

**Communication/Outreach Plan FY25
Clark and Cumberland County ROSC Council**

Region: ROSC Region 4
Lead Agency: Hour House
County: Clark and Cumberland County

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Purpose of the Communication/Outreach Plan

This document outlines how the Clark/Cumberland 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 Clark and Cumberland County ROSC Council will provide outreach to their community and implement the concept of ROSC.

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

Clark County’s Identified Gaps Across the Continuum:

1. **Health Promotion:** General lack of education and understanding regarding substance use disorders, leading to increased community stigma.
2. **Prevention:** Additional trainings for medical personnel on early identification and screening of substance use.
3. **Intervention/Harm Reduction:** Lack of drug court, lack of information regarding access to harm reduction programs and services including needle exchange programs.
4. **Treatment:** Lack of access to transportation, lack of residential rehabilitation program access/waitlists, staffing shortages, lack of broadband access, lack of safe passage.
5. **Recovery Supports:** Lack of recovery housing, additional support groups.

Cumberland County’s Identified Gaps Across the Continuum:

1. **Health Promotion:** General lack of education and understanding regarding substance use disorders, leading to increased community stigma.

2. **Prevention:** Additional trainings for medical personnel on early identification and screening of substance use.
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, lack of residential rehabilitation program access/waitlists, staffing shortages, lack of broadband access, lack of safe passage.
5. **Recovery Supports:** Lack of recovery housing, additional 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. Continue monthly ROSC Council meetings.
- 1.b. Remain in consistent communication with ROSC Council members.
 - Send meeting minutes within two weeks of each council meeting.
 - Send reminder of meeting 2 weeks prior.
 - Send additional reminder of meeting 1 day prior.
 - Follow up throughout the month by phone, in-person one-on-one meetings, or email.
- 2.a. Recruit 2-3 people to represent each stakeholder sector or category.
 - Consult with ROSC Council members to assist in identifying gaps in these sectors.
- 2.b. Monitor retention of community stakeholders each month.
 - Document the council member participation in the Clark/Cumberland Co. 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 Clark and Cumberland Counties.
- 3.b. Conduct ongoing formal and informal Community Needs Assessment.
- 4.a. Coordinate efforts to provide transportation for treatment services.
 - Communicate with the local public transit agency RIDES.
 - Examine the Rural Transportation Toolkits developed by the Statewide ROSC.
- 5.a. Facilitate collaboration between key stakeholders within Clark and Cumberland Counties to encourage the organizations to work together.
- 5.b. Provide information campaigns to reduce stigma and provide support to persons with substance use disorders.
 - Distribute state and national information campaigns.
 - Coordinate local resource information campaigns as needed.
 - Participate in area health and wellness resource fairs and information campaigns.
 - Distribute ROSC information brochure and Clark/Cumberland County membership ROSC brochure.
 - Collaborate with the Hour House Prevention Team, The Illinois Family Resource Center, HRC SUD services, Hour House Inpatient SUD services, and Clark and Cumberland County

- Health Departments.
 - Provide SUD related webinar 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 on where/how to access harm reduction services and programs.
 - Provide information in the ROSC 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 and other resources.
 - Partner with the Clark and Cumberland County Health Departments to increase distribution and training for Narcan (PROMPT).
 - Partner with entities throughout Clark and Cumberland Counties to increase distribution and training for Narcan through the Hour House Drug Overdose Prevention Program (DOPP).
 - Provide stakeholders updates on harm reduction services, supplies and resource guides.
- 5.d. Clark/Cumberland ROSC Council will provide advocacy for a local Drug Court in Clark County.
 - Meet with AOIC Board to retain information on how to establish a drug court.
 - Provide Support opportunities by providing connection to other local drug courts.
- 6.a. Promote education on Drug Court.
- 6.b. Continue to engage sectors in recovery navigator educational groups.
- 7.a. Promote ROSC Council meetings, events, trainings, resources.
- 8.a. Continue to meet with key stakeholders from the 15 sectors.
 - Set up meetings with potential members from missing sectors.
 - Present the ROSC concept at community meetings to increase membership.
- 9.a. Engage council members in assisting in ROSC events and trainings.
- 9.b. Encourage council members to take ownership of the council.
- 10.a. Present activities and objectives from the ROSC strategic plan to the sectors identified in the Communication Plan.
- 11.a. Present ROSC deliverables at ROSC monthly council meeting.
- 12.a. Encourage persons with lived experience to share their personal testimonies through, social media, radio ads, recovery events, and in newsletters.

