

## **Communication and Outreach Plan FY25 Douglas County ROSC Council**

**Region:** Region 4  
**Lead Agency:** Hour House  
**County:** Douglas County

### **Contact(s):**

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### **Purpose of the Communication/Outreach Plan:**

This document outlines how the Douglas County Recovery Oriented System 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. The plan also explains the in-depth process of how Douglas County ROSC Council will provide outreach to their community and implement the concept of ROSC.

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

### **Douglas County Identified Gaps Across the Continuum:**

- 1. Health Promotion:** Lack of community readiness to address substance use disorder (SUD) issues; Lack of awareness and understanding regarding SUD resulting in increased community stigma.
- 2. Prevention:** Lack of substance use education and educational materials in the area.
- 3. Intervention/Harm Reduction:** Lack of knowledge/information regarding county access to harm reduction supplies and services. Currently no presence of a drug court or a safe passage.
- 4. Treatment:** Lack of transportation, lack of reliable broadband access, lack of information regarding access to harm reduction programs and services.
- 5. Recovery Supports:** Lack of recovery housing, lack of affordable treatment options, lack of peer to peer supports, lack adolescent SUD support.

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 and Outreach Objectives:**

- 1.a. Douglas County ROSC Council will continue to meet monthly.
- 1.b. Remain in communication with ROSC Council members.
  - Send meeting minutes within 2 weeks of each council meeting.

- Send a reminder of the meeting 1 week prior.
  - Send an additional reminder of the meeting 1 day prior.
  - Follow up with council members throughout the month by phone, email, or in person.
- 2.a. Recruit 1-3 people to represent each stakeholder sector or category.
- Consult with council members to assist in identifying gaps in each sector.
- 2.b. Monitor participation of community stakeholders each month.
- Document the council member participation in the Douglas County ROSC Council Membership Roster.
- 3.a. Coordinate meetings with key stakeholders and people with lived experience to identify strengths and barriers to recovery in Douglas County.
- 3.b. Conduct ongoing formal and informal Community Needs Assessment.
- 3.c. Collect needs assessment data and information to assist in informing Douglas County's Strategic Plan.
- 4.a. Douglas County ROSC will share the purpose of ROSC.
- 5.a. Highlight mutual benefits.
- Emphasize how ROSC supports community health, safety, and recovery, showcasing the broader societal impact.
- 6.a. Utilize all available methods of communication.
- Digital channels: Leverage social media platforms, and email newsletters to distribute information and keep stakeholders engaged.
  - Traditional media: Utilize local newspapers, radio stations, and public bulletin boards to reach audiences that may not be active online.
  - In-person outreach: Attend or host community events, health fairs, and local meetings to directly engage with community members and promote ROSC efforts.
  - Multimedia formats: Create informational videos and infographics to explain the Douglas County ROSC Council's goals, missions, and values to differentiate audiences.
  - Partnering with local organizations: Use community partners to help disseminate information through their communication channels.
- 7.a. Ensure all deliverable items are available and up to date on the GSU website.
- Audit existing content: Regularly review the GSU website to ensure that all deliverable items (meeting minutes, agendas, protocols, community mapping results, etc.) are current.
- 7.b. Confirm all Council information is current, including brochures, flyers, etc.
- Review promotional materials: Conduct regular reviews of brochures, flyers, and other printed materials to ensure all information reflects the latest developments, resources, and contact details.
  - Update design and content: Refresh brochures and flyers periodically to reflect changes in ROSC goals, services, and leadership, ensuring a consistent message across all materials.
  - Distribute materials widely: Ensure that updated materials are distributed to healthcare facilities, community centers, schools, and local businesses to increase ROSC visibility and engagement.
- 7.c. Present activities and objectives from the ROSC Strategic Plan to key stakeholders.
- 8.a. Identify key audience sectors.
- Healthcare providers, educators, local government, law enforcement, businesses, faith-based organizations, and the broader community.
- 8.b. Continue to engage sectors in Recovery Navigator educational groups.
- 8.c. Engage with specific audience sectors within or serving the Douglas County community.
- 8.d. Customize outreach for each of the 15 identified sectors.
- Tailor communication to highlight how ROSC aligns with each sector's mission and values.
  - Set up meetings with potential members from missing sectors.
- 8.e. Conduct pitches and elevator speeches for each sector.
- 8.f. Host sector-specific meetings
- Create educational opportunities or targeted events where sector representatives can learn about ROSC's objectives and how they can contribute.
  - Present the ROSC concept a minimum of 5 times annually community meetings and/or private groups to

increase membership.

