



Greene & Scott County R.O.S.C.

Recovery Council

GSRC Outreach & Communications Plan
FY25

Overview of GSRC

The Greene & Scott County Recovery Council (GSRC) will work to build a thriving coordinated network of community-based services and supports (or infrastructure) that are person-centered. GSRC works as an advocate because people can and do recover in our community and recovery is a community responsibility and value.

GSRC Mission:

Empowering and improving connections to ourselves, our families, and our communities within the Greene and Scott areas to improve recovery outcomes, reduce stigma and educate our community therefore improving health, wellness, and the quality of life for all.

GSRC Vision

To build a thriving recovery system that will reduce the risk of substance use and mental health challenges and improve recovery outcomes.

Objectives and Goals – Year 3

Continue collaborate with the community and key stakeholders, peers, and providers to support and foster the growth of recovery within our community and encourage more people to practice the recovery principles (honesty, integrity, acceptance, humility, gratitude, etc.) making for a healthier rural community.

- Organize the logistics and increase attendance and participating in GSRC meetings
- Increase collaboration with community stakeholders to improve recovery outcomes and improve the quality of life for those we serve and utilize that collaboration to update the menu of services
- Increase representation and involvement of lived experience on GSRC, including introducing stipends to improve recovery outcomes. Lived Experience means personal knowledge about substance use or mental health challenges, including co-occurring disorders, treatment, and recovery gained through direct involvement as a patient, family member or loved one.
- Continue developing and implementing personalized pathways and supports and integrate them across the system including but not limited to education, employment, reduced criminal justice involvement, transportation, housing stability, healthcare, mental health care, social connectedness therefore improving the quality of life for all
- Ensure any necessary approvals are secured by the council, as applicable

Increase community awareness of local and statewide council development through a combination of outreach strategies helping reduce stigma and increase collaboration

- Continue updates to GSRC page and other social media outlet pages to promote the work of GSRC
- Increase in-person networking within our community and partners to help facilitate recovery within our community and build collaboration through outreach/engagement events
- Increase the number of people pursuing and maintaining recovery by increasing cooperation and collaboration between GSRC and organizations
- Increase number of community events hosted by GSRC or participating in events to help educate the community, families, and those who serve them
- Increase our presence in our community by providing tools and support necessary to expand ROSC in our region

Target Audience	Communication Goal
Higher Education (Lewis and Clark Community College)	Bring the school up to speed with GSRC goals and objectives to ensure students and staff are aware of and can participate in recovery supports. Actively participate in schools events and GED Programs
Substance Use Disorder (SUD) Professional/Providers	All SUD professionals and providers in the region are aware of GSRC goals and are aware of how to be involved
Mental Health Professional/Providers	All mental health professionals and providers in the region are aware of GSRC goals and are aware of how to be involved
Persons with Lived Experience (PLE's)/Families	PLE's and their families are becoming aware of the efforts of the Council, how they can engage, and what recovery supports are available in the community
Recovery Community	Individuals are aware of GSRC, how they can engage (if applicable) and recovery supports available in the area
Faith Community	Churches, ministerial alliances, and faith groups in Greene and Scott are becoming engaged in the work of GSRC and will have resource materials to share
Businesses	Businesses are becoming aware of the efforts of the GSRC and how they can support individuals in recovery
Law Enforcement/Probation Dept./Drug Courts	Officers/Probation Dept./Drug courts officials are aware of the work of GSRC and how they can be involved
Mental Health Alliances	These groups are made aware of the work of the GSRC and how they can be involved
Medical Community	Physicians and other medical personnel are aware of our efforts and how they can support individuals in recovery and their families
Local Government Officials	Elected officials are aware of our work and interested in collaboration to assist GSRC

Civic Organization	Build collaboration between key stakeholders to help reduce stigma, and increase connections between community organizations
Schools	School faculty, administration, and parent groups are aware of and engaged in GSRC and actively engaged in prevention efforts with GSRC
General Population	Ensure the general population is educated and empowered to help those in recovery and help reduce the stigma around substance use and mental health withing Greene and Scott
Peer- Support Groups	Ensure local partners are aware of and actively engaged in/with GSRCs work and increase connections through collaboration
Media	Ensure local/regional media is informed of GSRC efforts and collaborate to promote GSRC work

Outreach Channel and Outlets:

GSRC will utilize every communications channel available at its disposal including but not limited to:

- Provide up to date contact information for lead agency staff and be a readily available resource to connect and drive ROSC development. This includes web – social media- and other available outlets
- GSRC website built to include recordings, minutes, and plan information and events
- Increase social media presence Facebook, Instagram, YouTube
- Hosting monthly GSRC meetings monthly via Teams
- Electronic Communication Channels: Email, Teams, Podcast, and social media. All pages will be updated frequently with relevant content and grow participation/likes/follows etc.
- Create and distribute a one-page newsletter – front and back – in coordination with GCHD newsletter Spotlight on Recovery
- Create regular podcast and/or video content to share with community and expand outreach
- Events attend and host community events, including meetings, public social events, and remaining open to seek any new opportunities to connect with members of the community
- Attend training to increase networking capacity
- Make necessary changes with approval from the council to any materials as ROSC expands

Outreach & Communications Performance Assessment FY25

Activity	July 2024	Aug 2024	Sept 2024	Oct 2024	Nov 2024	Dec 2024	Jan 2025	Feb 2025	March 2025	Apr 2025	May 2025	June 2025
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