

Communication and Outreach Plan FY25 Edgar County ROSC Council

Region: ROSC Region 4

Lead Agency: Hour House

County: Edgar County

Contacts:

Nicki Hanks, ROSC Council Coordinator

Jessica Parrill, ROSC Council Recovery
Navigator

Jenna Hays, ROSC Council Supervisor

Purpose of the Communication/Outreach Plan:

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

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

Edgar County 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, waitlists, staffing shortages, lack of broadband access
5. **Recovery Supports:** Lack of recovery housing, additional support groups

The Edgar County 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. Edgar 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 the meeting 1 week prior.
 - Send an additional reminder of the meeting 1 day prior.
 - 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 sectors.
- 2.b. Monitor retention of community stakeholders each month.
 - Document the council member participation in the Edgar County ROSC Membership roster.
- 3.a. Coordinate meetings with key stakeholders and people with lived experience to identify strengths and barriers to recovery in Edgar County.
- 3.b. Conduct ongoing formal and informal Community Needs Assessment.
- 3.c. Collect needs assessment data and information to assist in informing Edgar County's Strategic Plan.
- 4.a. Coordinate efforts to provide transportation for treatment services.
 - Communicate with Rides Mass Transit.
 - Examine the Rural Transportation Toolkits developed by the Statewide ROSC.
 - Coordinate transportation efforts with the CARE Coalition.
- 5.a. Facilitate collaboration between key stakeholders within Edgar County 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.
 - Collaborate with the Human Resource Center (HRC) Substance Use Prevention and treatment programs, Edgar County Public Health Department, Illinois Family Resource Center, Circle of Care, Community Outreach and Recovery Support (CORS) Services, residential SUD treatment providers serving Edgar County residents, and BASE (Build, Amplify, Support and Empower) Program.
 - Provide SUD related webinars and additional training information to council members.
 - Conduct a Hidden in Plain Sight event annually.
- 5.c. Increase awareness and information for health promotion around harm reduction and services.

- Provide information on the Edgar County ROSC Council social media page on where/how to access harm reduction services and programs.
 - Provide information in the Edgar County ROSC Council 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, Safe Needles, Fentanyl Test Strips, and other resources.
 - Partner with the Edgar County Health Department, CARE Coalition and HRC to increase distribution and training for harm reduction materials.
 - Provide stakeholders updates on harm reduction services, supplies, and resource guides.
- 5.d. Edgar County ROSC Council will provide support as needed for the local Recovery Court in Edgar County.
- Meet with AOIC Board to retain information on how to establish a certified drug court.
 - Provide support opportunities by providing connections to other local drug courts.
 - Promote education to the community on drug courts. Connect drug court officials with Adult Redeploy Program.
- 6.a. Continue to engage sectors in recovery navigator educational groups.
- 7.a. Promote Edgar County ROSC Council meetings, events, trainings, and resources monthly.
- 8.a. Continue to meet with key stakeholders from the 15 identified sectors.
- Set up meetings with potential members from vacant sectors.
 - Present the ROSC concept, and the mission, values, and Edgar County ROSC Council Strategic Plan a minimum of 5 times annually community meetings and/or private groups to increase membership.
- 9.a. Engage council members in assisting in Edgar County ROSC Council events and trainings.
- 9.b. Encourage council members to take ownership of the council.
- 10.a. Present Edgar County ROSC Council deliverables at monthly ROSC council meeting.
- 11.a. Encourage persons with lived experience to share their personal testimonies through social media, radio ads, and recovery events.

Communication/Outreach Goals:

1. Continue, maintain, and engage local ROSC Council meetings.
2. Conduct community outreach to increase visibility and fulfill the ROSC defined stakeholder required categories.
3. Continue to bring ROSC Council members to the table to identify barriers to substance use recovery, bridge the gaps, and continue working on the Edgar County ROSC Council Strategic Plan.
4. Assist in building SUD awareness in the community by providing additional SUD resources, education, and event opportunities.
5. Develop additional recovery support opportunities for persons in recovery and their families.

- Provide support to the C.A.R.E Coalition
 - Provide support to HRC
6. Continue to educate the community on Recovery Navigators/Peer Support Specialists and offer community-wide resources for substance use.
 7. Increase visibility of the Edgar County ROSC Council.
 8. Create awareness of ROSC deliverables and increase ROSC Council member participation.
 9. Promote sharing personal messages that Recovery is Possible.

Communication/Outreach Focus- Target Audience Sectors:

1. Persons with Lived Experiences- Persons in Recovery and/or their family and close friends
2. 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. 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- Local Prevention Providers
14. Media- Radio, Newspaper, TV
15. Business- Local business, Chamber of Commerce

Communication Goals by Audience Sectors:

Edgar 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 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.
	Maintain monthly contact with CARE Coalition and assist in 501C3 development.
	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.
	Develop educational newsletters for the churches on a quarterly occurrence. Request a day of prayer annually.
	Assist in events to help distribute information on SUD and Recovery resources.
Family/ Parents	Collaborate with Illinois Family Resource Center to provide SUD, Recovery information. Ex: webinars, flyers, brochures, website promotion.

	Connect with family orientated agencies and distribute SUD related materials on a monthly basis.
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 HRC 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.
	Establish a working relationship with the Edgar County jail to provide recovery and SUD related education and resources.
	Provide materials- brochures, training opportunities, grant information, newsletters, resource bags etc. Update materials as needed throughout the year.