- 9.a. Promote ROSC council meetings, events, trainings, and resources monthly.
- 9.b. Engage council members in assisting in ROSC events and trainings.
- 9.c. Encourage council members to engage, share opinions, and take action in council.
- 9.d. Include ROSC Council in updating and maintaining ROSC deliverable items at monthly ROSC Council Meeting
  - Establish a review process: Implement a quarterly review of all materials to ensure that the information remains relevant and accurate, involving the Council in these reviews.
  - Encourage collaboration: Foster a culture of shared responsibility, where each Council member contributes to maintaining the accuracy and relevance of ROSC deliverables.
- 10.a. Encourage persons with lived experience to share their personal testimonies through social media, council meetings, and recovery events.

This structured approach ensures that ROSC’s communication objectives are clearly articulated and actionable across various platforms and audience sectors, keeping the community informed and engaged with ongoing recovery efforts.

**Communication/Outreach focus-Target Audience Sectors:**

1. Persons with Lived Experiences- Persons in Recovery and/or their family and close friends
2. Recovery Supports- RCO, 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 Dept.
9. Law Enforcement- Local Police, County Sheriff’s Office, ISP, State Attorney’s Office
10. Judicial- Drug Court Representative, Public Defender’s Office, Probation
11. Volunteer/Civic Organizations- Drug Free Coalitions
12. Education/ Schools- Local University, GED Programs, K-12, Libraries
13. Youth Serving Organizations
14. Media- Radio, Newspaper, TV
15. Business- Local business, Chamber of Commerce

**Communication Goals by Audience Sectors:**

Sectors	Communication Goals/ Communication Channels
Person with Lived Experiences	Meet monthly with local groups ex: Be Brave and Shalynn's Hope to assist efforts in distribution of SUD and recovery resource information.
	Share our purpose of ROSC by engaging in 1:1 meeting once a month.
	Encourage PLEs to share their stories of recovery to help reduce stigma of addiction and recovery.
Recovery Supports	Present at local recovery meetings in the Douglas County to 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 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.
	Develop educational newsletters for the churches on a monthly occurrence.
	Assist in events to help distribute information on SUD and Recovery.
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 related materials on a monthly basis.
	Connect with Universities/Trainers to provide educational training to families and parents. Host a training event 2x a year.
Service Providers	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.
	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.
	Engage conversations about MAR services and identify potential providers.
Law Enforcement	Meet with an officer or the jail administrator once a month.
	Continue established group sessions in 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 discussion of MAR services being introduced into the jails.
	Assist in the development and expansion of education for the justice involved population.
	Assist in development and expansion of the deflection and pre-arrest diversion initiative.
Judicial	Encourage attendance at the ROSC Council meetings.
	Provide education on and assist in the development of a Specialty or 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 Recovery Navigator.
	Provide support during events to distribute information related to youth and SUD.

Education/ Schools	Collaborate to host family fun events that include but are not limited to the Hidden in Plain Sight Event.
	Assist in any campaigns that the Hour House Substance Use Prevention Program, Community Outreach and Recovery Support (CORS) Services, Circle of Care and BASE teams conduct.
	Encourage quarterly newsletters for families regarding SUD.
	Provide staff trainings as needed.
Media	Share information in local newspapers.
	Promote the ROSC Social Media page(s).
	Run an anti-stigma campaign.
	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 per quarter.

**Outreach Goals:**

Douglas 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.
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- Douglas County ROSC, Douglas County Newsfeed, Tuscola Parent Support
	Encourage sharing on additional platforms LinkedIn, Instagram, etc.
ROSC Presence	Douglas County Area Coalition (DCAC)
	Douglas County Board Meeting
	Douglas County Transportation Advisory Council
	Douglas County Medical Reserve Corps (MRC)
	DART Leadership Meetings (TASC Deflection)
	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
	Membership Brochure
	ROSC Newsletter
	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/Outreach Plan, Strategic Plan, Meeting/Events excel
	Membership Roster and Protocols, Meeting Minutes,
	Community Resource Assessment, Gap Analysis, Asset Mapping, Monthly Reports
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, Persons with lived experience	Weekly	Coordinator
	Maintain consistent retention of ROSC Council Members.			
Attend county board meetings	Increase awareness about the ROSC Council.	Key stakeholder; Law enforcement, county officials, government healthcare	Quarterly	Coordinator, Council Members
	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, Businesses	Bi-annually	Coordinator, Council Members
	Increase awareness of ROSC by participating in community events.			
	Develop relationships with local community members.			
Attend Transportation	Facilitate discussion on the lack of transportation within the community.	Douglas Co.	Quarterly	

