



Livingston County ROSC Communication & Outreach Plan

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Livingston County ROSC Mission Statement:

Collaborating with stakeholders, people with lived experience, their families, and the community to empower, advocate, and support recovery, building a network of care to educate, reduce stigma, and improve connection for the community.

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 Livingston County, our goals are to:

a. Continue to develop an active and diverse ROSC Council with representation from diverse stakeholders.

- Use our Communication/Outreach Plan to guide outreach strategies and define target audiences. The target audiences will be determined collaboratively with ROSC Council input (done October 2024).
- Increase awareness and collaboration with key community stakeholders through networking opportunities, including but not limited to tabling at community events, attending community board meetings, and hosting recovery-oriented ROSC events.
- Increase representation of persons with lived experience on our ROSC Council through community networking, having a presence at recovery meetings and events, and collaborating with law enforcement to connect with justice-involved individuals.
- Share council meeting minutes, resources, and upcoming events with the ROSC Council and general community via emails, newsletters, social media, and the JotForm Virtual Resource Guide.
- Collaborate with other local ROSC councils adjacent to Livingston County (e.g. McLean, Ford) to foster attendance from other individual members and communities.

b. Using our Strategic Plan to drive our work.

- Share the Strategic Plan semiannually with the ROSC Council during council meetings and as part of the onboarding process for new ROSC Council members.
- Update the Strategic Plan ongoingly based on new data and input from the ROSC Council.
- Update the Strategic Plan based on the findings of our Community Needs Assessment and in-depth Resource Mapping (last updated in FY24, will be updated in FY25).
- ROSC staff will identify at least 5 opportunities to share the Strategic Plan with stakeholders, with a goal of gaining new ROSC members and partnerships as a result of presentations. (On track with 1 presentation taking place in October 2024).

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c. Updating and sharing findings from the Community Needs Assessment and a Community Resource Mapping initiative to understand existing services and supports for substance use disorder recovery within our target areas.

- Review and update the Community Needs Assessment and Community Resource Map at least annually.
- Share findings with the ROSC Council via email, council meetings, on the JotForm Virtual Resource Guide, and as requested.
- Use key informant interviews and focus groups to ongoingly gauge community needs and gaps.
- Ongoingly to solicit input from ROSC Council regarding unmet needs in Livingston County, new services or support groups, training opportunities, or any other community-focused events or activities and incorporate into annual deliverables appropriately.
- Continue asset mapping exercises to quantify local recovery capital and unmet needs.

d. Work to reduce the stigma associated with substance use disorders (SUDs) in the community.

- Ongoingly promote SUD education, stigma-reduction, and local treatment resources on social media platforms.
- Collaborate with SUD providers and PLEs to determine the most impactful stigma-reducing strategies.
- Conduct a variety of sober recreational events and awareness events (e.g. Laundromat SUDS events, Clay and Coffee, etc.) to inform the public about the Livingston ROSC, how they or their loved ones can benefit from it, become involved, etc.
- Attend events organized by stakeholder agencies and set up ROSC table to promote the coalition and its objectives, raise awareness among community, foster support or new council members, volunteers, etc.
- 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.

- Create, update, and facilitate Outreach Plan to grow our footprint within Livingston County.
- Strongly utilize social media and in-person networking.
- Identify and maintain collaborations with existing agencies and community organizations and look to engage new agencies.

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Community Outreach:

Identify and connect with the following key community stakeholders:

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. Include communication with local 12-step and Alano Club for additional PLE recruitment grounds.
Existing Peer-Support Groups	Increase awareness of ROSC work, with potential to connect further with PLEs. Promote existing meetings on ROSC Virtual Resource Guide, business cards, restaurant placemats, etc.
Health Departments	Livingston Co Public Health Department is an active participant in ROSC efforts and we ongoingly will promote and represent at one another's events.
SUD Service Providers	All providers in the local area are aware of the ROSC Council and are engaged as key collaborators in promoting our resources and efforts.
Mental Health Service Providers	All providers in the local area are aware of the ROSC Council and are engaged as key collaborators in promoting our resources and efforts.
Hospitals & Primary Care Providers	All hospitals and medical providers are aware of the mission of the 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. Local Sheriff involved with 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. ROSC involved with local Boards & Chamber.
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 businesses are aware of our work and are offered opportunities to collaborate through events, job programs, and other ways to assist those in recovery.

