



Ford County ROSC FY25 Communication & Outreach Plan

Funded in whole or in part by the Illinois Department of Human Services, Division of Substance Use Prevention and Recovery.

Ford County ROSC Mission Statement:

Bringing Community together to build a recovery support system to improve health, wellness, and quality of life, through education, stigma reduction, and access to resources.

Project Goals and Objectives – Year Four:

Using a variety of communication outlets to create a network of collaboration with service providers and community stakeholders in Ford County, our goals are to:

a. Continue to develop an active and diverse ROSC Council (s) with representation from many individuals.

- Increase average attendance at ROSC Council Meetings.
- Increase awareness and collaboration with key community stakeholders.
- Increase representation of Persons with Lived Experience on our ROSC Council.
- Create Recovery in Action committee with majority Persons and Families with Lived Experience.

b. Update & implement our Strategic Plan.

- Strategic Planning will be informed by the results of our Community Resource Assessment and in-depth Asset Mapping, all of which to be completed by Winter of 2025.
- Conduct at least five presentations regarding our strategic plan during this fiscal year. These presentations will encompass communication and outreach efforts, as well as updates on our progress related to this plan.

c. Complete a thorough Community Resource Assessment and a Community Resource Mapping initiative to understand existing services and supports for Substance Use Disorder recovery within our target areas.

- Conduct county wide resource assessment survey beginning November 2024.
- Target dates for data collection: Dec 1, 2024-Feb, 15, 2025.
- Surveys to be distributed through community outreach events, Ford ROSC Council meeting, social media, and other local coalitions/community groups. Additionally, flyers will be posted at various agencies and businesses across the county.
- The outcomes of the community resource list and the community needs assessment will be communicated during the ROSC Council meeting, through email, and in our Virtual Resource Guide.

d. Work to reduce the stigma associated with Substance Use Disorders (SUDs) in the community.

- Promote Reframing Recovery campaign on social media, distributing posters and other marketing material, tables at community events, host Reframing Recovery events, and utilizing local media resources.

- Monitoring data, accomplishments, and community input will take place throughout the campaign.
- Explore and advocate for employment opportunities for those with lived experience. As well as encourage CRSS/CPRS certification for PLE.

e. Increase community awareness of local and statewide ROSC development through a combination of outreach strategies.

- Update and facilitate Outreach Plan to grow our footprint within Ford County.
- Heavy focus on Social Media and in-person networking.
- Identify and maintain collaborations with existing agencies and community organizations.
- Look to expand and engage agencies not already engaged.
- Identify opportunities for "street outreach" to engage with the community.

Community Outreach:

Identify and connect with the following key community stakeholders, with a focus on sectors who have yet to be or have been intermittently involved, including law enforcement, local schools, and faith communities, while, also, continuing to have a strong focus on PLE.

Audience	Communication Goal
People and families w/ Lived Experience	PLEs and their families are aware of the services and supports available to them, through ROSC. Engage and involve in ROSC efforts.
Existing Peer-Support Groups	Increase awareness of ROSC work, with potential to connect further with PLEs.
Health Departments	Ford Co Public Health Department is aware of our efforts to form ROSC Councils and how to be involved.
SUD Service Providers	All providers in Ford Co are aware of our efforts to form a ROSC Council and how to be involved.
Mental Health Service Providers	All providers in the two counties our ROSC serves are aware of our efforts to form ROSC Councils and how to be involved.
Hospitals & Primary Care Providers	All hospitals and medical providers are aware of our efforts to form a ROSC Council and how to be involved. Our community mapping tool becomes a referral resource for providers in our area.
Law Enforcement & Drug Courts	Officers, leadership, parole officers, and drug court officials are aware of our work and how they can be involved. Collaboration through ROSC Council.
Civic Organizations	Network with existing community organizations to inform, work towards stigma reduction, and network for collaborative opportunities.
Faith Communities	Faith communities are empowered to offer supports, reduce stigma associated with SUDs, and connected to a network of resources to help those in their communities.
Local Elected Officials	Elected officials are aware of our work and interested in collaboration to assist.
Colleges	Area community colleges are made aware of our efforts and collaborate to support recovery among their students and

	employees. Also, these institutions provide possible connections to young, service-minded volunteers.
Business Owners	Owners of local business are aware of our work and offered opportunities to collaborate through events, job programs, and other ways to assist those in recovery.
Schools	School administrators, educators, and parent groups are aware of the ROSC and offered opportunities to collaborate. Also, opportunities to educate around Prevention and Recovery resources.
Media Outlets	Media partners are informed of our mission and collaborate to promote the efforts of ROSC. Inform and educate around Stigma- reducing language.
General Population	General population is educated and empowered to help those in recovery and reduce stigma around SUDs within the community.