Advisory Council meetings	Assist in identifying solutions to the transportation barrier.			Coordinator, Council Members
	Provide resource information related to SUD and Recovery.			
Attend DART Leadership meetings (TASC Deflection)	Facilitate discussion on the importance of deflection.	Persons with lived experience, Law enforcement, Support services treatment	Monthly	Coordinator
	Provide resource information related to SUD and Recovery.			
	Develop relationships with local community members.			
Attend Douglas County Medical Reserve Corps (MRC) meetings	Provide resources and education materials for events when requested.	Douglas Co. volunteer	Bi-annually	Coordinator
	Increase awareness of ROSC by participating in community events.			
	Develop relationships with local community members.			
Attend Douglas County Area Coalition (DCAC) meetings	Provide resources and education materials for events when requested.	Douglas Co.	Quarterly	Coordinator, Council Members
	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.	Douglas Co. SUD high risk individuals, Persons with lived experience	Quarterly	Coordinator, 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.	Douglas Co.	Weekly	Coordinator, 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 medication assisted recovery	Assist in increasing substance use treatment options in the county.	Douglas Co.	Monthly	Coordinator, Recovery Navigator
	Network with other treatment agencies.			
	Provide education and training as needed for all sectors involved.			
Host community event(s) for Overdose	Candlelight Vigil- To honor those in recovery and those lost to overdose	Douglas Co. & surrounding areas	Annually in August/September	Coordinator, Council Members,
	Recovery Month- Light up the Courthouse Memorial Gardens purple			

Awareness/ Recovery Month	Develop additional support systems for persons in recovery and their families.			Recovery Navigator
	Reduce stigma surrounding Recovery.			
Social Media presence-SUD/Recovery Education	Develop additional support systems for persons in recovery and their families.	New and returning followers	Weekly	Coordinator, Recovery Navigator, Council Members
	Reduce stigma surrounding Recovery.			
	Promote sharing personal messages that Recovery is Possible.			
	Provide education and awareness.			
Anti-Stigma Campaign - Communication Campaign	Develop additional support systems for persons in recovery and their families.	Douglas Co. & surrounding areas	Monthly	Coordinator, Supervisor
	Reduce stigma surrounding Recovery.			
	Promote sharing personal messages that Recovery is Possible and We Can and Do Recover.			
	Provide education and awareness.			
Social Media presence-promote recovery navigator education	Develop additional support systems for persons in recovery and their families.	Douglas Co. SUD high-risk individuals	Monthly	Coordinator, Recovery Navigator
	Reduce stigma surrounding Recovery.			
	Promote sharing personal messages that Recovery is Possible.			
	Provide education and awareness.			
Newspaper presence-promote recovery navigator education	Develop additional support systems for persons in recovery and their families.	Douglas Co. SUD high-risk individuals	Quarterly	Coordinator
	Reduce stigma surrounding Recovery.			
	Promote sharing personal messages that Recovery is Possible and We Can and Do Recover.			
	Provide education and awareness.			
Newspaper presence- press releases in local newspapers to promote ROSC events	Encourage community members to engage with the ROSC Council.	Douglas Co.	Quarterly	Coordinator
	Reduce stigma by providing education to the community as a whole.			
Develop ROSC Council Newsletter	Encourage ROSC Council participation and engagement.	Douglas Co.	Monthly	Coordinator
	Increase awareness of resource information related to SUD and Recovery.			
	Increase awareness of ROSC participation in community events.			
Resource Bags-to provide	Provide needed resources to community members.	Douglas Co. SUD high	Monthly	Coordinator, Recovery



information to those entering recovery (50 monthly for a total of 600 bags a year)	Assist local agencies and stakeholders in reducing barriers to basic needs.	risk individuals, low-income		Navigator, Council Members
	Provide resource information related to SUD and Recovery.			
	Increase the supportive efforts of ROSC			
Provide presentations of ROSC Council Strategic Plan.	Increase awareness about the ROSC Council.	Faith Based Groups, Law Enforcement (local police), Education/Schools, Media, Businesses	Minimum 5 times annually	Coordinator
	Encourage community members to engage with the ROSC Council.			
	Increase the supportive efforts of ROSC.			