



Massac County R.O.S.C. Community Outreach and Communication Plan

Mission:

Massac County Drug Awareness Coalition (MCDAC) ROSC is determined to reduce substance misuse by providing prevention and recovery education and resources to the youth and adults in our communities.

Communication & Outreach Goals:

- Increase the visibility of MCDAC ROSC in our community along with the opportunities for participation in the ROSC
- Reduce stigma surrounding substance use and recovery
- Broaden the community's peer support system
- Heavily involve people with lived experience on our ROSC Council
- Enhance community member involvement
- Increase representation of faith community leaders on our ROSC

Plans & Progress:

- In order to increase visibility we have held several successful community events and we plan to continue these as well as implement new events in FY 25-giving a voice to the people with lived experience involved with the Recovery Council to direct new events being held. (Family Fun Bowling Event, Recovery Picnic, Community Outreach Days, Laundry Events, Recovery Walk.)
- We ran a stigma reduction campaign in which we had people with lived experience volunteer to be on a billboard with a recovery positive message featuring local people in the recovery community.
- We are continuing to utilize Recovery Corps to broaden the peer network and build capacity in our ROSC.
- We have been able to increase involvement of people with lived experience on the Massac County ROSC and we look to continue increasing this and the retention of this population throughout FY 25 by implementing outings quarterly.

- Our plans to enhance community member involvement are to continue networking and spreading awareness of the ROSC, its purpose and goals, via community events as well as social media posts and email blasts. We have set up information tables at local events as well as engaged in one-on-one conversations with community members. These methods have been effective and will continue to look for more opportunities to partner with local events to broaden our reach to the community.
- In order to increase representation of the faith community leaders in our ROSC we are planning to present at local churches to share about our ROSC's goals, data we've collected, and any other substance use recovery initiatives to gain interest and engagement from this sector.
- Our ROSC plans to disseminate a county wide mailer to all residents with information about the ROSC, MCDAC's Resource Center, local recovery meetings, and other local resources.

Methods to Address Deliverables

Communication:

- Email Newsletter
- Facebook
 - [Massac County Drug Awareness Coalition | Metropolis IL | Facebook](#)
- Coalition/ROSC Monthly Meetings
- Recovery Council Meetings
- MCDAC Website
 - [Massac County Drug Awareness Coalition | Promoting Healthy and Safe Choices Through The Reduction of Substance Abuse \(massacdrugawareness.com\)](#)

-The majority of the coalition meetings are held the third Wednesday of the month and are open to the community (a few have been moved due to conflicts with holidays). They are hybrid meetings, with a zoom link sent out the day before the meeting. Further, the schedule of coalition meetings is sent out at the beginning of every fiscal year.

Outreach:

- Get out in the communities to make contact with community members
 - Days scheduled in Metropolis, Joppa, and Brookport.
- Attend city and county government meetings
- Attend and present at local civic groups to increase community awareness and visibility of the ROSC

- Request to share about MCDAC ROSC and plans at local faith communities
- Disseminating information on all resources available to the community by mail and electronic means
- Creating ROSC brochures and one pagers to disseminate at events and to key partners.
- We are a Drug Overdose Prevention Program Provider and collaborate with both Recovery Corps and local community members to distribute Narcan throughout our county.

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