

Communication and Outreach Plan FY25

Moultrie and Shelby County ROSC Council

Region: ROSC Region 4
Lead Agency: Hour House
County: Moultrie and Shelby County

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Purpose of the Communication/Outreach Plan:

This document outlines how the Moultrie Shelby County Recovery Oriented Systems of Care Council (ROSC) will communicate the ROSC concept by educating community stakeholders on our mission, objectives, events, and other related activities. The information below includes the specific populations we intend to target and the tactical plan for various communication channels. This plan also explains the in-depth process of how the Moultrie Shelby ROSC Council will provide outreach to their community and implement the concept of ROSC.

- To show methods for communicating Moultrie/Shelby County ROSC Council’s strategic plan including the communication/outreach plan and progress towards that plan.
- To show methods for communicating Moultrie/Shelby County ROSC Council’s notes for monthly meetings & upcoming ROSC Council meetings & events.
- To show methods for communicating Moultrie/Shelby County ROSC Council’s results of the community resource list and community needs assessment.
- To show methods for communicating Moultrie/Shelby County ROSC Council’s 5 strategic plan presentations to stakeholders with defined targeted stakes, expected outcomes of presentations, member responsibilities, and measures of success.

Moultrie County Identified Gaps Across the Continuum:

1. **Health Promotion:** Lack of community readiness to address substance use disorder (SUD) issues; Lack of awareness and understanding regarding SUD resulting in increased community stigma.
2. **Prevention:** Lack of behavioral/mental health services and support for youth and adults.
3. **Intervention/Harm Reduction:** Lack of Drug Court services. Lack of knowledge/information regarding county access to harm reduction supplies and services.
4. **Treatment:** Lack of transportation, lack of Broadband access, lack of Medication

Assisted Recovery (MAR) services, lack of SUD and Mental Health services in the county, lack of funding to support additional SUD Behavioral health staff for both youth and adults.

5. **Recovery Supports:** Lack of recovery housing, and insufficient diversity of recovery support groups.

Shelby County Identified Gaps Across the Continuum:

1. **Health Promotion:** Lack of awareness and education surrounding substance use disorders which results in an increase in community stigma.
2. **Prevention:** Lack of support for youth regarding mental/behavioral health.
3. **Intervention/Harm Reduction:** Lack of knowledge/information surrounding harm reduction methods within the county. This results in an increased stigma regarding harm reduction.
4. **Treatment:** Lack of transportation.
5. **Recovery Supports:** Lack of recovery housing, and insufficient diversity supports. Lack of AA and NA meetings throughout the county.

The Moultrie Shelby County ROSC Council will continue to work with community members and providers to assist in bridging the identified gaps across the continuum, by increasing visibility of local community resources. The ROSC Council will enhance and regularly update the community resource list.

Communication/Outreach Objectives:

1a. Continue to schedule and attend 1:1 community stakeholder meeting to introduce the ROSC concept and explain the efforts of the Moultrie Shelby County ROSC Council.

- Generate ideas and identify the gaps in services to help transform policy, services, and systems that provide a recovery-oriented response for family members, as well as the persons seeking recovery.

2a. Continue to engage current council members.

- Create press releases, flyers, media posts, etc. to advertise Moultrie Shelby County ROSC Council events.
- Recruit 1-2 people to represent each identified ROSC Council stakeholder sector or category.
- Consult with council members to assist in identifying gaps in the ROSC Council stakeholder sectors.

3a. Host monthly ROSC Council meetings.

- Remain in consistent communication with ROSC Council members.
- Send meeting minutes within 72 hours of each council meeting.
- Send a reminder of a meeting 1 week prior to the ROSC Council meeting.
- Send additional reminder of meeting 3 days prior.
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- Follow up throughout the month by phone, in-person one-on-one meetings, or email.

4a. Continue to grow the ROSC Council membership and awareness surrounding SUD and Recovery through community events, education, and resource distribution.

- Conduct the Hidden in Plain Sight Event bi-annually.
- Provide one SUD educational event or training quarterly.
- Provide SUD related information through email and ROSC Council meetings.
- Distribute brochures and event flyers throughout the community.
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5a. Facilitate to improve collaboration between key stakeholders within Moultrie and Shelby Counties in order to better serve people in recovery.

5.b. Provide information campaigns to reduce stigma and provide support to persons with substance use disorders.

