



COMMUNICATION / OUTREACH PLAN

West Central Illinois ROSC FY25

Outreach strategy	Responsible Person	Intended Audience	Method	Frequency
ROSC Council Meetings	Jeff McFadden	Anyone with a vested interest and desire to work and collaborate to support our ROSC Council Mission.	Hybrid – In person and Zoom Meetings	Monthly
Collaboration and Education	Jeff McFadden & ROSC Leaders	The ROSC Council will work together with community leaders and partner agencies to ensure our community is	Zoom calls, In-person trainings, phone calls, social media and email blasts	As needed

receiving the most up to date information and trainings to work towards improving supports and services.

Community Events	Jeff McFadden & ROSC Leaders	General Public. The ROSC Council will work together to provide opportunities for the community to come together in safe space where recovery is nurtured.	Community calendars, social media, flyers, word of mouth, radio	4-6 times a year
Council Recruitment	Jeff McFadden & ROSC Council	We empower the ROSC Council to get more people involved. Our goal is to find the champions in our communities	Word of mouth and ROSC marketing materials	Whenever possible

and get them to the table.

Empowering the Recovery Community	Jeff McFadden & PLE Team	Our goal is to empower people in recovery to share their stories of success to reduce stigma and instill hope in those still struggling with substance use challenges.	Social media, community events, ROSC Council Meetings	As much as possible
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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 all four counties are aware of WCIR ROSC and what we do and are involved when applicable. This year our goal is to have continued engagement and participation from Henderson, Warren, and Henry County Health Departments.

SUD & Mental Health Service Providers

1.) All providers in all four counties are aware of WCIR ROSC and many are involved and know how to be involved.

Law Enforcement, Probation Officers, and Drug Courts

1). All are aware of WCIR ROSC and many participate on a regular basis. We always keep open lines of communication. All four counties in WCI ROSC area have drug courts.

Faith Communities

1). Faith communities offer support 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 WCIR 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 and/or Hybrid

- 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

West Central IL ROSC FY24 Communication Plan Bridgeway Inc.

Mission/Situation Statement: “Collaborating to build and empower communities of recovery.” There is a lack of understanding in the counties we serve that “recovery happens within the community.” The development of a collaborating Recovery Oriented System of Care will work to create a culture that builds and nurtures recovery.”

Vision:

- People can and do recover.
- Individuals and families determine the supports and services they need.
- Services and supports are continuous and cohesive across different phases of care, and are coordinated across various agencies involved in their delivery.
- Support of recovery is a community responsibility and value.
- There is inherent flexibility in the system, so it can be responsive to different pathways to recovery.
- Measuring quality and outcomes is a system priority.

Goals:

- Informed, educated and empowered individuals and communities.
- Determination of existing services available as well as the needs to expand necessary services in the areas of prevention, treatment, peer recovery support and systems improvement
- Rich and diverse community partnerships.

- Increase in the number of people pursuing recovery, improving recovery capital to strengthen capacity to build and maintain lives in recovery and build recovery sustainability.
- Reducing stigma surrounding substance use disorder.

Stakeholder Members:

- Persons with Lived Experience
- Bridgeway Inc.
- OSF Hospital: St. Mary's, St. Luke's and Holy Family
- Galesburg Police Department
- Knox County States Attorney
- Knox County Health Department
- Galesburg Hospital Ambulance Service
- Regional Office of Education: 33
- Carl Sandburg College
- 708 Mental Health Board
- Birth to 5 IL
- Eagle View Health Systems
- Excel
- Safe Harbor
- Knox County Drug Court
- Henry County Mental Health Alliance
- Henry County Drug Court
- Salvation Army
- United Way
- Alternatives for Older Adults

- Jamieson Community Center
- WIRC- Victim Services
- Family Members and Friends
- Maranatha Chapel
- Galesburg PFLAG
- Henry County Probation
- Tristate Public Radio
- YES (Youth Empowerment Service)
- Oxford House Inc.
- Gateway Foundation
- Crossing Health Care
- Big Brothers Big Sisters of Warren County
- Community Hygiene Pantry
- Bright Side Clinic
- Knox County YMCA
- U of I Extension
- Abingdon Community Center
- City Select
- Knox County Probation
- Kewanee Probation
- Geneseo Parks and Rec
- Western IL WIOA
- Prairie State Legal Services
- Knox County Jail
- Geneseo Marriage and Family Counseling

- Busy Mom's Daycare
- Geneseo Police Department
- First Baptist Church
- AA Bridging the Gap
- Galesburg Chamber of Commerce
- NA Public Information
- Unity Point (Trillium Place)
- Mayor of Galesburg
- Recovery Corps
- Kewanee City Council
- Jolt Harm Reduction
- Turning Point Children's Advocacy Center
- West Central IL AHEC
- Galesburg Rescue Mission
- Galesburg Community Foundation
- Banyon Treatment
- Prairie Communication Radio
- Riverside Treatment
- Freedom House

New Target Stakeholders:

Persons with Lived Experience

Graduates of Knox County Drug Court

Henry County Health Departments

Hammond Henry Hospital

Henry County YMCA

Mary Davis Home

Department of Children and Families

All County Emergency Services (EMT, police, fire)

Monmouth College

Knox College

Blackhawk College

Religious Organizations

Government Departments

NAACP

Housing Authorities

Pharmacy Representative

Community Members

Community Business Members

Position Message:

The economic toll of addiction in the state of Illinois is estimated to be greater than \$3.5 billion, even with 75% of individuals not receiving help. The Recovery Oriented System of Care will ensure a continued collaborative effort in Henderson, Warren, Knox and Henry counties in order to assist our communities in understanding substance use and also to assist individuals in receiving services and movement toward recovery.

Incentives:

- Bring public awareness to and education of substance use issues in our communities.
- Determine areas of deficiencies in our geographical area to advocate for necessary services.
- Empower existing services to best and successfully meet the needs of our communities.
- Connect those in need to appropriate, timely services.
- Engaging our communities in understanding the importance of recovery and wellness.

- Healthier and well communities.
- Communities that embrace recovery in collaborative efforts.
- RCO readiness – Partner with Jolt Harm Reduction RCO

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

Primary Spokespersons:

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

Tool/Measures to Assess Progress:

- 12 productive local ROSC Council meetings over an 12-month period
- 2 Lunch and Learns

- State Collaborative Monthly Meetings
- 12 monthly e-mail blasts
- Distribution of ROSC Rack Card
- Participation of at least 7 persons 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
- 6 Social Sober Community Events
- Continue to pursue RCO qualifications and/or partner with Jolt RCO

Jeff McFadden

System of Care Coordinator

West Central Illinois ROSC

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