



Communication / Outreach Plan FY25

McDonough/Fulton County ROSC

ROSC Council

- Any person with interest to work with and collaborate with our council that aligns with our mission. This can include people in the recovery field, community leaders, law enforcement, business owners, elected officials, families and people with lived experience and more.
- This has and will continue to be held on Zoom with potential to transition to hybrid/in-person meetings if needed. This will take place at a minimum of once per month.

Recruiting and Collaboration

- Have a consistent group of individuals, agencies, and organizations that collaborate and focus on improving supports and services for populations served.
- This can take place by any form of communication; Zoom, in person meetings, email, phone, text, IRIS, warm hand-offs, social services councils etc. This will take place whenever needed.

Community Events

- Have events that are open to the public or anyone wanting to attend. These events will be a safe place for people in recovery that will focus on networking and distribution of recovery resources and also have the goal of stigma reduction.
- Events will be promoted via social media, web sites available to MFCI ROSC, flyers, media announcements, emails etc. These events and announcements will take place whenever possible with the primary goal being 2 events per year.

Education

- Continue to educate, inform, and keep council members and public up to date on ROSC. Primary goals being stigma reduction and empowerment of PLE. Focus on supports and service.
- This will take place via Social media, web sites available to MFCI ROSC, flyers, media announcements, events, community gatherings and networking opportunities. This will take place at a rate of 4 to 5 social media posts from MFCI ROSC per week and whenever possible.

Outreach strategy	Responsible Person	Intended Audience	Method	Frequency
ROSC Council Meetings	Jeff McFadden and/or System of Care Coordinator	Anyone with an interest and desire to work and collaborate to support our ROSC Council Mission.	Zoom Meetings & council members vote on future hybrid and in person options	Monthly
Collaboration and Education	Jeff McFadden and/or System of Care Coordinator & ROSC Leaders	The ROSC Council will work together with community leaders and partner agencies to ensure our community is receiving the most up to date information and trainings to work towards improving supports and services.	Zoom calls, In-person trainings, phone calls, social media and email blasts	As needed
Community Events	Jeff McFadden and/or System of Care	General Public. The ROSC Council	Community calendars, social media,	4-6 times a year

	Coordinator & ROSC Leaders	will work together to provide opportunities for the community to come together in safe space where recovery is nurtured.	flyers, word of mouth, radio	
Council Recruitment	Jeff McFadden and/or System of Care Coordinator & ROSC Council	We empower the ROSC Council to get more people involved. Our goal is to find the champions in our communities and get them to the table.	Word of mouth and ROSC marketing materials	Whenever possible
Empowering the Recovery Community	Jeff McFadden and/or System of Care Coordinator & PLE Team	Our goal is to empower people in recovery to share their stories of success to reduce stigma and instill hope in individuals	Social media, community events, ROSC Council Meetings	As much as possible

KEY COMMUNITY STAKEHOLDERS

- **People and families with lived experience**

1). Engage PLE's and families and make services and supports known. Involve local ROSC.

- **Peer Support/mutual aid groups**

1). Increase awareness of ROSC and existing groups to further enhance PLE involvement.

- **Health Department**

1). Health Departments in both McDonough and Fulton Counties are aware of MFCI ROSC and what we do and are involved when applicable.

- **SUD & Mental Health Service Providers**

1.) All providers in both counties are aware of MFCI ROSC and many are involved and know how to be involved.

- **Law Enforcement, Probation Officers, and Drug Courts**

1). All are aware of MFCI ROSC and many participate on a regular basis. We always keep open lines of communication.

- **Faith Communities**

1). Faith communities offer supports and reduce stigma in many ways. They have many connections, services and support to help those in the community.

- **Elected Officials**

1). Many are aware of what we do and many participate in MFCI ROSC as well as networking with others.

- **Local business owners**

1). Many are aware of our work and what we do. They are a great way to network and assist and help those in recovery.

- **Schools**

1). Administrators and educators are aware of ROSC and offered to collaborate both in a recovery aspect as well as prevention and education on SUD & MH

- **Media**

1). Media is informed of our mission and help to collaborate to promote the efforts of ROSC. Media is a great way to promote ROSC events and information.

Methods of Outreach

- Up to date contact information for lead agency staff
- Monthly ROSC meetings held on Zoom
- Social media, Facebook, Email, Zoom (continued growth and engagement)
- Networking with community via elected officials, providers, business owners and PLE's as well as families
- Attend existing community events and social services councils. Always be willing and ready to connect and seek new opportunities for growth and development
- Attend educational trainings as well as conventions and seminars whenever possible

Outreach Methods:

- GSU Website
- Facebook
- E-mail Blasts
- Recovery Oriented System of Care Brochure
- Press Releases
- Radio Interviews
- Presentations
- Tables/exhibits at community/education/benefits events
- Trainings

- Town Hall meetings/discussions
- Rack Cards and other marketing materials

Tool/Measures to Assess Progress:

- 12 productive local ROSC Council meetings over a 12-month period
- 2 Lunch and Learns
- State Collaborative Monthly Meetings
- 12 monthly e-mail blasts
- Distribution of ROSC Rack Card and other marketing materials
- Participation of at least 7 people with lived experience
- Update Needs Assessment
- SWOT Analysis
- Update Protocols
- Update Strategic Plan
- Participation in local community meetings
- Update GSU Website monthly
- Daily Facebook Posts
- 2 Social Sober Community Events
- Continue to pursue RCO qualifications and/or partner with Jolt RCO

Primary Spokespersons:

Jeff McFadden	System of Care Coordinator	Bridgeway Inc.
Vicki Rose	Behavioral Health Administrator	Bridgeway Inc.
Stacy Brown	Vice President of Behavioral Health Services	Bridgeway Inc.
Bailee Shepherd	Behavioral Health Services Director	Bridgeway Inc.

Jeff McFadden

System of Care Coordinator

McDonough/Fulton County ROSC

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