- Run anti-stigma radio ad campaigns for FY 25.
- Distribute state and national SUD, anti-stigma, and recovery information campaigns.
- Coordinate local resource information campaigns as needed.
- Participate in area health and wellness resource fairs and information campaigns.
- Distribute ROSC Council informational brochures to local agencies, stakeholders, and businesses.
- Collaborate with the Hour House Substance Use Prevention, Treatment, and Prevention, Illinois Family Resource Center, Circle of Care, Community Outreach and Recovery Support (CORS) Services, and BASE (Build, Amplify, Support, and Empower)
- Collaborate with local detoxification program and Moultrie and Shelby County Community Mental Health Centers as area detox facility, outpatient mental health and substance use disorder treatment providers.
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- Provide webinar and additional training information to council members.

6a. Increase awareness and information for health promotion around harm reduction and recovery services.

- Provide information on the Moultrie/Shelby ROSC Council social media page on where/how to access harm reduction services and programs.
- Work with partnering agencies to share social media posts and educational materials.

Identify additional needs in the community to expand access to Narcan, Safe Needles, Fentanyl Test Strips, and other harm reduction resources. Provide stakeholders updates on harm reduction services, supplies and resource guides.

7a. Moultrie Shelby County ROSC Council Recovery Navigator will hold weekly education groups within the Moultrie County Jail.

- Moultrie Shelby County ROSC Council Recovery Navigator and Moultrie Shelby ROSC Council Coordinator will continue to promote education groups within the jail by providing the jail administrator with education request forms and asking if there have been any new inquiries within the previous week.

8a. Identify 5 stakeholders to present information regarding the ROSC concept.

- Present a total of five presentations within Moultrie and Shelby County regarding the efforts, mission, values, and Strategic Plan of ROSC.
- The expected outcomes of the presentation include, but are not limited to, the following: increased awareness surrounding our strategic plan, SUD, and Recovery.

- To measure success, follow up will be completed within 48 hours of the presentation.
- To measure increased awareness, members from each sector will be encouraged to complete a short survey before and after we present the strategic plan.

9a. Share the purpose of the ROSC Concept by engaging with specific audience sectors within or serving the Moultrie and Shelby County community, listed below in Communication/Outreach Focus-Target Audience Sectors.

10a. Utilize all available methods of communication to increase awareness of ROSC program activities and reduce stigma; see Outreach Plan below.

11a. Ensure all deliverable items are available and up to date on the GSU website, including Membership Roster, Monthly Reports, ROSC Council Meeting Minutes, Communication/Outreach Plan, Community Survey, Community Asset/Resource Map, Community Needs/Resource Assessment, Strategic Plan and Impact Report. Include ROSC Council in updating and maintaining ROSC deliverable items.

Communication/Outreach Focus- Target Audience Sectors:

1. Persons with Lived Experiences- Persons in Recovery and/or their family and close friends
2. Recovery Supports- RCO, 12 Step or other community support groups, recovery homes
3. Faith-based Groups- Local Pastor, Ministerial Alliance
4. Family/Parents- Family programs and/or supports
5. Service Providers- Harm Reduction, programs for unhoused individuals, employment programs, transportation providers.
6. State/ Local/ Tribal Government- Local Official, County Official, 708 Board, State Official
7. Substance Use Treatment Organizations- Local Provider, Hospital Program, Withdrawal Management Program
8. Healthcare- MAR/MAT Prescriber, Hospital, County Health Dept.
9. Law Enforcement- Local Police, County Sheriffs' Offices, ISP, State Attorney's Offices
10. Judicial- Drug Court Representative, Public Defender's Offices, Probation
11. Volunteer/Civic Organizations- Drug Free Coalitions
12. Education/ Schools- Local University, GED Programs, K-12, Libraries
13. Youth Serving Organizations- Local Prevention Providers
14. Media- Radio, Newspaper, TV
15. Business- Local business, Chamber of Commerce

Communication Goals by Audience Sectors:

Moultrie/Shelby County ROSC Council has identified communication goals for each type of audience sector.

Sectors	Communication Goals/Communication Channels
Person with Lived Experiences	Engage PLEs in the concept of ROSC to enhance fellowship across recovery community groups.
	Invite and empower PLEs to sit on advisory subcommittees to voice input on ROSC Council goals.
	Encourage PLE’s to share their stories of recovery to help reduce stigma of SUD and Recovery.
Recovery Supports	Ensure that ROSC Council materials (flyers, brochures, etc.) are provided at locations where local recovery meetings are held.
	Identify gaps in recovery support options in the community. Assist local recovery support in developing additional meetings through network and education.
	Add recovery supports to the ROSC Council email distribution list to provide SUD education and training.
Faith-based Groups	Ensure that the local ministerial alliance has access to ROSC Council resources/materials and updates.
	Ensure that local churches have access to the monthly Moultrie/Shelby County ROSC Council newsletter.
	Assist in events to help distribute information on SUD and Recovery resources.
Family/Parents	Collaborate with Illinois Family Resource Center to provide the ROSC Council members with SUD and Recovery educational information. Ex: Webinars, Flyers, Brochures, Website Promotion.
	Connect with family orientated agencies and distribute SUD related materials on a monthly basis.