Communication/Outreach Goals:

1. Continue and maintain and engage local ROSC Council meetings.
2. Fulfill ROSC defined stakeholder required categories and conduct community outreach to increase visibility of Clark/Cumberland County ROSC (CCCRC) to the sectors identified in the communication plan.
3. Identify local ROSC Council community needs through ROSC Council

- meetings and utilizing our strategic goal.
4. Assist in increasing substance use treatment/recovery support options in the county.
 5. Develop additional support systems for persons in recovery and their families.
 6. Continue Recovery Navigator education resources available for Clark and Cumberland Counties.
 7. Increase visibility of the Clark/Cumberland County ROSC Council.
 8. Create opportunities for involvement in ROSC efforts.
 9. Create awareness of ROSC deliverables.
 10. Promote sharing personal messages that Recovery is Possible.

Communication Focus- Target Audience Sectors:

1. Persons with Lived Experiences- Persons in Recovery and/or their family and close friends
2. Recovery Supports- 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- MAR/MAT Prescriber, Hospital, County Health Departments
9. Law Enforcement- Local Police, County Sheriffs’ Offices, ISP, State Attorney’s Offices
10. Judicial- Drug Court Representative, Public Defender’s Offices, Probation
11. Volunteer/Civic Organizations- Drug Free Coalitions
12. Education/ Schools- 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:

Clark & Cumberland Counties have identified communication goals for each type of audience sector.

Sectors	Communication Goals/Communication Channels
Persons 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 ROSC goals.
	Encourage PLEs to share their stories of recovery to help reduce stigma of SUD and Recovery.

Recovery Supports	Attend local recovery meetings and engage in conversation of how individuals can be a part of the ROSC Council.
	Identify gaps in recovery support options in the community. Assist local recovery supports in developing additional meetings through network and education.
	Add recovery supports to the ROSC Council email distribution list to provide SUD education and training
Faith-based Groups	Attend the Pastoral Ministerial meeting to provide resources and introduce the ROSC concept and how ROSC can provide support and resource/network opportunities.
	Assist in events to help distribute information on SUD and Recovery resources.
	Ensure that local churches have access to the monthly Clark/Cumberland County ROSC Council newsletter.
Family/ Parents	Collaborate with Illinois Family Resource Center to provide the ROSC Council Members with SUD and Recovery educational information. Ex: Webinars, Flyers, Brochures, Website Promotion.
	Connect with family orientated agencies and distribute SUD related materials on a monthly basis.
	Connect with Universities/Trainers to provide educational training to families and parents. Host trainings bi-annually.
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.
	Articulate guiding principles and measures of recovery that are adaptable across services and programs while supporting system improvements, data sharing, and program coordination.
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 Handoff Program on a quarterly occurrence.
	Collaborate for panel discussions regarding substance use and recovery, ex: Gambling Awareness
Healthcare	Engage healthcare professionals with one-on-one meetings to introduce the ROSC concept and provide opportunities of support.
	Provide a ROSC presentation to healthcare staff bi-annually.
	Provide healthcare offices with brochures, newsletters, training, and harm reduction materials as needed.
	Attend monthly community coalition meetings.
	Engage conversations about MAR 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 Recovery Navigator in Clark County.
	Provide materials- brochures, training opportunities, grant information, newsletters, resource bags etc. Update materials as needed throughout the year.
	Encourage attendance at the ROSC Council meetings.
	Continue conversations about the Safe Passage concept.
	Connect with the Chief of Police and/or Sheriff to provide support, resource materials, trainings, and grant opportunities.
Judicial	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 Recovery Navigator
	Provide support for the formation of a Clark County Drug Court.
Education/Schools	Collaborate to host or assist with family fun events that include but are not limited to the Hidden in Plain Sight Event.