Our FIVE (5) target audiences for focus are:

1. People & Families w/ Lived Experience
2. Schools
3. SUD/Mental Health Service Providers
4. General Public
5. Law Enforcement

Outreach Channels:

We will try make every effort to build and continue to improve upon a strong community presence through the following ongoing communication efforts:

- Provide up to date contact information for lead agency staff and be a readily available resource to connect and drive ROSC community development.
- Statewide ROSC Website – to include list of resources, meeting minutes, strategic plan, and links to our other outreach efforts.
- Ford County ROSC Virtual Resource guide via JotForm.
- Hosting monthly ROSC Council meetings (currently via Zoom).
- Electronic Communication: Email, Zoom Meetings, and Social Media – Facebook, Instagram, YouTube. All pages will be updated frequently with relevant content and grow participation/likes/follows etc.
- Research development of disseminating robust digital content focused around recovery supports in digital and print form.
- Networking and key informant interviews within the community, to include providers, local officials, business owners, and people with lived experience.
- Word of mouth – providers and community members will see and hear us out in the community and share our resources with those who need them.
- Attend existing community events, including town council meetings, public social events, and remaining open to seek any new opportunities to connect with members of the community.
- Attend ongoing educational and training seminars, and educational events.

<i>Outreach Strategy/Tool</i>	<i>Responsible Person</i>	<i>Intended Audience</i>	<i>Method of Dissemination</i>	<i>Frequency</i>	<i>Evaluation Method</i>
ROSC Council; made up of key community stakeholders and PLEs	Frankie, Barb, & Kari	Anyone with a vested interest and desire to work and collaborate to support our ROSC Mission, particularly those in the recovery field, law enforcement, PLEs, local community leaders etc.	Zoom Meetings; possibly in-person meetings eventually	Monthly	Number of outreach meetings on a monthly/quarterly basis and increased ROSC Council Meeting attendance
Recovery in Action Subcommittee (Pending)	Frankie, Barb, & Kari	ROSC Council Members, Persons and Families with Lived Experience, and anyone with a desire to help guide the growth of recovery resources in ford county.	Zoom, In-Person meetings, email, or by phone.	Monthly, following the establishment of the committee	Number of monthly meetings held and outreach events scheduled through the subcommittee
Collaboration, Education, & Recruitment	Frankie, Barb, & Kari	ROSC Council & Community leaders, with a goal to establish a consistent group of individuals to collaborate toward improving supports & services.	Zoom, In-Person meetings, email, or by phone.	AS NEEDED/ whenever possible	Trainings held for council members and for community members, number of partnerships/collaborations, and number of new subcommittee members or ROSC volunteers.
Community Events	Frankie, Barb, & Kari	General public. Opportunities for networking and community outreach; focus on Stigma Reduction, safe/sober activities for people in recovery.	Social Media, website, brochures, posting flyers, media collaboration, networking & discussions.	Whenever possible or Relevant. Goal of 2 per year in, at least one in each county.	Jotform QR code scans, social media metrics, number of events held, community event surveys, and number of networking events attended.
Education & Recruitment	Frankie, Barb, & Kari	Continue to establish broad base understanding around the concept of ROSC. Schools, MH Providers, Persons with Lived Experience, and the Community at large, with the goal of Stigma Reduction, increasing awareness of services & supports. Recruit and empower PLE to get involved.	Social Media, ROSC website, brochures, posting flyers, local media, interactive education, networking & discussions.	Whenever possible or beneficial	Social media posts around topics that are outlined in column two, evaluation data from Reframing Recovery survey, number of new PLE involvement, number of strategies utilized (paper ads, radio, other media, etc.) to increase awareness around respective topics and stigma reduction.

Ford County ROSC Lead Agency Contact information:

Barbara Brumleve
Community Health Specialist
bdbrumleve@chestnut.org
C: 309-838-9491

Frankie Ward
Recovery Specialist
fward@chestnut.org
C: 309-824-3562

Kari Knapp
Associate Director of Community Health
kmknapp@chestnut.org
C: 309-391-1802

Social Media:

Facebook: [Ford County Recovers- a ROSC Community | Facebook](#)

Instagram: [Ford ROSC \(@ford.county.rosoc\) • Instagram photos and videos](#)

YouTube: [Ford County - YouTube](#)