	Ensure that local school districts have information regarding parents and families to relay to the student body.
Service Providers	Continue to make connections to those who provide resources to peers in recovery such as housing, transportation, temporary shelter, domestic violence assistance, legal aid, and more.
	Articulate guiding principles and measures of recovery that are adaptable across services and programs while supporting system improvements, data sharing, and program coordination.
State/Local/Tribal Government	Develop ideas to transform policy, services, and systems that provide a recovery-oriented response for family members, as well as the persons seeking recovery.
Substance Use Treatment Organizations	Engage substance use treatment organizations and invite them to the ROSC Council meetings.
	Collaborate for County events.
	Increase awareness of treatment organizations by sharing materials, bed openings, referral process, etc.
	Connect with the local medicated detox unit “New Vision” as needed.
	Collaborate for panel discussions regarding SUD and Recovery, ex: Gambling Awareness
Healthcare	Engage healthcare professionals with one-on-one meetings to introduce the ROSC concept and provide opportunities of support.
	Provide a ROSC presentation to healthcare staff bi-annually.
	Provide healthcare offices with brochures, newsletters, training, and harm reduction materials as needed.
	Attend interagency meetings quarterly.
	Engage conversations about MAR services and identify potential providers.
Law Enforcement	Meet with local city officers and jail administrator bi- annually.

	<p>Continue to build upon the recovery and SUD related education series within the jail provided by the ROSC Recovery Navigator in Moultrie County. Continue our efforts in providing recovery and SUD related education series within the Shelby County Jail.</p>
	<p>Provide materials- brochures, training opportunities, grant information, newsletters, resource bags etc. Update materials as needed throughout the year.</p>
	<p>Continue conversations about the Safe Passage concept to both counties.</p>
	<p>Assist in the discussion of MAR services being introduced into the Moultrie County Jail. Continue to provide support to the MAR services in the Shelby County Jail.</p>
	<p>Encourage attendance at the ROSC Council meetings.</p>
	<p>Connect with the jail administrator and/or Sheriff to provide support, resource materials, training, and grant opportunities.</p>
Judicial	<p>Provide support to the Shelby County Drug Court. Continue to provide weekly education groups for the Drug Court participants.</p>
	<p>Provide resource information such as brochures, training opportunities, flyers, and harm reduction materials as needed.</p>
	<p>Continue to establish relationships between entities in the judicial system and/or Shelby County Drug Court and the ROSC Recovery Navigator.</p>
Education/Schools	<p>Provide support during events to distribute information related to youth and SUD.</p>
	<p>Collaborate to host or assist with family fun events that include but are not limited to the Hidden in Plain Sight event.</p>
	<p>Assist in campaigns that the Hour House Substance Use Prevention Program conducts.</p>
	<p>Send out monthly Moultrie and Shelby County ROSC Council newsletter to school sector.</p>
	<p>Establish a working relationship with education sectors to provide connection to the ROSC Recovery Navigator.</p>

	Engage Lakeland College to assist in the health/job fair as it applies.
	Provide Staff Trainings as needed. EX; Narcan trainings

Media	Share information in local Newspapers.
	Promote the ROSC Facebook page.
	Interview with local radio stations through social media platforms to share on the ROSC concept and upcoming events.
	Run an anti-stigma communication campaign via media outlets (MSCRC FB page, newspapers, radio, etc.).
	Collaborate with other agencies and encourage information sharing on their local media website.
Business	Identify local business owners and conduct one-on-one meetings.
	Provide information on staff trainings related to SUD and Recovery, ex: Narcan Training.

