

## **Communication & Outreach Plan FY25 Effingham County ROSC**

**Region:** ROSC Region 4

**Lead Agency:** Hour House

**County:** Effingham County

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

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

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

### **Effingham 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:** EJHS is the only school receiving SUPR Prevention curriculum.
- 3. Intervention/Harm Reduction:** Lack of knowledge/information regarding county access to harm reduction supplies and services.
- 4. Treatment:** Lack of transportation, lack of reliable broadband access, lack of information regarding access to harm reduction programs and services including needle exchange programs. In addition, there is a lack of behavioral/mental health services and support for youth and adults.
- 5. Recovery Supports:** Lack of recovery housing, lack of affordable treatment options, lack of peer to peer supports, lack adolescent SUD support.

The Effingham 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 5 business days of each Council meeting.
  - Send reminder of Council meeting 1 week prior.
  - Send additional Council meeting reminder day of meeting.
  - Follow up with members via email, phone, or in-person meetings.
- 2.a. Hold monthly PLE committee meetings.
  - Remind members of PLE Committee meeting via phone, email, Facebook chat, or in-person throughout the month.
  - Post meeting minutes in FB PLE Committee page within 5 business days of each PLE Committee meeting.
  - Bring ideas and suggestions of PLE Committee to ROSC Council meeting members and follow through with requests (if applicable.)
- 3.a. Continue to update Outreach Log to follow up with prior contact made with stakeholders.
  - Attend local coalition meetings, community meetings and events to identify and create relationships with possible champions of the community/stakeholder sector.
  - Consult with Council members to assist in identifying gaps in these sectors.
- 4.a. Monitor retention of community stakeholders each month.
  - Document Council member participation in the Effingham County ROSC Membership Roster.
  - Follow up with inactive members to re-engage or create new position contact.
- 4.b. Coordinate/facilitate events in which key stakeholders and people with lived experience are able to come together and discuss potential gaps/barriers in Effingham County via 1:1 interaction or sharing of PLE testimonies.
- 4.c. Coordinate/facilitate collaboration between key stakeholders within the county in order to better serve people in recovery.
- 4.d. Conduct the Hidden in Plain Sight Event and/or SUD educational presentation and/or sharing of personal stories at participating local schools.
- 5.a. Collaborate with local SUD treatment organizations/individuals.
  - Continue to build a relationship/partnership with Heartland Human Services.
  - Continue to foster relationship with Gentle Care Consultants, Grace Counseling, Wellness Loft, and Evolve Counseling.
  - Continuously identify SUD counselors in community and conduct 1:1 meetings to facilitate partnership with ROSC.

- 5.b. Coordinate efforts to provide MAR in Effingham County jail.
  - Bring necessary MAR information in regards to education via Gentle Care Consultants and funding to Effingham County Sheriff in regards to Opioid funds proposal.
- 5.c. Coordinate efforts to provide transportation for recovery related events/appointments.
  - Communicate with CIPT and attend transportation advisory meetings to advocate for additional transportation resources.
  - Collaborate with Journey Church and Edgewood Full Gospel to provide transportation to ROSC Recovery events.
  - Use PLE Committee to find rides for persons with SUD seeking treatment.
- 5.d. Coordinate efforts for Early Intervention educational resources to be brought into local schools- K-12.
  - Perform Narcan training at Effingham Junior High School (EJHS) & Effingham High School (EHS)during health classes.
  - Bring educational material to such events and available resources for school officials to access and utilize.
  - Continue to reach out to local school officials to educate on ROSC concept.
  - Collaborate with EHS school resource officer.
- 5.e. Provide information campaigns to reduce stigma and provide support to persons with substance use disorders.
  - Distribute state and national information campaigns.
  - Continue to implement Hour House ROSC Council Communication Campaign.
  - Coordinate local resource information campaigns as needed.
  - Participate in area health and wellness resource fairs and information campaigns.
  - Distribute ROSC information brochures and treatment related resources.
  - Collaborate with the Hour House Substance Use Prevention Program, Community Outreach and Recovery Support (CORS) Services, Circle of Care, BASE Program, Residential SUD treatment services, and Illinois Family Resource Center.
  - Provide SUD related webinar and additional training information to ROSC Council members.
  - Increase awareness of SUD in Effingham County during local events and “by chance” interactions.
- 5.f. 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.
  - Continue to post ROSIE (Narcan Newspaper Stand) updates on Facebook from Effingham ROSC page.
  - Work with partnering agencies to share social media posts and educational materials.
  - Identify additional needs in the community to expand access to Narcan, Safe Needles, Fentanyl Test Strips, and other resources.

