

“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:

<p>Overall McLean County ROSC Communication Goal:</p> <p>To collaborate with local community partners and local communities of recovery to empower individuals to engage in their own self-directed recovery.</p>
<p>Communication Objectives</p>
<ol style="list-style-type: none"> 1. To Inform & Educate <ol style="list-style-type: none"> 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

Top 5 Targeted Underrepresented Community Sectors to Optimize for FY25 McLean ROSC Council Communication and 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 & Outreach Strategies	Responsible Person(s)	Intended Audience	Outreach/Communication Method(s)	Frequency	Evaluation Method
Local Community Coalition Membership	McLean County ROSC Team	Local Community Coalitions in McLean County	Virtual & In-Person Meetings	Monthly	# of local community coalition meetings attended annually
McLean County ROSC Council Member	McLean County ROSC Team, McLean County ROSC Council, &	Underrepresented Community Sectors-Top 5, Service Providers, McLean County	McLean County ROSC Council Meetings (Zoom), McLean County ROSC Council Meeting Minutes	Weekly, Biweekly, Monthly	# of ROSC council meetings/fiscal year, # of community presentations/trainings

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<p>Recruitment & Retention</p>	<p>McLean County ROSC Planning Committee</p>	<p>Community Partners, Stakeholders, Community Members at Large</p>	<p>& 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</p>		<p>delivered, # of 1:1 meetings, # of McLean County ROSC marketing materials distributed, # of community outreach events attended/fiscal year</p>
<p>Community Partner Collaboration & Brainstorming</p>	<p>McLean County ROSC Team</p>	<p>McLean County ROSC Council, McLean County ROSC Planning Committee, McLean County Community Partners, Underrepresented Community Sectors – Top 5</p>	<p>McLean County ROSC Council Meetings (Zoom), McLean County ROSC Council Meeting Minutes & Agendas, 1:1 Meetings, McLean County ROSC Planning Committee Meetings, Community Outreach Events, Promotion of McLean County Substance Use/Mental Health Career Opportunities, Promotion of McLean County Substance Use/Mental</p>	<p>Monthly, Quarterly</p>	<p># of McLean County ROSC Council Meetings/fiscal year, # of McLean County ROSC Planning Committee Meetings/fiscal year, # of community outreach events attended/fiscal year, # of employers who hire peers</p>

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			Health Advocacy Opportunities		
Substance Use/Mental Health Education & Awareness	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	McLean County ROSC Council Meetings (Zoom), McLean County ROSC Council Meeting Minutes & Agendas, Community Presentations/Trainings, 1:1 Meetings, Community Outreach Events, 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.), McLean County ROSC Facebook Posts, McLean County ROSC Instagram Posts, McLean County ROSC Virtual Resource Jotform App, McLean County ROSC Strategic Plan, McLean County ROSC Community	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 Relations	McLean County ROSC Team	Local Media Outlets (i.e. local podcasts, local non-profit radio station, local newspaper, etc.), Local Community Newsletters (i.e. PATH-O-GRAM from PATH Crisis Center, local rural community newsletters/newspapers)	Press Releases, Interviews, Community Newsletters	Quarterly, Biannually	# of press releases sent out/fiscal year, # of interviews/fiscal year, # of community newsletters/newspapers featuring McLean County ROSC
Urban/Rural McLean County Community Outreach	McLean County ROSC Team, McLean County ROSC Council, McLean County ROSC Planning Committee	Underrepresented Community Sectors – Top 5, Service Providers, Stakeholders, McLean County Community Partners, Community Members at Large	Community Outreach Events, Community Presentations/Trainings, 1:1 Meetings, McLean County ROSC Email Updates, McLean County ROSC Facebook Posts, McLean County ROSC Instagram Posts, McLean County ROSC Virtual Resource Jotform App,	Weekly, Biweekly, Quarterly	# of community outreach events attended/fiscal year, # of community presentations/trainings delivered, Facebook social media metrics/analysis, Instagram social media metrics/analysis, # of McLean County ROSC

