

COMMUNICATION PLAN





Welcome to the Communication & Outreach Plan for the Bounce Back 2 Life Recovery Network

Welcome to the 2024-2025 Communication & Outreach Plan for the Bounce Back 2 Life (BB2L) Recovery Network. Our network remains rooted in the core principles of community engagement, transparency, and public action, with an unwavering dedication to preventing substance use disorders, addressing mental health challenges, and fostering sustainable pathways to recovery.

At the heart of BB2L's mission is the commitment to unite community services and resources to support individuals on their recovery journey. This updated plan provides a comprehensive approach to ensure our communication strategies are aligned with the needs of our stakeholders, partners, and the broader community. The plan includes methods to communicate the ROSC Council's strategic goals, track progress, and foster greater community involvement. We aim to build a connected, resilient community through regular updates, targeted events, and collaborative initiatives.

Together, we will create a stronger, more resilient, and inclusive community, working hand in hand to inspire positive change and ensure lasting recovery for all.

PROJECT GOALS:

To use various communication sources to create a collaboration with community service providers in Southern Cook County in the following areas:

- Acknowledging that Substance Use Disorders (SUDs) and Mental Health Afflictions are an active process of “recovery.”
- Provide stigma reduction messaging in the community associated with those struggling with Substance Abuse & define the proper vocabulary that communicates the real essence of substance use disorders.
- Provide educational resources that empower Community Stakeholders to implement recovery support services.
- Expand the peer support networks in the community
- Trauma Workshops • Adaptive Living Skills • Parenting Skills • Job Development/Career Building

OBJECTIVES:

- Collaborate with professionals, peers, and formal, and informal service providers to support the recovery process to the greatest extent possible.
- Implement personalized recovery regimen, education, employment, reduced criminal justice involvement,

stability in housing, improved health, social connectedness, and quality of life.

- Develop a network of Community providers that will offer a broad range of support to meet the holistic needs of the individual in recovery.
- Implement incentives and recognition for stakeholder participation
- Create a working email list of all community stakeholders

- **ROSC COUNCIL'S STRATEGIC PLAN COMMUNICATION AND PROGRESS**

This section provides an overview of the ROSC Council's strategic plan, communication and outreach initiatives, and progress. To ensure consistent communication of goals and outcomes, the council will implement regular updates, success stories, and metrics, ensuring transparency and alignment with community and stakeholder expectations. Key progress reports will be shared via:

- Quarterly updates distributed through email newsletters.
- Monthly summaries shared during ROSC Council meetings.
- Real-time social media updates on major milestones achieved and upcoming events.

Monthly Meeting and Event Notes

Monthly ROSC Council meetings will focus on progress updates, upcoming events, and sharing notes for transparency and member engagement. A summary of each meeting will be distributed to all stakeholders, covering essential discussions, decisions, and action steps. This information will also include an events calendar with planned outreach events, community forums, and special stakeholder presentations.

Monthly events schedule for FY2025

OCTOBER : Community Basketball BB2L will organize a Community Basketball Event as part of our ROSC outreach initiatives. This event will be an opportunity for community members to come together, promoting health, wellness, and positive interactions. The basketball event will provide a platform for youth engagement, physical activity, and an introduction to recovery support resources in a relaxed setting. It will include:

- **3-on-3 basketball games** for youth and adults
- **Information booths** about BB2L services and recovery resources
- **Community outreach** activities to encourage participation in ROSC initiatives

NOVEMBER - Family Support Day Thanksgiving Basket Distribution

DECEMBER: Holiday Stress & Mental Health

- Address managing stress and maintaining mental health during the holiday season.
- Provide resources for dealing with feelings of isolation, financial pressures, or family challenges.

JANUARY: New Year, New Beginnings - Goal Setting for Recovery

- Focus on setting recovery goals for the new year.
- Emphasize personal growth, commitment to recovery, and lifestyle changes.

FEBRUARY: Building Healthy Relationships

- Discuss relationships in recovery, including rebuilding trust with family and friends.
- Include communication skills, boundaries, and support networks.

MARCH: Nutrition and Wellness for Recovery

- Highlight the importance of nutrition and physical wellness as part of recovery.
- Feature healthy eating, exercise, and overall self-care routines.