Education/Schools	Provide support during events to distribute information related to youth and SUD
	Assist in campaigns that the Hour House Substance Use Prevention Program conducts.
	Encourage quarterly newsletters 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 Clark/Cumberland 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 yard signs 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:

Clark/Cumberland County ROSC 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.
	Share council accomplishments, events, and resources
	DOPP site locations

Council Newsletter	Include testimonies from persons with lived experience and their families
	Council meeting information, Recovery Meetings in both counties
Social Media	Facebook- Clark/Cumberland County ROSC, Recovery is Possible East Central IL ROSC, Cumberland County news and information
	Encourage sharing on additional platforms LinkedIn, Instagram, etc.
ROSC Presence	Clark/Cumberland County Interagency Meeting
	Clark/Cumberland County Board Meeting
	Recovery Support- 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
	Recovery Navigator brochure
	Education and Event flyers
	Harm Reduction Materials- Narcan, Fentanyl Testing, Xylazine, 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
GSU Website	Communication and Outreach Plan, Strategic Plan
	Membership Roster and Protocols, Meeting Minutes, Monthly Report
	Community Resource Assessment, Gap Analysis, Asset Mapping, Meeting/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	Develop and maintain local ROSC Council meetings.	Key Stakeholder, All sectors	Weekly	Coordinator
	Maintain consistent retention of ROSC Council Members.			
Anti-Stigma Campaign to	Assist in developing additional support systems for persons in recovery and their families.	Clark	FY25	Coordinator & Supervisor

promote reduction of stigma	Reduce stigma surrounding recovery.	and Cumberland Co & surrounding areas		
	Promote sharing personal messages that Recovery is Possible.			
	Provide education and awareness.			
Attend County Board meetings	Increase awareness about the ROSC Council.	Local/Tribal Government	Bi-Annually	Coordinator and Recovery Navigator
	Identify Community needs voiced during these meetings and develop supportive measures.			
	Identify local stakeholders.			
Attend local chamber events	Provide resources and education materials for events when requested.	Key stakeholder, Business	Bi-annually	Coordinator and Recovery Navigator
	Increase awareness of ROSC by participating in community events.			
	Develop relationships with local community members.			
Attend Clark/Cumberland Co. Interagency Meetings	Provide resources and education materials for events when requested.	Key Stakeholder, Business Education Schools	Quarterly	Coordinator
	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.	Clark/Cumberland Co. SUD high risk individuals, Persons with lived experience	Quarterly	Coordinator and Recovery Navigator
	Identify Community needs voiced during these meetings and develop supportive measures.			
	Develop relationships with local community members.			
Resource Bags- to provide information to those entering recovery	Provide needed resources to community members.	Clark and Cumberland Co. SUD high risk individuals, low-income	As needed	ROSC
	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.			
Develop and maintain a schedule for Recovery	Identify additional barriers to recovery.	Clark and Cumberland Co.	Weekly	Recovery Navigator
	Provide education and support to those with lived experience and family members.			

Navigator	Increase PLE participation for the ROSC Council.			
	Assist in increasing SUD treatment options in the county.			
Candlelight Vigil- To honor those in recovery and those lost to overdose	Develop additional support systems for persons in recovery and their families.	Clark/Cumberland Co. & surrounding areas	Annually in August	Coordinator and Recovery Navigator
Social Media presence- SUD/Recovery Education	Reduce stigma surrounding recovery.	New and returning follower	Weekly	Coordinator, Recovery Navigator. And Supervisor
	Promote sharing personal messages that Recovery is Possible.			
Assist in discussion of medication assisted recovery (MAR)	Network with other treatment agencies.	Cumberland Co. Clark/Cumberland Co. & surrounding areas	Quarterly	Noble Health Associates, SIHF, CARE, HRC, ROSC Coordinator and Recovery Navigator
	Provide education and training as needed for all sectors involved.			
Recovery Navigator education and resources	Provide education and awareness.	Clark/Cumberland Co. SUD high- risk individuals	Weekly	Recovery Navigator
Develop ROSC Council Newsletter	Encourage ROSC Council participation and engagement.	Clark/Cumberland Co.	Monthly	Coordinator
	Increase awareness of resource information related to SUD and Recovery.			
	Increase awareness of ROSC participation in community events.			
Provide presentations of ROSC Strategic Plan	Increase awareness about the ROSC Council.	Persons with lived experience, Family/Parents, Media, Education/Schools, Volunteer/Civic Organizations	Minimum 5 times Annually	Coordinator and Recovery Navigator
	Encourage community members to engage with the ROSC Council.			
	Increase the supportive efforts of ROSC			