"Collaborating to Build and Coordinate Communities of Recovery"



McLean County ROSC FY25 Communication & Outreach Plan

7/1/2024 - 6/30/2025

McLean County ROSC Mission and Vision: "Collaborating to Build and Empower Communities of Recovery."

Introduction:

The McLean County Recovery-Oriented Systems of Care (ROSC) Communication and Outreach Plan is intended to be a "live" document that outlines how the McLean County ROSC will communicate its strategic plan, monthly meetings, events, community resource list, community needs assessment, community outreach plan, social media plan, and marketing plan to its community members, partners, and key stakeholders. The Communication and Outreach Plan will also identify key stakeholder focus areas for delivering presentations on the McLean County ROSC FY25 Strategic Plan. The Communication & Outreach Plan will be consulted, reviewed and updated regularly. The goal of the Communication & Outreach Plan is to engage council members, the community, and key stakeholders in the current coalition efforts, projects, and initiatives of the McLean County ROSC, and to empower ROSC council members, especially those working in the community, to be able to effectively communicate the McLean County ROSC mission, vision, and strategic goals. The following plan is a "point in time" snapshot as of the time of this writing (updated October 2024).

McLean County ROSC Communication/Outreach Goals & Objectives:

Overall McLean County ROSC Communication Goal:

To collaborate with local community partners and local communities of recovery to empower individuals to engage in their own self-directed recovery.

Communication Objectives

- 1. To Inform & Educate
 - a. Reframe the concepts that substance use disorders and mental health disorders are chronic in nature and that recovery is a lifelong process
 - b. Work to actively reduce the stigma surrounding substance use and mental health recovery by educating the public and raising awareness of substance use and mental health disorders as disease processes, local recovery supports, and the reality that people truly do recover

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- 2. To Reduce Stigma Surrounding Substance Use & Mental Health Disorders
 - a. Utilize person-centered, strength-based, recovery-friendly language to communicate the collective lived experiences of living with and recovering from substance use and mental health disorders
- 3. To Advocate for Local Communities of Recovery and All Impacted by Substance Use and Mental Health Disorders
 - a. Take an active part in advocacy efforts at the individual, organizational, and systemic levels to ensure the establishment and ongoing development of policies, procedures, and protocols that support the recovery process in its many pathways
- 4. To Coordinate and Raise Awareness of Local Recovery Support Services (RSS)
 - a. Provide the local community with a wide variety and range of recovery support services, program, and initiatives to choose from to support individual and community recovery

<u>Top 5 Targeted Underrepresented Community Sectors to Optimize for FY25 McLean ROSC Council Communication and</u> Outreach

- Local Substance Use and Mental Health Recovery Communities (i.e. A New Horizon Recovery Community Center, Cedar Lake Fellowship, Celebrate Recovery, Local Mental Health and Substance Use Treatment Clients, Local NAMI Affiliate Chapter, etc.)
- People with Live Experience (PLEs)
- McLean County Rural Communities (Rural McLean County Communities Outside of the Bloomington-Normal Metro Area)
- Friends, Family and Allies (i.e. Al-Anon, Alateen, Nar-Anon, Narateen, NAMI Family-to-Family, etc.)
- Local Media (Local Newspapers, Podcasts, Nonprofit Radio Stations, etc.)

McLean County ROSC FY25 Communication & Outreach Strategies

| Communication & | Responsible | Intended Audience | Outreach/Communication | Frequency | Evaluation Method |
|-----------------|-----------------|-----------------------|--------------------------|-------------------|-------------------------|
| Outreach | Person(s) | | Method(s) | | |
| Strategies | | | | | |
| Local Community | McLean County | Local Community | Virtual & In-Person | Monthly | # of local community |
| Coalition | ROSC Team | Coalitions in McLean | Meetings | | coalition meetings |
| Membership | | County | | | attended annually |
| McLean County | McLean County | Underrepresented | McLean County ROSC | Weekly, Biweekly, | # of ROSC council |
| ROSC Council | ROSC Team, | Community Sectors-Top | Council Meetings (Zoom), | Monthly | meetings/fiscal year, # |
| Member | McLean County | 5, Service Providers, | McLean County ROSC | | of community |
| | ROSC Council, & | McLean County | Council Meeting Minutes | | presentations/trainings |