APRIL: Financial Literacy for Stability in Recovery

- Provide financial literacy training tailored to individuals in recovery.
- Cover budgeting, managing finances, and accessing financial support services.

MAY: Community Service Day for ROSC Council

- Organize a community service event to foster a sense of giving back.
- Engage participants in activities like neighborhood cleanups or volunteer work to build community ties and promote positive self-esteem.

JUNE- Community Outreach Panel Discussion

RESULTS OF COMMUNITY RESOURCE LIST AND NEEDS ASSESSMENT

The community resource list and needs assessment results are essential components for targeting and optimizing support services. This includes a detailed resource inventory, with partnerships spanning mental health, addiction services, housing, and financial literacy.

Identified needs from the assessment include:

- Detox facilities
- Counseling services
- Family support programs
- Vocational services

Assessment outcomes are reviewed quarterly to track alignment with community expectations and adjust outreach strategies as needed.

Strategic Plan Presentations to Stakeholders

BB2L has identified five key presentations on the ROSC Council's strategic plan to target specific stakeholder groups. These presentations aim to raise awareness, educate, and gather feedback from various community sectors, helping to foster stronger community involvement.

ENGAGING YOUTH RESILIENCE:

Bounce Back 2 Life will harness the power of relatability and visual storytelling to connect with our youth. Through vibrant and dynamic content on platforms like Instagram, Snapchat, and TikTok, we will showcase success stories, inspiring journeys, and relatable mentors who have triumphed over adversity. Virtual workshops will become a hub of interaction, where young individuals can engage with mentors and peers alike. Our emails, infused with youthful language and design, will serve as invitations to take their first steps toward recovery.

GUIDING RE-ENTRY WARRIORS:

Bounce Back 2 Life recognizes the need to provide tailored guidance for those re-entering society after overcoming obstacles. We will personalize our approach by sending heartfelt handwritten letters that demonstrate our commitment to their journey. These letters will be accompanied by testimonials from re-entry individuals who have thrived within our network. We will also hold in-person sessions at local community centers, offering a space for open conversations and tailored guidance. Our newsletters will combine practical resources and uplifting narratives, steering them toward a hopeful future.

EMPOWERING LIVED EXPERIENCE VOICES:

Bounce Back 2 Life will empower those with lived experience by actively involving them in our communication process. Our staff will engage in intimate gatherings to gain insights and advice directly from this resilient group. By incorporating their feedback, our messages will be authentic and relatable to their peers. Through podcasts and blogs, we will provide a platform for their voices to inspire and support others. These messages, rich with empathy and authenticity, will serve to strengthen community bonds.

OUR INCLUSIVE COMMUNITY COMMUNICATION APPROACH

To reach the community as a whole, Bounce Back 2 Life will establish a multi-faceted approach that bridges the gaps and fosters inclusivity. Our website will serve as a central hub for comprehensive information, offering easily accessible resources, success stories, and event updates. Our regular monthly ROSC Meetings, community forums, workshops, and town hall meetings will provide platforms for open dialogue, ensuring that voices from all walks of life are heard and valued. Social media platforms, including Facebook and Twitter, will be utilized to share uplifting messages, event announcements, and engaging content that resonates with everyone. By actively listening, adapting, and responding to the needs of our diverse community, Bounce Back 2 Life will forge connections that transcend boundaries and ignite a collective spirit of resilience and renewal.