	Continue conversations about the Safe Passage concept.
	Encourage attendance at the Edgar County ROSC Council meetings.
	Connect with the Chief of Police and/or Sheriff to provide support, resource materials, trainings, and grant opportunities.
Judicial	Provide support to the Edgar County Recovery Court.
Judicial	Provide resource information such as brochures, training opportunities, flyers, and harm reduction materials as needed.
Judicial	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.
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	Assist in campaigns that the HRC Substance Use Prevention Program conducts.
Education/ Schools	Encourage quarterly newsletters for families regarding SUD.
Education/ Schools	Engage Lakeland College and EIU to assist in the health/job fair as it applies.
Education/ Schools	Provide Staff Trainings as needed. EX; Narcan trainings
Media	Share information in local newspapers.
Media	Promote the Edgar County ROSC Council Facebook page.
Media	Interview with local radio stations through social media platforms to share on the ROSC concept and upcoming events.
Media	Run an anti-stigma campaign.
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.
Business	Provide information on staff training related to SUD and Recovery, ex: Narcan Training. Host one training once a quarter.

Outreach Goals:

Edgar 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 past and present events.
	Share Narcan distribution numbers for the previous month.
	Share recovery navigator updates.
	Ask for insight and help from the council.
Social Media	Facebook- Recovery is Possible East Central IL ROSC, Paris IL Community Announcements, Edgar County Bulletin Board, Edgar County CARE Coalition.
	Encourage sharing on additional platforms LinkedIn, Instagram, etc.
ROSC Presence	CARE Coalition
	Edgar County Board Meeting
	Edgar Area Alliance Meeting
	EIU CCR&R Advisory Meeting

	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
	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, Meetings/Events excel, Monthly Report
	Community Resource Assessment, Gap Analysis, Asset Mapping, Community Needs Assessment, Community Survey,
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	Bi-annually	Coordinator and

	Identify Community needs voiced during these meetings and develop supportive measures.	Tribal/Local Government	Bi-annually	Recovery Navigator
	Identify local stakeholders.			
Attend local chamber events	Provide resources and education materials for events when requested.	Key stakeholder, Business	Annually	Coordinator and Recovery Navigator
	Increase awareness of ROSC by participating in community events.			
	Develop relationships with local community members.			
Attend CARE Coalition Meeting	Assist CARE in agenda items for their meetings.	Key stakeholder, Local Coalitions	Monthly	Coordinator and Recovery Navigator
	Provide ROSC updates at CARE meetings.			
Attend Edgar Area Alliance meeting	Provide resources and education materials for events when requested.	Key stakeholder, Healthcare	Quarterly	Coordinator and Recovery Navigator
	Increase awareness of ROSC by participating in community events.			
	Develop relationships with local community members.			
Attend EIU CCR&R Meeting	Provide resources and education materials for events when requested.	Edgar Co.	Quarterly	Coordinator
	Increase awareness of ROSC by participating in community events.			
	Develop relationships with regional community members.			
Attend local Recovery Support open meetings	Increase awareness about the ROSC Council.	Edgar Co. SUD high risk individuals, Persons with lived experience	Quarterly	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.	Edgar Co.	Weekly	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 (MAR)	Assist in increasing substance use treatment options in the county.	Edgar Co.	Monthly	CARE, HRC, Horizon Health, ROSC
	Network with other treatment agencies.			
	Provide education and training as needed for all sectors involved.			
Social Media presence- SUD/Recovery Education	Develop additional support systems for persons in recovery and their families.	New and returning followers	Weekly	Coordinator and Recovery Navigator
	Reduce stigma surrounding recovery.			
	Promote sharing personal messages that Recovery is Possible.			
	Provide education and awareness.			
Anti-Stigma Campaign- to promote reduction of stigma	Assist in developing additional support systems for persons in recovery and their families.	Edgar Co. & surrounding areas	FY25	Coordinator and Supervisor
	Reduce stigma surrounding recovery.			
	Promote sharing personal messages that Recovery is Possible.			
	Provide education and awareness.			
Social Media presence- promote recovery navigator Education	Assist in the sustainability of current support systems for persons in recovery and their families.	Edgar Co. SUD high- risk individuals	Monthly	Coordinator, Recovery Navigator, and Supervisor
	Reduce stigma surrounding recovery.			
	Promote sharing personal messages that Recovery is Possible.			
	Provide education and awareness.			
Newspaper presence- promote	Assist in the sustainability of current support systems for persons in recovery and their families	Edgar Co. SUD high- risk individuals	Quarterly	Coordinator

Recovery Navigator education and resources	Reduce stigma surrounding recovery.	Edgar Co. SUD high- risk individuals	Monthly	Recovery Navigator
	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.	Edgar Co.	Quarterly	Coordinator
	Reduce stigma by providing education to the Community as a whole.			
Develop ROSC Council Newsletter	Encourage ROSC Council participation and engagement.	Edgar 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 information to those entering recovery	Provide needed resources to community members.	Edgar Co. SUD high risk individuals, low-income	As needed	Recovery 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 Strategic Plan.	Increase awareness about the ROSC Council.	State/local/tribal government, Faith-based, Judicial, media, business	Minimum 5 times annually	ROSC council
	Encourage community members to engage with the ROSC Council.			
	Increase the supportive efforts of ROSC			