McLean County ROSC

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| McLean County | Community Partners, | & Agendas, Community | | delivered, # of 1:1 |
| ROSC Planning | Stakeholders, | Trainings/Presentations, | | meetings, # of McLean |
| Committee | Community Members at | 1:1 Meetings, McLean | | County ROSC marketing |
| | Large | County ROSC Marketing | | materials distributed, # |
| | | Materials (McLean County | | of community outreach |
| | | ROSC Virtual Resource | | events attended/fiscal |
| | | App Business Cards, | | year |
| | | McLean County ROSC | | |
| | | Council Membership | | |
| | | Brochures, McLean | | |
| | | County ROSC Substance | | |
| | | Use and Mental Health | | |
| | | Free Resources Poster, | | |
| | | McLean County Sober | | |
| | | Social Guide, McLean | | |
| | | County Quarterly | | |
| | | Recovery Community | | |
| | | Newsletter, etc.), | | |
| | | Community Outreach | | |
| | | Events | | |
| McLean County | McLean County ROSC | McLean County ROSC | Monthly, Quarterly | # of McLean County |
| ROSC Team | Council, McLean County | Council Meetings (Zoom), | | ROSC Council |
| | ROSC Planning | McLean County ROSC | | Meetings/fiscal year, # of |
| | Committee, McLean | Council Meeting Minutes | | McLean County ROSC |
| | County Community | & Agendas, 1:1 Meetings, | | Planning Committee |
| | Partners, | McLean County ROSC | | Meetings/fiscal year, # of |
| | Underrepresented | Planning Committee | | community outreach |
| | Community Sectors – | Meetings, Community | | events attended/fiscal |
| | Top 5 | Outreach Events, | | year, # of employers who |
| | | Promotion of McLean | | hire peers |
| | | County Substance | | |
| | | Use/Mental Health Career | | |
| | | Opportunities, Promotion | | |
| | | of McLean County | | |
| | | Substance Use/Mental | | |
| | McLean County ROSC Planning Committee McLean County | McLean County ROSC Planning Committee McLean County Rosc Team McLean County Rosc Team McLean County Rosc Team McLean County Rosc Council, McLean County Rosc Planning Committee, McLean County Community Partners, Underrepresented Community Sectors – | McLean County ROSC Planning Committee Community Partners, Stakeholders, Community Members at Large Materials (McLean County ROSC Council Membership Brochures, McLean County ROSC Substance Use and Mental Health Free Resources Poster, McLean County Sober Social Guide, McLean County Quarterty Recovery Community Newsletter, etc.), Community Outreach Events McLean County ROSC Council Meetings (Zoom), McLean County ROSC Council Meetings (Loom), McLean County ROSC Planning Committee Meetings, Community Outreach Events, Promotion of McLean County Substance Use/Mental Health Career Opportunities, Promotion of McLean County Outreach Events, Promotion of McLean County Substance Use/Mental Health Career Opportunities, Promotion of McLean County | McLean County ROSC Planning Committee Community Partners, Stakeholders, Community Members at Large Large Agendas, Community Trainings/Presentations, 1:1 Meetings, McLean County ROSC Marketing Materials (McLean County ROSC Virtual Resource App Business Cards, McLean County ROSC Council Membership Brochures, McLean County ROSC Substance Use and Mental Health Free Resources Poster, McLean County Sober Social Guide, McLean County Quarterly Recovery Community Newsletter, etc.), Community Outreach Events McLean County ROSC Council, McLean County ROSC Planning Committee, McLean County Community Partners, Underrepresented Community Sectors - Top 5 McLean County Monthly, Quarterly Ourieach Events Agendas, Community Trainings/Presentations, 1:1 Meetings, Community Trainings/Presentations, 1:1 Meetings, Community Trainings/Presentations, 1:1 Meetings, McLean County Quarterly Rosc Planning Committee, McLean Council Meetings (Zoom), McLean County ROSC Council Meetings (Zoom), McLean County ROSC Council Meetings (Monthly, Quarterly Council Meetings, McLean County ROSC Planning Committee Meetings, Community Outreach Events, Promotion of McLean County Substance Use/Mental Health Career Opportunities, Promotion of McLean County |