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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. SUD/Mental Health Service Providers
2. People & Families w/ Lived Experience
3. Faith Communities
4. Law Enforcement & Drug Courts
5. Primary Health Care Providers

Outreach Strategy

<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	ROSC Team	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.	Monthly Zoom meetings, with quarterly in-person meetings. (October, January, April, July).	Monthly	Number of outreach meetings on a quarterly basis and increased ROSC Council Meeting attendance
Collaboration, Education, & Recruitment	ROSC Team	Continue to establish a broad base understanding around the concept of ROSC. Community at large, with the goal of stigma reduction and	Livingston ROSC JotForm (i.e. Virtual Resource Guide), Zoom, In-Person meetings, email, social media, ROSC Newsletter, brochures, flyers, local media,	Ongoingly	Trainings held for council members and for community members, number of partnerships/collaborations, and number of new subcommittee

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		increasing awareness of services & supports. Recruit and empower PLEs to get involved.	networking & discussions.		members or ROSC volunteers.
Community Events	John & Kari <i>(when appropriate)</i>	General community and PLEs.	Social media, website, Livingston ROSC JotForm, brochures, flyers, media collaboration, networking & discussions.	Ongoingly Goal of 2 events per year.	Frequency of events, attendance at events, number of new ROSC community partnerships or members
ROSC “101” Intro Binder (onboarding)	John, Kari	Anyone interested in the Livingston County ROSC or who wants to find out more information. Also ideal for people in recovery looking for service opportunities.	Hard copy spiral binder with various ‘onboarding’ docs for newcomers to ROSC (e.g. brochure, overviews, stigma & language, strengths-based assessments, etc.	As Needed / Ad Hoc	Number of individuals onboarded to the ROSC Council
Recovery focused Newsletter/ education sharing	ROSC Team	Recovery Community, including Service Providers, PLEs, Key Community Stakeholders, & anyone else interested in keeping up with what our ROSC is doing.	Email and Livingston ROSC JotForm	Quarterly	Number of newsletters created.

Outreach Channels:

The Livingston ROSC will 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.
- [ROSC Virtual Resource Guide](#) (i.e. JotForm platform) – duplicates function of a website and includes a variety of resources, such as ROSC description, how to get involved, meeting minutes, strategic plan, local external agency services/trainings, local support groups/meetings, and links to our other outreach efforts.
- Hosting monthly Livingston County ROSC Council meetings (in person and via Zoom).
- Electronic Communication: Email, Zoom Meetings, and social media, including Facebook, Instagram, and YouTube. Regular updates (made by internal staff) include relevant content to grow participation, likes, follows, reposts, and word of mouth.

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- Continue disseminating robust digital content focused around recovery supports in digital and print form (i.e. Virtual Resource Guide on JotForm and related).
- Networking and key informant interviews within the community, to include providers, local officials, business owners, and people with lived experience in an effort to understand unmet recovery-oriented needs in community and brainstorm possible solutions with stakeholders/partners.
- Word of mouth via providers and community members seeing and hearing Livingston ROSC out in the community and sharing our resources with those who need them or work in the human services industry.
- Attend existing community events, including town council meetings, and public social events, remaining open to seeking any new opportunities to connect with members of the community.
- Conduct focus groups to help identify gaps and services and supports and provide quantitative data alongside the data collected in our Needs Assessment.
- Attending ongoing educational and training seminars.
Disseminate Livingston ROSC marketing materials and event flyers at local meeting locations (e.g. Alano Club), while respecting program/group traditions, in order to build awareness of the ROSC and its objectives in existing recovery circles. This connection could also be a source of PLE involvement with ROSC council, speaker testimonials for YouTube channel, and other benefits both short and long-term.

Livingston ROSC Lead Agency Contact information:

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Social Media:

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

Instagram: [Livingston County ROSC \(@livingston.county.rosoc\) • Instagram photos and videos](#)

YouTube: [Livingston County ROSC - YouTube](#)