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			<p>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.) 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</p>		<p>Virtual Resource Jotform App QR code scans, # of McLean County ROSC marketing materials distributed, # of Narcan unit and marketing material distribution</p>
<p>McLean County ROSC Social Media Presence</p>	<p>McLean County ROSC Team</p>	<p>McLean County ROSC Council, McLean County ROSC Planning Committee, McLean</p>	<p>McLean County ROSC Facebooks Posts, McLean County ROSC Instagram Posts, McLean County</p>	<p>Weekly</p>	<p>Facebook social media metrics/analysis, Instagram social media metrics/analysis,</p>

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		County Community Partners, Service Providers, Stakeholders, Underrepresented Community Sectors – Top 5, Community Members at Large	ROSC YouTube Video Uploads, Promotion of McLean County Substance Use/Mental Health Career Opportunities, Promotion of McLean County Substance Use/Mental Health Advocacy Opportunities		YouTube social media metrics/analysis
McLean County ROSC Marketing	McLean County ROSC Team	McLean County ROSC Council, McLean County ROSC Planning Committee, McLean County Community Partners, Service Providers, Stakeholders, Underrepresented Community Sectors – Top 5, Community Members at Large,	McLean County ROSC Council Meeting Minutes & Agendas, McLean County ROSC Virtual Resource Jotform App, McLean County ROSC Virtual Resource App Business Card, McLean County ROSC Council Membership Brochure, 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	Weekly, Biweekly, Monthly, Quarterly	# of McLean County ROSC marketing materials distributed, # of community presentations/trainings delivered, # of community outreach events attended/fiscal year, # of email updates/month

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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 ROSC Community Needs/Resource Assessment	McLean County ROSC Team	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 Community Survey, Key Informant Interviews, Focus Groups, Updated FY25 McLean County Community Needs/Resource Assessment, McLean County ROSC Email Updates, McLean County ROSC Facebook Posts, McLean County ROSC Instagram Posts, McLean County ROSC Council Meetings (Zoom), McLean County ROSC Council Meeting Minutes & Agendas, Community Outreach Events, Community Presentations/Trainings,	Monthly, Quarterly, Biannually	# of community survey responses received, # of key informant interviews conducted, # of focus groups conducted, # of focus group attendees, # of email updates sent re: updated McLean County ROSC Community Needs/Resource Assessment, # of community presentations/trainings on updated McLean County ROSC Community Needs/Resource Assessment delivered, # of McLean County ROSC Council Meetings focused on updated McLean County ROSC

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			Promotion of McLean County Substance Use/Mental Health Career Opportunities, Promotion of McLean County Substance Use/Mental Health Advocacy Opportunities		Community Needs/Resource Assessment, # of community outreach events where updated McLean County ROSC Community 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 Strategic Plan	McLean County ROSC Team, McLean County ROSC Council	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 Minutes & Agendas, 1:1 Meetings, McLean County ROSC Email Updates	Biweekly, Monthly, Quarterly	# of community presentations/trainings re: updated McLean County ROSC Strategic Plan delivered, # of social media posts shared re: updated McLean County ROSC Strategic Plan, # of McLean County ROSC Council Meetings focused on updated McLean County ROSC Strategic Plan, # of email updates sent re: updated McLean County ROSC Strategic Plan, # of 1:1 meetings focused

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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 ROSC Community Resource List	McLean County ROSC Team, McLean County ROSC Council	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 FY25 Updated Community Resource List, McLean County ROSC Council Meetings (Zoom), McLean County ROSC Council Meeting Minutes & Agendas, McLean County ROSC Virtual Resource Jotform App, McLean County ROSC Virtual Resource App Business Card, McLean County ROSC Facebook Posts, McLean County ROSC Instagram Posts, 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	Biweekly, Monthly, Quarterly	# of McLean County ROSC Council meetings focused on updated McLean County ROSC Community Resource List, # of social media posts re: updated McLean County ROSC Community Resource List, # of McLean County ROSC Virtual Resource Jotform App business cards distributed, # of McLean County ROSC Virtual Resource Jotform App QR Code scans, # of community presentations/trainings re: updated McLean County ROSC Community Resource List delivered, # of community outreach events attended where updated McLean County ROSC Resource List was shared

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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				
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 Outreach	To increase awareness of McLean County ROSC coalition efforts among	# of presentations delivered to this specific key stakeholder group; pre- and	Q4 of FY25 (April – June 2025)

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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)

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