| | Cottaborating to build and | Health Advocacy | | |
|----------------------------|--|-----------------|---|--|
| | | Opportunities | | |
| McLean County ROSC Team | McLean County ROSC Council, McLean County ROSC Planning Committee, Stakeholders, McLean County Community Partners, Underrepresented Community Sectors – Top 5, Service Providers, Community Members at Large | Health Advocacy | Weekly, Biweekly, Monthly, Quarterly | # of McLean County ROSC Council meetings/fiscal year, # of community presentations/trainings delivered, # of McLean County ROSC marketing materials distributed, # of Virtual Resource Jotform App QR code scans, # of 1:1 meetings/fiscal year, # of community outreach events attended/fiscal year, # of Narcan unit and marketing material distribution |



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|---------------------|----------------------------|-----------------------------|--|-----------------------|---|
| | | | Needs/Resource | | |
| | | | Assessment, McLean | | |
| | | | County ROSC Community | | |
| | | | Resource List, McLean | | |
| | | | County Narcan Marketing | | |
| | | | Materials & Distribution, | | |
| | | | Promotion of McLean | | |
| | | | County Substance | | |
| | | | Use/Mental Health Career | | |
| | | | Opportunities, Promotion | | |
| | | | of McLean County | | |
| | | | Substance Use/Mental | | |
| | | | Health Advocacy | | |
| | | | Opportunities | | |
| Media and Public | McLean County | Local Media Outlets (i.e. | Press Releases, | Quarterly, Biannually | # of press releases sent |
| Relations | ROSC Team | local podcasts, local | Interviews, Community | | out/fiscal year, # of |
| | | non-profit radio station, | Newsletters | | interviews/fiscal year, # |
| | | local newspaper, etc.), | | | of community |
| | | Local Community | | | newsletters/newspapers |
| | | Newsletters (i.e. PATH-O- | | | featuring McLean |
| | | GRAM from PATH Crisis | | | County ROSC |
| | | Center, local rural | | | |
| | | community | | | |
| Litela and /Decoral | Malassa | newsletters/newspapers) | O a service se | M/ Lde - Disco Lde - | # - f |
| Urban/Rural | McLean County | Underrepresented | Community Outreach | Weekly, Biweekly, | # of community |
| McLean County | ROSC Team, | Community Sectors – | Events, Community | Quarterly | outreach events |
| Community | McLean County | Top 5, Service Providers, | Presentations/Trainings, | | attended/fiscal year, # of |
| Outreach | ROSC Council, | Stakeholders, McLean | 1:1 Meetings, McLean | | community |
| | McLean County | County Community | County ROSC Email | | presentations/trainings |
| | ROSC Planning Committee | Partners, Community | Updates, McLean County | | delivered, Facebook social media |
| | Committee | Members at Large | ROSC Facebook Posts, McLean County ROSC | | |
| | | | Instagram Posts, McLean | | metrics/analysis, Instagram social media |
| | | | County ROSC Virtual | | <u> </u> |
| | | | _ | | metrics/analysis, # of |
| | | <u> </u> | Resource Jotform App, | | McLean County ROSC |



| MCLean County NOSC | | Collaborating to Duita and | Coolullate Collinatings of | rtccovcry | *** |
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| | | | McLean County ROSC | | Virtual Resource Jotform |
| | | | Marketing Materials | | App QR code scans, # of |
| | | | (McLean County ROSC | | McLean County ROSC |
| | | | Virtual Resource App | | marketing materials |
| | | | Business Cards, McLean | | distributed, # of Narcan |
| | | | County ROSC Council | | unit and marketing |
| | | | Membership Brochures, | | material distribution |
| | | | McLean County ROSC | | |
| | | | Substance Use and | | |
| | | | Mental Health Free | | |
| | | | Resources Poster, McLean | | |
| | | | County Sober Social | | |
| | | | Guide, McLean County | | |
| | | | Quarterly Recovery | | |
| | | | Community Newsletter, | | |
| | | | etc.) McLean County | | |
| | | | ROSC Strategic Plan, | | |
| | | | McLean County ROSC | | |
| | | | Community | | |
| | | | Needs/Resource | | |
| | | | Assessment, McLean | | |
| | | | County ROSC Community | | |
| | | | Resource List, Promotion | | |
| | | | of McLean County | | |
| | | | Substance Use/Mental | | |
| | | | Health Career | | |
| | | | Opportunities, Promotion | | |
| | | | of McLean County | | |
| | | | Substance Use/Mental | | |
| | | | Health Advocacy | | |
| | | | Opportunities | | |
| McLean County | McLean County | McLean County ROSC | McLean County ROSC | Weekly | Facebook social media |
| ROSC Social Media | ROSC Team | Council, McLean County | Facebooks Posts, McLean | | metrics/analysis, |
| Presence | | ROSC Planning | County ROSC Instagram | | Instagram social media |
| | | Committee, McLean | Posts, McLean County | | metrics/analysis, |