- Partner with the Effingham County Health Department to increase distribution and training for Narcan.
- 6.a. Provide stakeholders updates on harm reduction services, supplies and resource guides. Utilize Recovery Navigator education and resource information with probation clients.
- Engage and offer coordination of fundraising events for STAR.
  - Partner for mandated pro-social events.
  - Utilize Recovery Navigator with probation clients.
- 6.b. ROSC Council will provide support and education to the Effingham City Safe Passage Program and assess gaps of program if needed.
- 6.c. Distribute Recovery Navigator resources via resource folders and during 1:1 meeting with organizations, businesses, and PLEs.
- 7.a. ROSC Council & PLE Committee will collaborate for ideas for sober recovery events.
- Ask PLE Committee what they'd like to see happen in their community
  - Assess resources to hold such requests via Council & developed community partnerships.

### **Communication/Outreach Goals:**

1. Share the purpose of ROSC by engaging with specific audience sectors within or serving the Effingham County community, listed below in Communication Focus- Target Audience Sectors. Note: Each specific sector's goals are listed below in Communication Goals by audience.
2. Utilize all available methods of communication; see Community Outreach Plan.
3. Ensure all deliverable items are available and up to date on the GSU website, including meeting minutes, agendas, PPTs, member protocols, community mapping results, etc. For additional information, refer to Community Outreach Plan.
4. Include ROSC Council in updating and maintaining ROSC deliverable items.
5. Confirm all Council information is current, including brochures, flyers, etc., to coincide with Community Outreach Plan.
6. Continue to maintain and engage Effingham County ROSC Council through monthly ROSC meeting
7. Utilize PLE Committee to gather real life experience and ideas for ROSC Council future goals and events.
8. Engage in 1:1 meeting with local stakeholders and community members to build SUD awareness and identify community gaps or barriers related to recovery resources.
9. Assist in building SUD awareness in the community by providing additional SUD resources, education, events, and discussion opportunities.
10. Develop additional recovery support opportunities, SUD treatment resources, local essential resources, and sober events for persons in recovery and their families.
11. Increase awareness and information for health promotion around harm reduction and recovery services including Recovery Navigators/Peer Support Specialists in the area.
12. Hold quarterly ROSC hosted event for recovery community to promote sober,

family- oriented activities and fun and/or partner with local organizations.

### **Communication Outreach 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 Prescriber, Hospital, County Health Department
9. Law Enforcement- Local Police, County Sheriff's Office, ISP, State Attorney's Office
10. Judicial- Drug Court Representative, Public Defenders Office, Probation
11. Volunteer/Civic Organizations- Drug Free Coalitions
12. Education/ Schools- Local Community College, 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:**

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

Sectors	Communication Goals/Communication Channels
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 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—e.g. teen group.
	Input organization information of the IRIS referral platform for Effingham County referrals for Recovery Navigators.
	Add recovery supports to the ROSC email distribution list to provide SUD education and training
Faith-based Groups	Partner with churches with Celebrate Recovery to help with ROSC outreach and future event volunteer group and recruitment for PLE Committee.
	Assist in events to help distribute information on SUD 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 related materials on a monthly basis.
	Connect with Universities/Trainers to provide educational training to families and parents. Host or partner for trainings bi-annually.
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.
	Connect with Gateway’s Warm Handoff Program on a quarterly occurrence.
	Collaborate for panel discussions regarding SUD and Recovery.
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 bi-annually (if able.)
	Establish recovery and SUD related education series within the jail provided by the ROSC Recovery Navigator (if able.)
	Provide materials- brochures, training opportunities, grant information, newsletters, resource bags etc. Update materials as needed throughout the year (if able.)
	Assist in the discussion of MAR 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 ROSC Council meetings.
	Participate & be a part of the leadership team for IL Deflection Initiative.
Judicial	Provide support to the local Problem-Solving Court.
	Provide resource information such as brochures, training opportunities, flyers, and harm reduction materials as needed.
	Assist in fundraising for the STAR program to assist Problem-Solving Court clients.
	Continue to establish relationships between entities in the judicial system and the ROSC Recovery Navigator.
Education/ Schools	Provide support during events to distribute information related to youth and SUD.
	Collaborate to host family fun events that include but are not limited to the Hidden in Plain Sight Event.
	Assist in campaigns that the Hour House Prevention team conducts.



	Encourage quarterly newsletters for families regarding SUD.
	Provide Staff Trainings as needed. Ex; Narcan trainings
Media	Share information in local newspapers.
	Promote the ROSC 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 radio ads, flyers, and social media.
	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:**

Effingham 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, meeting attachments, event flyers, strategic plan, communication/outreach plan, results of community resource list, survey, and community needs assessment
	To inform of available trainings, grant opportunities, resource connection, etc.
Zoom	In person meetings are also available over Zoom to create a hybrid platform
	Utilize for one on one meetings and online trainings
Social Media	Facebook- Effingham County ROSC
	Facebook- Invite PLEs to PLE Committee Facebook page for planning events, updates, and meeting minutes.
	Encourage sharing on additional platforms Snapchat, Instagram, etc.
ROSC Presence	Effingham County Health Coalition Meeting
	Effingham County CIPT Advisory Meeting
	Effingham County Board meetings
	Effingham County CASP Meeting
	Effingham County Chamber
	Monthly ROSC events (partnership with other agencies and solo)
	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- English and Spanish
	Recovery Navigator brochure- English and Spanish
	Effingham County specific Recovery Meetings List, Local Resources list, & Find Treatment Quick Guide
	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 radio to cover events and provide interviews by request- Premier Broadcasting, Cromwell Radio
	Anti-stigma campaigns and/or testimonials on radio
GSU Website	Communication Plan, Community Outreach Plan, Strategic Plan