COMMUNICATION PLAN

DELIVERABLES Activities	METHODS TO ADDRESS THE DELIVERABLES
<p>Communication Plan</p> <p>How we will communicate with the people in the community Through Digital and Social Media Communications</p> <p>Digital and Social Media will be a vital part of BB2L overall communications strategy.</p> <p>Social Media is fully managed by the designated Marketing Team, which includes the Communications/Media Coordinators. Dsuite Media</p> <p>We plan to:</p> <ul style="list-style-type: none"> - Develop a presence across social channels -Develop relationships for future partnership opportunities -I Attract traffic to our website- -To communicate to the public during a crisis – How do we reach out to the community <p>During a Crisis:</p> <p>Use our Network to get the best, most complete information available to the community during a crisis</p>	<p>SOCIAL MEDIA</p> <ol style="list-style-type: none"> 1. Email Blasts with partner organizations 2. Facebook Advertising & Post 3. Linked-In Contact 4. Twitter 5. Instagram Post 6. YouTube Informational Videos Posted on BB2L Pages <p>TELE-COMMUNICATION</p> <ol style="list-style-type: none"> 1. Provide all contact numbers to address any issues that the council may have. 2. Developed a standard ZOOM link for regular meetings 3. Develop a Google hotline number to link services in the community <p>ONGOING COMMUNICATION EFFORTS</p> <ol style="list-style-type: none"> 1. Follow up via telephone & email with Council Members 2. Develop & Disseminate Quarterly Newsletters 3. Distribute Flyers Monthly Using Email Marketing 4. Develop Podcast- to reach a broader Audience <ol style="list-style-type: none"> 1. Word of Mouth – Council members, staff, and peers will talk to others about ROSC and its goals. 2. Flyers – distributed via email and posted throughout the agencies. 3. Ongoing meetings with businesses and other entities within the service area. 4. Invite individuals into the facility for focus groups and tours. 5. Conduct educational and certification training seminars. 6. Attend Local Partner. Meetings 7. Circulate Community Bulletins 8. Attend Town Hall Meetings & Join other established Networks

Evaluation and Feedback:

- Regularly assess the effectiveness of communication strategies through surveys, feedback forms, and data analytics.
- Encourage ROSC members and the community to provide input on communication methods and content.
- Adjust communication approaches based on feedback and evolving community needs.

Key Performance Indicators (KPIs):

- Increase in ROSC membership and community engagement.
- Growth in social media followers, website traffic, and newsletter subscribers.
- Attendance and participation rates in town hall meetings, workshops, and events.
- Positive media coverage and press mentions of ROSC activities.
- Successful outreach and engagement with law enforcement, political leaders, and other stakeholders.
- Improved awareness and utilization of ROSC resources among individuals in recovery and the broader community.

Strategic Plan Presentations to Stakeholders

BB2L has identified five key presentations on the ROSC Council’s strategic plan to target specific stakeholder groups. BB2L is raising awareness, providing more education, and gathering feedback from various community sectors, helping to foster stronger community involvement and support.

Presentation	Target Audience	Expected Outcomes	Member Responsibilities	Measures of Success
Intro to BB2L Recovery	Local healthcare providers	Raise awareness of BB2L’s support services	ROSC team to prepare outreach materials	Increased referrals from providers to BB2L services
Substance Abuse Awareness	Schools and youth organizations	Educate youth on substance abuse prevention	Educational coordinators to present and share resources	Positive feedback, youth engagement, reduced stigma
Family Support & Resources	Families of individuals in recovery	Equip families to support loved ones	Family support team to lead and facilitate discussions	Increased attendance at family support groups
Recovery Services Workshop	Local law enforcement and social workers	Bridge gap between law enforcement & recovery	Partner with law enforcement to present a unified approach	Improved collaboration, higher attendance at support events
Annual ROSC Review	General community and stakeholders	Summarize annual progress and gather feedback	Council members to compile progress report	Positive community response, improved strategic direction

Our Communication Plan serves as a vital compass, guiding us as we forge connections, share information, and foster unity within the BB2L Recovery Network. By leveraging effective communication strategies, we strengthen our bonds, amplify our impact, and bring our shared vision of transformation to life. Together, we are the driving force behind positive change, and our commitment to open dialogue and collaboration will propel us toward a brighter future for all.

In executing this communication plan, Bounce Back 2 Life will align every message, image, and interaction with our mission of instilling hope and belonging. As we navigate our journey forward, we recognize that our role extends beyond sharing information; it's about fostering a shared purpose and

unwavering dedication to recovery. Through strategic and meaningful connections, Bounce Back 2 Life will continue to illuminate the paths toward a brighter and more hopeful future for all those bravely embracing their journey of transformation.



SENDER: prepares the message to be shared with the recovery community.

MESSAGE: The information to be conveyed



Channel: Transmit the message email, printed letters, phone calls, social media posts, or in-person meetings.



Transmission: The actual sending of the message through the selected channel



RECEIVER:: The members of the recovery community who will receive the message: individuals in recovery, their families, counselors, and other stakeholders



RESPONSE: The overall reaction of the recovery community to the message. Include enrollment inquiries, requests for additional information, expressions of interest, or gratitude for the provided services.