

COMMUNITY OUTREACH AND COMMUNICATION PLAN



MISSION:

Supporting, facilitating, and advocating for the renewal and restoration of health and wellness for communities, families, and individuals who are seeking and living in recovery.

GOALS:

The M&M ROSC will act as a coordinated network of community-based services and supports that is person-centered and builds on the strengths and resiliencies of individuals, families, and communities to achieve abstinence and improved health, wellness, and quality of life for those with or at risk of substance misuse. The central goal of the M&M ROSC is to create an infrastructure or system of care with the resources to effectively address the full range of substance use concerns within communities and promote recovery, the process of change through which individuals improve their health and wellness, live self-directed lives, and strive to reach their full potential as defined by the Substance Use and Mental Health Administration (SAMHSA).

Our *top priorities* are to:

1. Reduce stigma and increase engagement among community members.
2. Improve awareness of substance use and mental health through education and outreach.
3. Facilitate cooperation across sectors, perspectives, and lived experiences.
4. Increase access to multiple recovery support options and timely care.
5. Increase the number of people pursuing and maintaining recovery.

OBJECTIVES:

1. Increase partnership value by connecting agencies and community members to specific trainings, referral sources, and other recovery resources, including the development and access to a shared resource database and a working community stakeholder contact list.

2. Position the ROSC and ROSC Council as an intrinsic force in the promotion of recovery within the region.
3. Engage a diverse range of stakeholders, including communities of recovery interested in improving recovery outcomes in Macoupin and Montgomery counties and throughout the state.
4. Facilitate the creation and growth of recovery communities that encourage and integrate resources for recovering individuals, families, and the community as a whole. The facilitation will include an emphasis in the following areas of recovery: access, capacity, appropriate placement, quality of care, and retention.
5. Collaborate with professionals, peers, formal and informal services to support the recovery process to the greatest extent possible.
6. Promote the concepts and ideas related to the ROSC through social media, state website, radio and tv, newspapers, and public service announcements.

PROGRESS OUTCOMES:

Keeping track of the number of ROSC meetings, number of members, number of members attending ROSC meetings, completed Protocols, Communication Plan and Strategic Plans, rigorous Needs Assessment and Gap Analysis, number of flyers distributed, number of Facebook or other social media posts and number of associated likes/shares.

TARGET AUDIENCE/STAKEHOLDERS

Recovery happens within the community. We believe that the development and sustainability of a collaborative Recovery Oriented System of Care will work to create a culture that builds and nurtures recovery.

CRITICAL STAKEHOLDER GROUPS

Persons with lived experience, criminal justice system representatives, advocacy groups, hospitals, law enforcement, frontline/emergency response, social service organizations, religious organizations and groups, local government officials, academic institutions (from elementary school through university) and the recovery community.

OUTREACH METHODS

INTERNAL:

- The best way to communicate is via in-person meetings but if this is not possible, email and zoom will be used.
- Day-to-day communication will occur through email. When emails are sent to ROSC members, we should expect to wait 2-3 business days and if have not heard back, communication by phone will be attempted.
- Minutes from the previous meeting will be shared at the following meeting. Minutes from the previous six months will be posted to the Governors State University Website.

- Outside communication will occur via mainstream media platforms, secure electronic platforms, and live public engagements either in person or via virtual platform by designated ROSC “champions” as determined by the ROSC council.
- A monthly survey will be conducted to assess the status and function of the ROSC.
- Internal emails about ROSC organization within organizations.
- A 50% consensus from in-person/virtual attendees is needed to make any changes in protocol, communication plan, and any other foundational documents during official monthly ROSC meetings.

EXTERNAL:

- Create and periodically update a printed ROSC resource guide to distribute to residents and local police and fire departments. Also make guide available through electronic external communication platforms.
- Participate and conduct meetings with organizations and groups that have an interest in recovery from substance misuse and mental health challenges.
- Publish articles in existing stakeholder newsletters.
- Maintain website, Facebook page, and events calendar.
- Develop and disseminate print media and share print media between membership groups.

