

ROSC Communication Plan FY25

1. DuPage ROSC communication plan includes a page on the GSU ROSC website, DuPage ROSC website, Serenity House website, Serenity House/ROSC Facebook, YouTube, and other methods for communicating the following:

- a. ROSC Councils strategic plan, including outreach and communication plans, and progress towards that plan;
- b. Meeting notification and notes from monthly meetings
- c. Establish a presence on Facebook with event and information posts, twice weekly regarding resources, opportunities, and information campaigns.
- d. Sharing of reporting from assessments, focus groups, etc
- e. Community resource mapping, including links to Peer Recovery Support Services.
- f. Shared Stigma Reduction/Co-Occuring Mental Health Awareness Campaign Materials with communities through social media and community leaders via email, social media
- g. Provide timely responses to requests for information
- h. Distribute educational opportunities.
- i. Communication through What'sApp referral group
- j.. Send press releases regarding DuPage ROSC Council events and press coverage

SH communication goals includes working with community stakeholders to recruit ROSC Council active members and advisory participants. SH will utilize various communication methods including face-to-face and zoom meetings, GSU website, ROSC website, Serenity House website, social media, email blasts, flyers, etc.

Stakeholders	Advisory or Active Member	Location and Frequency
People with Lived Experience	Active Member	Events and Meetings, as presented; Networking
Local Hospitals	Advisory/active	Monthly meetings; Networking
Primary Care Providers	Advisory/active	Monthly meetings; Networking
Mental Health Providers	Active Member	Events and monthly meetings
Law Enforcement	Advisory	Events and/or monthly meetings
Local Business Owners	Advisory/Active	Events and/or monthly meetings
Local Government and Policymakers	Advisory/Active	Events and/or monthly meetings
Local Social Service Nonprofit Agencies	Advisory/Active	Events and/or monthly meetings
SUD Peer Recovery Support Services Providers	Advisory/Active	Events and/or monthly meetings
SUD Treatment Providers	Advisory/Active	Events and/or monthly meetings
SUD Treatment Providers (Recovery Homes)	Advisory/Active	Events and/or monthly meetings
Family Members & Other Allies	Advisory/Active	Events and/or monthly meetings
LGBTQ+ Community Representatives	Advisory/Active	Events and/or monthly meetings
Disability Services Organizations	Advisory/Active	Events and/or monthly meetings
Spiritual and Religious Service Organizations	Advisory/Active	Events and/or monthly meetings

Military and Veteran Service Organizations	Advisory/Active	Events and/or monthly meetings
First Responders	Advisory/active	Events and/or monthly meetings

Communication Plan – reaching community members

ELECTRONIC COMMUNICATION

1. Email
2. Facebook
3. Instagram
4. YouTube
5. Serenity House Website
6. DuPage ROSC Website
7. Governor’s State Website
8. Online Resource Guide and Map (Google Map, constantly updated)
9. What’sApp Referral Group
10. ROSC Recovery Podcast (coming TBA)
11. Interviews with local radio/TV

Community Outreach Plan –

1. Network – Council members, staff and peers will talk to others about ROSC and its goals.
2. Flyers – Distributed via email, website, Facebook and share with local agencies.
3. Network - meetings with local businesses
4. Tours of partner facilities/tours of Serenity House for partners
5. Continuing Education
6. Recovery Coach Training (quarterly)
7. Host Open House Events/events tied to monthly ROSC Council meeting
8. Host Overdose Awareness events (yearly)
9. Donation drives (quarterly)
10. Disseminate Flyers at recovery meetings (12-step, SMART, Refuge, Celebrate, etc)
11. Press releases/flyers/events to local papers and news channels
12. Podcast development

Target Audience/Stakeholders:

Persons with Lived Experience

Justice-involved individuals (drug/problem solving court grads, formerly/currently incarcerated)

Education – High Schools (partner with DuPage RCO, who does prevention education in area schools)

DuPage County Health Department

Area Hospitals – Central DuPage, Glen Oaks, Edward Hospital, Elmhurst Hospital, Delnor
YWCA, YMCA, Metropolitan Family Services, PRC, 360 Youth Services, NAMI, other CoC
members
Local treatment – BHS, Linden Oaks, SHARE, LSSI, Gateway and others
Drug Court Services and Mental Health Court
Probation
Juvenile Justice
DuPage and Kane Co Jail
Local DCFS
DuPage County Emergency Services (ambulance, police, fire, sheriff)
Opioid Overdose Prevention Programs/DuPage Narcan Program
Religious Organizations: Compass Church, The Center, Spiritual Care Network
DuPage County Government Departments
DuPage County Housing Authority
Pharmacy/Medication Reps
Medication Assisted Recovery programs
DuPage County Community Members
Community Business Members/Chambers of Commerce
Community Legal Representatives
Elected Officials
Libraries

Position Message:

The economic toll of addiction in the state of Illinois is estimated to be greater than \$3.5 billion. The Recovery Oriented System of Care will develop a collaborative effort in DuPage County in order to assist our communities in understanding substance use and also to assist individuals in receiving services and movement toward recovery. In addition, our expanded work in harm reduction through Narcan vending machines and wall boxes will help in the efforts to lower overdose rates in DuPage County. The DuPage ROSC Referral Hub also seeks to offer quick and easy referrals to services, so community members stop falling through gaps.

Incentives:

Bring public awareness to and education of substance use issues in our communities.
Determine areas of deficiencies in our geographical area to advocate for necessary services.
Empower existing services to best and successfully meet the needs of our communities.
Connect those in need to timely services.
Engage community in understanding the importance of recovery and wellness.
Mentor community to embrace recovery through collaborative efforts.
Partner with local organizations to grow relationships and tighten gaps in services
Lower overdose rates in DuPage County

Outreach Methods:

Recovery Oriented System of Care Council website

Facebook

Instagram

YouTube

E-mail blasts

Recovery Oriented System of Care brochure (tri-fold TBA)

Press releases

Presentations

Host tables/exhibits at community/education/benefits events

Trainings

Town Hall meetings/discussions

Collaborative presentations with DuPage RCO (DRCO)

Co-Occuring Mental Health Stigma reduction campaign with DuPage Health Department

Primary Spokespersons:

Jarrett Burton – ROSC Coordinator

Annette Villareal - Project Coordinator

Blake Worman – Recovery Navigator

Holly Brunton, Grant Writer

Donna Rennard, Clinical Director

Mark Buschbacher, Executive Director

Tool/Measures to Assess Progress:

Host monthly productive local ROSC Council meetings

Create and send out twice monthly e-mail blasts

Participation of at least 20-30 persons with lived experience

Develop Comprehensive Resource List – post on GSU site, SH website, ROSC website, FB, as well as hard copy of local “resource bible”

Publish data collected through assessments, focus groups, etc

Completion of all grant deliverables

[DuPage ROSC Facebook Group](#)

[DuPage ROSC Website](#)

[DuPage ROSC Interactive Community Resource Map](#)

[GSU DuPage ROSC site](#)