| McLean County ROSC | j | "Collaborating to Build and | Coordinate Communities of | Recovery" | 34 35 |
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| | | County Community | ROSC YouTube Video | | YouTube social media |
| | | Partners, Service | Uploads, Promotion of | | metrics/analysis |
| | | Providers, Stakeholders, | McLean County | | |
| | | Underrepresented | Substance Use/Mental | | |
| | | Community Sectors - | Health Career | | |
| | | Top 5, Community | Opportunities, Promotion | | |
| | | Members at Large | of McLean County | | |
| | | | Substance Use/Mental | | |
| | | | Health Advocacy | | |
| | | | Opportunities | | |
| McLean County | McLean County | McLean County ROSC | McLean County ROSC | Weekly, Biweekly, | # of McLean County |
| ROSC Marketing | ROSC Team | Council, McLean County | Council Meeting Minutes | Monthly, Quarterly | ROSC marketing |
| | | ROSC Planning | & Agendas, McLean | | materials distributed, # |
| | | Committee, McLean | County ROSC Virtual | | of community |
| | | County Community | Resource Jotform App, | | presentations/trainings |
| | | Partners, Service | McLean County ROSC | | delivered, # of |
| | | Providers, Stakeholders, | Virtual Resource App | | community outreach |
| | | Underrepresented | Business Card, McLean | | events attended/fiscal |
| | | Community Sectors – | County ROSC Council | | year, # of email |
| | | Top 5, Community | Membership Brochure, | | updates/month |
| | | Members at Large, | McLean County ROSC | | |
| | | | Substance Use & Mental | | |
| | | | Health Free Resource | | |
| | | | Poster, McLean County | | |
| | | | ROSC Recommended | | |
| | | | Recovery Reading Lists, | | |
| | | | McLean County Quarterly | | |
| | | | Recovery Community | | |
| | | | Newsletter, McLean | | |
| | | | County Sober Social | | |
| | | | Guide, McLean County | | |
| | | | ROSC Informational | | |
| | | | Flyers, McLean County | | |
| | | | ROSC Infographics, | | |
| | | | McLean County ROSC | | |



| McLean County ROSC | · | Collaborating to build and | Coordinate Communities of | necovery | 34 - 38 |
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| | | | Email Updates, | | |
| | | | Community | | |
| | | | Presentations/Trainings, | | |
| | | | Community Outreach | | |
| | | | Events, Promotion of | | |
| | | | McLean County | | |
| | | | Substance Use/Mental | | |
| | | | Health Career | | |
| | | | Opportunities, Promotion | | |
| | | | of McLean County | | |
| | | | Substance Use/Mental | | |
| | | | Health Advocacy | | |
| | | | Opportunities | | |
| McLean County | McLean County | McLean County ROSC | McLean County ROSC | Monthly, Quarterly, | # of community survey |
| ROSC Community | ROSC Team | Council, McLean County | Community Survey, Key | Biannually | responses received, # of |
| Needs/Resource | | Planning Committee, | Informant Interviews, | | key informant interviews |
| Assessment | | Stakeholders, McLean | Focus Groups, Updated | | conducted, # of focus |
| | | County Community | FY25 McLean County | | groups conducted, # of |
| | | Partners, | Community | | focus group attendees, # |
| | | Underrepresented | Needs/Resource | | of email updates sent re: |
| | | Community Sectors – | Assessment, McLean | | updated McLean County |
| | | Top 5, Service Providers, | County ROSC Email | | ROSC Community |
| | | Community Members at | Updates, McLean County | | Needs/Resource |
| | | Large | ROSC Facebook Posts, | | Assessment, # of |
| | | | McLean County ROSC | | community |
| | | | Instagram Posts, McLean | | presentations/trainings |
| | | | County ROSC Council | | on updated McLean |
| | | | Meetings (Zoom), McLean | | County ROSC |
| | | | County ROSC Council | | Community |
| | | | Meeting Minutes & | | Needs/Resource |
| | | | Agendas, Community | | Assessment delivered, # |
| | | | Outreach Events, | | of McLean County ROSC |
| | | | Community | | Council Meetings |
| | | | Presentations/Trainings, | | focused on updated |
| | | | | | McLean County ROSC |