	Membership Roster and Protocols, Meeting Minutes, Event information
	Community Resource Assessment, Gap Analysis, Asset Mapping
Other	Resource Bags/Folders
	Harm Reduction Kits, sharing awareness of DOPP sites
	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	ROSC Coordinator
	Maintain consistent retention of ROSC Council Members.			
Attend CASP meetings	Increase awareness about the ROSC Council.	Civic, Business, Healthcare, Faith-based, Youth-serving, Social agencies	Monthly	ROSC Coordinator & 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, Healthcare, Social agencies	Bi-Annually (if applicable)	ROSC Coordinator & Navigator
	Increase awareness of ROSC by participating in community events.			
	Develop relationships with local community members.			
Attend CIPT Advisory meeting (Public Transportation)	Facilitate discussion on the lack of transportation within the community.	Effingham Co.	Bi-Annually	ROSC Coordinator & Navigator
	Assist in identifying solutions to the transportation barrier.			
	Provide resource information related to SUD and Recovery.			
Attend Health Coalition	Facilitate discussion via Recovery and SUD resources.	Key stakeholder, Persons with lived experience, Healthcare,	Monthly	ROSC Coordinator & Navigator
	Provide resource information related to SUD and Recovery.			

meeting	Develop relationships with local community members.	Government/social agencies		
Attend recovery meetings	Provide resources and education materials for events when requested.	Persons with lived experience, SUD high	Weekly	Navigator
	Increase awareness of ROSC by speaking with PLEs after the			

	Recovery meeting about ROSC events in the area.	risk individuals		
	Identify Community needs voiced during these meetings and develop supportive measures.			
Continue to hold Laundry Days	Provide ROSC resources & other resources in partnership with other agencies.	Effingham Co.	Monthly	ROSC Coordinator & Navigator
	Provide Narcan pop-up trainings at event.			
	Develop relationships with local community members.			
Develop and maintain a schedule for Recovery Navigator	Assist in connecting persons to substance use treatment options in and around the county.	Effingham Co.	Weekly	Navigator
	Identify additional barriers to recovery.			
	Provide education and support to those with lived experience and family members via All Recovery meeting.			
Assist in discussion of medication assisted recovery	Assist in increasing substance use treatment options in the county.	Effingham Co.	Monthly	ROSC Coordinator & Navigator
	Network with other treatment agencies.			
	Provide resources for education and implementation of MAR for interested agencies.			
Candlelight Vigil	Develop additional support systems for persons in recovery and their families.	Effingham Co. & surrounding areas	Annually in August	ROSC Coordinator & Navigator, PLEs
	Reduce stigma surrounding recovery.			
Social Media presence-SUD/Recovery Education	Make local SUD resources known by sharing to multiple groups on Facebook.	New and returning followers	Weekly	ROSC Coordinator & Navigator
	Reduce stigma surrounding recovery.			
	Provide education and awareness.			
Anti-Stigma Campaign	Develop additional support systems for persons in recovery and their families.	Effingham Co.	FY25	ROSC Supervisor & ROSC Coordinator
	Reduce stigma surrounding Recovery.			

Reduction of Stigma	Promote sharing personal messages that Recovery is Possible.	Effingham Co.	FY 25	ROSC Supervisor & ROSC Coordinator
	Provide education and awareness.			
Social Media presence-promote Recovery Navigator support	Develop additional support systems for persons in recovery and their families.	Effingham Co. SUD high- risk individuals	Monthly	ROSC Coordinator & 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.	Effingham Co.	Quarterly	ROSC Coordinator
	Reduce stigma by providing education to the Community as a whole.			
Resource Bags/Folders- to provide information to families and people in recovery.	Provide needed resources to community members.	Effingham Co. SUD high risk individuals, low-income	At ROSC related events & other event invites	Navigator
	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 ROSC concept & strategic plan.	Increase awareness about the ROSC Council & strategic plan.	Healthcare, Judicial, Civic organization, Education, Persons with lived experience	5 times annually FY 25	ROSC Coordinator & Navigator
	Encourage community members to engage with the ROSC Council.			
	Increase the supportive efforts of ROSC in non-active sectors.			
Attend IL Deflection Initiative meeting & continue to be apart of implementation and leadership	Facilitate discussion on the importance of Deflection.	Key stakeholders, Law enforcement, Judicial, Community members, Mental health/SUD providers	As required/ monthly	ROSC Coordinator & Navigator
	Provide resource information related to SUD and Recovery.			
	Develop relationships with local community members.			