

## **Outreach and Communication Plan**

**Southern II ROSC FY 25**

**Metro East Recovery Council**

**Chestnut Health Systems-Madison and St. Clair Counties**

**Revised Date: October, 2024**

### **Communication/Outreach Goals:**

#### **Overview:**

The ROSC project is based on the fundamentals of public action to support the prevention of substance use disorders, mental health afflictions and recovery from both. The focus of the ROSC coalition is to bridge community services and support for those in recovery. In order to encourage success on one's chosen recovery path, the ROSC is focusing activities and education within the following arenas:

- Promote Stigma Reduction and Education
- Promote Early Recovery Workshops
- Promote Recovery based Therapy groups

#### **Objectives:**

1a.) Increase followers of MERC on social media by 20% (from 275 to 325) by June 1, 2025

1b.) Distribute a minimum of four outreach packets per month.

1c.) Initiate a minimum of four in-person contacts with potential MERC members, per month.

2a.) Increase average attendance at MERC meetings by 20% (from 25 to 30) by June 1, 2025

**Audience:** The Statewide ROSC initiative previously identified 15 sectors in the community for the focus of each grantee's Communication and Outreach Plan. At present, MERC has

representation from 13 of the 15 sectors. MERC will focus on including the remaining two sectors for the upcoming year.

Audience	Communication Goal
Healthcare	MERC has a positive and supportive relationship with local healthcare facilities, within Madison County. Relationships can be expanded in both Madison and St.Clair Counties.
Business	The business community is aware of MERC, its involvement in local communities, and how they can participate in and/or support Metro East Recovery Coalition and individuals in recovery/their families. The number of members of the business communities in Madison and St. Clair counties presents opportunities for growth.
People with Lived experience	MERC has a healthy relationship with the AA/NA community which needs to be strengthened. MERC will reach out beyond the traditional 12 step community so there is a better representation of the recovery community.
Education	MERC has an ongoing relationship with a few of the colleges in the area. We are looking at expanding this relationship to other colleges within the Madison and St. Clair counties. We also are looking to expand the education into the community by promoting Stigma Reduction workshops and NARCAN trainings.

A timeline for the project is identified in our objectives, above. A plan and its execution will be made by Metro East Recovery Council’s paid Community Health Specialists in cooperation with members of MERC by June 1, 2025

The five most critical audiences for our area are:

1. Persons with lived experience (PLE’s)/families with lived experience (FLE’s)
2. College/Elementary/Secondary Schools
3. Faith Community
4. Law Enforcement/Probation Department/Drug Court

## 5. Government Officials

The timeline for the project was identified in our objectives. The Chestnut Community Health Specialists will work with members to further develop our plan by the outlined dates