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| | Promotion of McLean | | Community |
| | County Substance | | Needs/Resource |
| | Use/Mental Health Career | | Assessment, # of |
| | Opportunities, Promotion | | community outreach |
| | of McLean County | | events where updated |
| | Substance Use/Mental | | McLean County ROSC |
| | Health Advocacy | | Community |
| | Opportunities | | Needs/Resource |
| | | | Assessment was |
| | | | shared, # of social |
| | | | media shared re: |
| | | | updated McLean County |
| | | | ROSC Community |
| | | | Needs/Resource |
| | | | Assessment, # of |
| | | | employers who hire |
| | | | peers |
| McLean County ROSC | McLean County ROSC | Biweekly, Monthly, | # of community |
| Council, McLean County | Strategic Plan FY25 | Quarterly | presentations/trainings |
| Planning Committee, | Update, 5 Community | | re: updated McLean |
| Stakeholders, McLean | Presentations/Trainings, | | County ROSC Strategic |
| County Community | Community Outreach | | Plan delivered, # of |
| Partners, | Events, McLean County | | social media posts |
| Underrepresented | ROSC Facebook Posts, | | shared re: updated |
| Community Sectors – | McLean County ROSC | | McLean County ROSC |
| Top 5, Service Providers, | Instagram Posts, McLean | | Strategic Plan, # of |
| Community Members at | County ROSC Council | | McLean County ROSC |
| Large | Meeting (Zoom), McLean | | Council Meetings |
| | County ROSC Council | | focused on updated |
| | Meeting Minutes & | | McLean County ROSC |
| | Agendas, 1:1 Meetings, | | Strategic Plan, # of email |
| | McLean County ROSC | | updates sent re: |
| | Email Updates | | updated McLean County |
| | | | |
| | | | ROSC Strategic Plan, # |
| | McLean County ROSC Council, McLean County Planning Committee, Stakeholders, McLean County Community Partners, Underrepresented Community Sectors – Top 5, Service Providers, Community Members at | Promotion of McLean County Substance Use/Mental Health Career Opportunities, Promotion of McLean County Substance Use/Mental Health Advocacy Opportunities McLean County ROSC Council, McLean County Planning Committee, Stakeholders, McLean County Community Partners, Underrepresented Community Sectors – Top 5, Service Providers, Community Members at Large McLean County ROSC Strategic Plan FY25 Update, 5 Community Presentations/Trainings, Community Outreach Events, McLean County ROSC Facebook Posts, McLean County ROSC Instagram Posts, McLean County ROSC Council Meeting (Zoom), McLean County ROSC Council Meeting (Zoom), McLean County ROSC Council Meeting Minutes & Agendas, 1:1 Meetings, McLean County ROSC | County Substance Use/Mental Health Career Opportunities, Promotion of McLean County Substance Use/Mental Health Advocacy Opportunities McLean County ROSC Council, McLean County Planning Committee, Stakeholders, McLean County Community Partners, Underrepresented Community Sectors – Top 5, Service Providers, Community Members at Large McLean County ROSC Strategic Plan FY25 Update, 5 Community Presentations/Trainings, Community Outreach Events, McLean County ROSC Facebook Posts, McLean County ROSC Instagram Posts, McLean County ROSC Council Meeting Minutes & Agendas, 1:1 Meetings, McLean County ROSC |