EXPECTATIONS OF ROSC MEMBERS:

Involve people with lived experience. Lived experience means personal knowledge about substance use disorders (SUDs), including co-occurring mental health and substance use disorders (CODs) treatment, criminal justice involved individuals, family member or loved one of a person with mental health or substance use challenges.

Create an integration of systems within the ROSC, local hospital, primary care, mental health, law enforcement, local business owners, local government representation and policy makers, persons with lived experience and SUD intervention, treatment, prevention, and recovery support service providers.

Inform, educate, and empower individuals and communities, expanding access to a comprehensive array of prevention, treatment, and peer recovery support service options.

TOOL/MEASURES TO ASSESS PROGRAM

TIMELINE

This FY25, we will encourage more community members to participate in the council and ROSC activities. We will complete a survey to determine the strengths, weaknesses, opportunities, and threats (SWOT analysis) to recovery in the service area. The data collected will be utilized to ensure our strategic plan is aligned with community needs and goals. The council will update the strategic plan based on findings from the SWOT analysis.

POSITION MESSAGE

ROSC is a Recovery Oriented Systems of Care (ROSC) is a coordinated network of community-based services and supports that is person-centered and builds on the strengths and resilience of individuals, families, and communities to experience recovery and improved health, wellness, and quality of life for those with or at risk of substance use and/or co-occurring conditions. The central focus of a ROSC is to create an infrastructure, or "systems of care", with the resources to effectively address the full range of substance use and/or co-occurring disorders within communities.

OUTREACH MATERIALS

We currently use Canva to create flyers and other printed material to increase the capacity of our community outreach activities. These print materials can also be used in outreach packets and media press kits. Current print marketing materials include:

- ROSC Brochure
- WSMI radio advertising
- Outreach Packets
- Facebook Social Media outlets
- Physical networking and community outreach
- Flyers promoting ROSC related activities/events
- Other materials as determined by Needs Assessment and SWOT analysis

OUTREACH OUTLETS

- Social media: Email blasts, ROSC website, Facebook/Facebook Live, Online Resource Guide/Map, YouTube, Instagram.
- Mainstream Media: St. Louis Missouri and Springfield Illinois TV stations, Macoupin/Montgomery radio stations including neighboring county radio stations, and local/regional newspapers.
- Community: word of mouth, ongoing engagement with community groups/individuals that show interest in ROSC activities/concepts or may affect the status of the ROSC in our area (including participation at the following meetings city councils, townhall, county boards, school boards, chambers of commerce, and township). Engagement will also include the distribution of flyers/print media, sponsorship/promotion of ROSC-related events and activities, direct training on recovery-related topics and ROSC participation at community events.
- Leaders/ROSC Champions
- Professionals
- Community events
- Youth art competition focused on mental health and wellness

TECHNICAL ASSISTANCE NEEDED

- Stigma reduction education
- Other harm reduction practices
- Community engagement
- Engagement of those with lived experience
- Growth of recovery community
- Expanding and creating services based on the identified needs of those with lived experience and their families
- Marketing efforts
- Housing
- Legal assistance

PRIMARY SPOKESPERSONS

Name	Role	Agency
Elyse Schoen	RCORP Project Director	MCPHD
Lindsay Minor	Recovery Care Coordinator	MCPHD
Michelle Dettwiler	ROSC coordinator (FT)	MCPHD
Brittney Card	ROSC coordinator (FT)	MCPHD

Primary Contacts:

Elyse Schoen, Recovery Program Development and Sustainability Manager

eschoen@mcphd.net

(217) 204-6930

Lindsey Minor, Recovery Care Coordinator

Lminor@mcphd.net

(217)271-9096

Michelle Dettwiler ROSC Coordinator Mdettwiler@mcphd.net

(217) 271-7924

Brittney Card ROSC Coordinator

Bcard@mcphd.net

(217) 271-7924