout the year.
	Assist in the development and expansion of the deflection and pre-arrest diversion initiative. (DART)
	Assist in the discussion of Medication Assisted Treatment services being introduced into the jails.
	Connect with the Chief of Police and/or Sheriff to provide support, resource materials, trainings, and grant opportunities for the Safe Passage Initiative.
	Encourage attendance at the Coles Co ROSC Council meetings.
Judicial	Provide support to the Coles and Cumberland County Drug Court
	Provide resource information such as brochures, training opportunities, flyers, and harm reduction materials as needed.
	Continue to establish relationships between entities in the judicial system and the ROSC Council Recovery Navigator.
Education/ Schools	Provide support during events to distribute information related to youth and SUD.
	Collaborate to host or assist with family fun events that include but are not limited to the Hidden in Plain Sight Event.
	Assist in campaigns that the Hour House Substance Use Prevention Program conducts.
	Provide Monthly newsletter for families regarding SUD.
	Establish a working relationship with education sectors to provide connection to the ROSC Council Recovery Navigator.
	Engage Lakeland College and EIU to assist in the health/job fair as it applies.
	Provide Staff Trainings as needed. EX; Narcan trainings
Media	Share information in local newspapers.
	Promote the Coles County ROSC Council Facebook page.
	Interview with local radio stations through social media platforms to share on the ROSC concept and upcoming events.
	Run an anti-stigma campaign using billboards, and radio ads.
	Collaborate with other agencies and encourage information sharing on their local media website.

Business	Identify local business owners and conduct one-on-one meetings.
	Provide information on staff trainings related to SUD and Recovery, ex: Narcan Training. Host one training once a quarter.

Outreach Goals:

Coles County ROSC Council has identified outreach goals for each type of communication method.

Method(s)	Outreach Goal(s)
E-Mail	To provide meeting information- agendas, minutes, and meeting attachments.
	To inform of available trainings, grant opportunities, etc.
Zoom	In-person meetings are also available over Zoom to create a hybrid platform.
	Utilize for one-on-one meetings and online trainings.
Council Newsletter	Share council accomplishments, events, and resources
	Include mission, vision, and purpose of ROSC.
	Encourage testimonies from persons with lived experience and their families.
	Inform of meeting dates, times, and location for council meeting and subcommittee meetings.
Social Media	Facebook- Recovery is Possible East Central IL ROSC, Coles County ROSC
	Encourage sharing on additional platforms LinkedIn, Instagram, etc.
ROSC Presence	Coles County Interagency Meeting
	Coles County Board Meeting
	Community Wellness Collaboration
	East Central Illinois Continuum of Care IL515
	Charleston Community Action Network & Mattoon in Motion
	Deflection Initiative- DART
	Recovery Support- Open Meetings
Other meetings identified that pertain to the mission of ROSC	
Word of Mouth	Encourage council members to invite others to attend ROSC meetings and/or ROSC events.
Printed Materials (also available in PDF)	ROSC Brochure- English and Spanish
	Recovery Navigator Brochure- English and Spanish
	Coles County ROSC Council Resource Brochure
	Education and Event Flyers
	Harm Reduction Materials- Narcan, Fentanyl Testing Strips, Xylazine Testing Strips, etc.
Quick Resources and Find Treatment Guides	
External Media	Press releases in local newspaper
	Encourage local TV to cover events and provide interviews by request

	Anti-stigma campaigns and/or testimonials on radio
Billboard	Anti-stigma billboard currently located on Route 45 South Mattoon, IL (FY24) and Route 16 East between Mattoon and Charleston (FY24)
GSU Website	Communication/Outreach Plan, Community Survey, Strategic Plan, Impact Report
	Membership Roster, Membership Protocols, Meeting Minutes, Strategic Plan
	Community Needs/ Resource Assessment, Community Asset / Resource Map, Meetings/Events Excel
Other	Resource Bags
	Harm Reduction Kits
	Other methods determined by the ROSC Council

Outreach Strategies and Audience:

Outreach Strategy	Outreach Goal	Audience	Timeline	Responsible Persons
E-mail communication with council members, meeting reminders	Maintain local ROSC Council meetings.	Key Stakeholder, People with Lived Experience	Weekly	Coles Co ROSC Coordinator
	Maintain consistent retention of ROSC Council Members.			
Attend county board meetings	Increase awareness about the ROSC Council.	Key Stakeholder, State and Local Government	Quarterly	Coles Co ROSC Coordinator
	Identify Community needs voiced during these meetings and develop supportive measures.			
	Identify local stakeholders.			
DART- Deflection Initiative	Share information about the initiative with community partners.	Key Stakeholder, Law Enforcement, Judicial	Quarterly	Coles Co ROSC Coordinator/ ROSC Supervisor
	Continue attending meetings and working with the initiative.			
	Share resources in the community with their staff.			
Contact City Halls	Provide resources and education materials for events when requested and ask for Proclamations for September Recovery Month.	Key Stakeholder, State and Local government	Quarterly	Coles Co ROSC Coordinator
	Increase awareness of ROSC by participating in community events.			
	Develop relationships with local community members.			