| McLean County ROSC | , | Collaborating to Build and | Coordinate Communities of | Recovery | 34 . 34 |
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| | | | | | around updated McLean |
| | | | | | County ROSC Strategic |
| | | | | | Plan, # of community |
| | | | | | outreach events where |
| | | | | | updated McLean County |
| | | | | | ROSC Strategic Plan was |
| | | | | | shared |
| McLean County | McLean County | McLean County ROSC | McLean County ROSC | Biweekly, Monthly, | # of McLean County |
| ROSC Community | ROSC Team, | Council, McLean County | FY25 Updated Community | Quarterly | ROSC Council meetings |
| Resource List | McLean County | Planning Committee, | Resource List, McLean | | focused on updated |
| | ROSC Council | Stakeholders, McLean | County ROSC Council | | McLean County ROSC |
| | | County Community | Meetings (Zoom), McLean | | Community Resource |
| | | Partners, | County ROSC Council | | List, # of social media |
| | | Underrepresented | Meeting Minutes & | | posts re: updated |
| | | Community Sectors – | Agendas, McLean County | | McLean County ROSC |
| | | Top 5, Service Providers, | ROSC Virtual Resource | | Community Resource |
| | | Community Members at | Jotform App, McLean | | List, # of McLean County |
| | | Large | County ROSC Virtual | | ROSC Virtual Resource |
| | | | Resource App Business | | Jotform App business |
| | | | Card, McLean County | | cards distributed, # of |
| | | | ROSC Facebook Posts, | | McLean County ROSC |
| | | | McLean County ROSC | | Virtual Resource Jotform |
| | | | Instagram Posts, | | App QR Code scans, # |
| | | | Community | | of community |
| | | | Presentations/Trainings, | | presentations/trainings |
| | | | Community Outreach | | re: updated McLean |
| | | | Events, Promotion of | | County ROSC |
| | | | McLean County | | Community Resource |
| | | | Substance Use/Mental | | List delivered, # of |
| | | | Health Career | | community outreach |
| | | | Opportunities, Promotion | | events attended where |
| | | | of McLean County | | updated McLean County |
| | | | Substance Use/Mental | | ROSC Resource List was |
| | | | Health Advocacy | | shared |
| | | | Opportunities | | |





McLean County ROSC FY25 Updated Strategic Plan Community Presentation Plan:

Goal: To inform and educate underrepresented community sector stakeholders on the McLean County ROSC strategic priorities and strategic action plan for the next 3-5 years

| plan for the next 3-3 years | - | | | |
|--|---|--|---|-----------------------------------|
| Targeted Stakeholder(s) | ROSC Council Member(s) Responsible | Expected Outcomes | Evaluation Methods | Timeline |
| Local Substance Use and Mental Health Recovery Communities | All ROSC Council Members | To increase awareness of McLean County ROSC coalition efforts among local substance use and mental health recovery communities | # of presentations delivered to this specific key stakeholder group; pre- and post-presentation Likert scale assessment of awareness of McLean County ROSC coalition efforts | Q4 of FY25 (April – June 2025) |
| People with Lived Experience (PLEs) | All ROSC Council Members | To increase awareness of McLean County ROSC coalition efforts among local individuals with lived experience | # of presentations delivered to this specific key stakeholder group; pre- and post-presentation Likert scale assessment of awareness of McLean County ROSC coalition efforts | Q4 of FY25 (April – June 2025) |
| McLean County Rural Communities | Council Member Agencies with Capacity for Rural | To increase awareness of McLean County ROSC | # of presentations delivered to this specific key | Q4 of FY25 (April – June 2025) |
| | Outreach | coalition efforts among | stakeholder group; pre- and | |



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| | | rural McLean County communities | post-presentation Likert scale assessment of awareness of McLean County ROSC coalition efforts | |
| Friends, Family, and Allies | All ROSC Council Members | To increase awareness of McLean County ROSC coalition efforts among impacted friends and family and recovery community allies | # of presentations delivered to this specific key stakeholder group; pre- and post-presentation Likert scale assessment of awareness of McLean County ROSC coalition efforts | Q4 of FY25 (April – June 2025) |
| Local Media | McLean County ROSC Team | To increase awareness of McLean County ROSC coalition efforts among local media outlets | # of presentations delivered to this specific key stakeholder group; pre- and post-presentation Likert scale assessment of awareness of McLean County ROSC coalition efforts | Q4 of FY25 (April – June 2025) |