Attend Mapping-Mattoon in Motion or Charleston CAN meetings	Facilitate discussion SUD and recovery within the community.	Faith Based Groups, family/parents, Service Providers, Healthcare, Education/ Schools, Business	Quarterly as available	Coles Co ROSC Coordinator
	Assist in identifying solutions to the transportation barrier.			
	Provide resource information related to SUD and Recovery.			
Attend HUD Continuum of Care Semi-Annual meetings	Participate in discussions of needs of community that housing providers observe from community members.	Key Stakeholder, Service Providers	Bi-annually	Coles Co ROSC Coordinator
	Provide resource information related to SUD and Recovery.			
	Develop relationships with local community members.			
Attend Coles County Interagency meetings	Provide resources and education materials for events when requested.	Key Stakeholder, Business, Education School, Service Providers, youth Serving Organizations	Quarterly	Coles Co ROSC Coordinator/ Coles Co ROSC Recovery Navigator if available
	Increase awareness of ROSC by participating in community events.			
	Develop relationships with local community members.			
Attend Community Wellness Collaborative meetings	Provide resources and education materials for events when requested.	Key Stakeholder, Healthcare, Service Providers	Quarterly	Coles Co ROSC Coordinator/ Coles Co ROSC Recovery Navigator if available
	Increase awareness of ROSC by participating in community events.			
	Develop relationships with local community members.			
Attend local Recovery Support open meetings	Increase awareness about the ROSC Council.	Key Stakeholder, Persons with lived Experience	Quarterly	Coles County ROSC Recovery Navigator
	Identify Community needs voiced during these meetings and develop supportive measures.			
	Develop relationships with local community members.			
Develop and maintain a schedule for recovery navigator	Assist in increasing substance use treatment options in the county.	Key Stakeholder, Persons with lived Experience, Recovery Supports, Family/parents	Weekly	Coles Co ROSC Recovery Navigator
	Identify additional barriers to recovery.			
	Provide education and support to those with lived experience and family members.			
	Increase PLE participation for the ROSC Council.			
Assist in discussion of	Assist in increasing substance use treatment options in the county.	Key Stakeholder, Substance Use	Quarterly	Coles Co ROSC Coordinator/ Coles Co ROSC
	Network with other treatment agencies.			

medication assisted recovery	Provide education and training as needed for all sectors involved.	Treatment Organizations		Recovery Navigator
Candlelight Vigil- To honor those in recovery and those lost to overdose	Develop additional support systems for persons in recovery and their families.	Key Stakeholder, Persons with lived experience, Family/Parent,	Annually, every August	Coles Co ROSC Members
	Reduce stigma surrounding recovery.			
Social Media presence- SUD/Recovery Education	Develop additional support systems for persons in recovery and their families.	Key Stakeholder, Persons with lived experience, Business, Media, Volunteer Civil Organizations	Weekly	Coles Co ROSC Coordinator
	Reduce stigma surrounding Recovery.			
	Promote sharing personal messages that Recovery is Possible.			
	Provide education and awareness.			
Anti-Stigma Campaign- Billboard to promote reduction of stigma	Develop additional support systems for persons in recovery and their families.	Key Stakeholder, Persons with lived experience, Business, Service providers	FY25	ROSC Council Supervisor
	Reduce stigma surrounding Recovery.			
	Promote sharing personal messages that Recovery is Possible.			
	Provide education and awareness.			
Social Media presence- promote recovery navigator	Develop additional support systems for persons in recovery and their families.	Key Stakeholder, persons with lived experience, Family members/parents, Service Providers	Monthly	Coles Co ROSC Recovery Navigator
	Reduce stigma surrounding Recovery.			
	Promote sharing personal messages that Recovery is Possible.			
	Provide education and awareness.			
Newspaper presence- promote Recovery Navigator	Develop additional support systems for persons in recovery and their families.	Key Stakeholder, Persons with lived experience, service providers, business,	Quarterly	ROSC Council Supervisor/ Coles Co ROSC Recovery Navigator
	Reduce stigma surrounding recovery.			
	Promote sharing personal messages that Recovery is Possible.			
	Provide education and awareness.			
Newspaper presence- press releases in local newspapers to promote ROSC events	Encourage community members to engage with the ROSC Council.	Key Stakeholder, Media, Service Providers, Healthcare	Quarterly	Coles Co ROSC Coordinator
	Reduce stigma by providing education to the community as a whole.			
Coles County ROSC Council Newsletter	Encourage ROSC Council participation and engagement.	Key Stakeholder, Business, Persons with lived experience, Service Providers	Monthly	Coles Co ROSC Council Members/ Coles ROSC Coordinator
	Increase awareness of resource information related to SUD and Recovery.			

	Increase awareness of ROSC participation in community events.			
Resource Bags- to provide information to those entering recovery (100 bags)	Provide needed resources to community members.	Key Stakeholder, Persons with lived experience, Family Parents, Law enforcement, Recovery Supports	Annually November, and as Council deems Necessary	Coles Co ROSC Council members
	Assist local agencies and stakeholders in reducing barriers to basic needs.			
	Provide resource information related to SUD and Recovery.			
	Increase the supportive efforts of ROSC			
Provide presentations of Coles Co ROSC Council Strategic Plan.	Increase awareness about the ROSC Council.	Key Stakeholder, Persons with Lived Experience, Faith-based, Business, Judicial, Youth Serving Organizations	Minimum 5 times annually	Coles County Coordinator/ Coles Recovery Navigator
	Encourage community members to engage with the ROSC Council, accept members if appropriate.			