	Connect with family orientated agencies and distribute SUD related materials on a monthly basis.
Service Providers	Continue to make connections to those who provide resources to peers in recovery such as housing, transportation, temporary shelter, domestic violence assistance, legal aid, and more.
	Articulate guiding principles and measures of recovery that are adaptable across services and programs while supporting system improvements, data sharing, and program coordination.
State/ Local/ Tribal Government	Develop ideas to transform policy, services, and systems that provide a recovery-oriented response for family members, as well as the persons seeking recovery.
Substance Use Treatment Organizations	Engage substance use treatment organizations and invite them to the ROSC Council meetings.
	Collaborate for County events.
	Increase awareness of treatment organizations by sharing materials, bed openings, referral process, etc.
	Collaborate for panel discussions regarding substance use and recovery, ex: Gambling Awareness
Healthcare	Engage healthcare professionals with one-on-one meetings to introduce the ROSC concept and provide opportunities of support.
	Provide a ROSC presentation to healthcare staff bi-annually.
	Provide healthcare offices with brochures, newsletters, training, and harm reduction materials as needed.
	Attend monthly community coalition meetings.
	Engage conversations about MAR services and identify potential providers.
Law Enforcement	Meet with a local city officers and jail administrators bi- annually.
	Maintain our relationship with the Moultrie County Jail to provide recovery and SUD related education and resources.
	Establish a relationship with Shelby County Jail to provide recovery and SUD related education and resources.
	Provide materials- brochures, training opportunities, grant information, newsletters, resource bags etc. Update materials as needed throughout the year.

	Continue conversations about the Safe Passage concept.
	Encourage attendance at the ROSC Council meetings.
	Connect with the Chief of Police and/or Sheriff to provide support, resource materials, trainings, and grant opportunities.
Judicial	Provide support to the Shelby County Drug Court.
	Provide resource information such as brochures, training opportunities, flyers, and harm reduction materials as needed.
	Continue to establish relationships between entities in the judicial system and the ROSC Recovery Navigator.
Education/ Schools	Provide support during events to distribute information related to youth and SUD.
	Collaborate to host or assist with family fun events that include but are not limited to the Hidden in Plain Sight event.
	Assist in campaigns that Hour House Prevention provides.
	Encourage quarterly newsletters for families regarding SUD.
	Engage Lakeland College and EIU to assist in the health/job fair as it applies.
	Provide staff trainings as needed. EX; Narcan trainings
Media	Share information in local Newspapers.
	Promote the ROSC Facebook page.
	Interview with local radio stations through social media platforms to share on the ROSC concept and upcoming events.
	Run an anti-stigma campaign.
	Collaborate with other agencies and encourage information sharing on their local media website.
Business	Identify local business owners and conduct one-on-one meetings.
	Provide information on Staff Training related to SUD and Recovery, ex: Narcan Training. Host one training once a quarter.

Outreach Goals:

Moultrie/Shelby County ROSC Council has identified outreach goals for each type of communication method.

Method(s)	Outreach Goal(s)
E-Mail	To provide meeting information- agendas, minutes, meeting attachments, event flyers, strategic plan, communication/outreach plan, results of community resource list, survey, and community needs assessment.
	To inform of available training, grant opportunities, resource connection, etc.
Zoom	In person meetings are also available over Zoom to create a hybrid platform.
	Utilize for one-on-one meetings and online trainings
Social Media	Facebook- Moultrie/Shelby County ROSC
	Facebook- Invite PLEs to PLE Committee Facebook page for planning events, updates, and meeting minutes.
	Encourage sharing on additional platforms Snapchat, Instagram, etc.
ROSC Presence	Shelby Interagency Meeting
	Shelby CIPT Advisory Meeting
	Shelby County Board meetings
	Moultrie County Interagency
	Moultrie County CIPT Advisory Meeting
	Monthly ROSC events (partnership with other agencies and solo)
	Moultrie County Board Meeting
Other meetings identified that pertain to the mission of ROSC	
Word of Mouth	Encourage council members to invite others to attend ROSC meetings and/or ROSC events.
Printed Materials (also available in PDF)	ROSC brochure- English and Spanish
	Recovery Navigator brochure- English and Spanish
	Moultrie/Shelby County specific Recovery meetings list, local resources list, & Find Treatment Quick Guide
	Education and event flyers
	Harm Reduction Materials- Narcan, Fentanyl Testing, Xylazine, etc.
Quick resources and Find Treatment Guides	
External Media	Press releases in local newspaper
	Encourage local radio to cover events and provide interviews by request- WTIM, Cromwell Media Radio
	Anti-stigma campaigns and/or testimonials on radio
GSU Website	Communication/Outreach Plan, Strategic Plan,
	Membership Roster and Protocols, Meeting Minutes, event information

	Community Resource Assessment, Gap Analysis, Asset Mapping, Meetings/Events Excel, Monthly Reports
Other	Resource Bags/Folders
	Harm Reduction Kits, sharing awareness of DOPP sites
	Other methods determined by the ROSC Council

Outreach Strategies and Audience:

Outreach Strategy	Outreach Goal	Audience	Frequency	Responsible Persons
E-mail communication with council members, meeting reminders	<ol style="list-style-type: none"> 1. Develop and maintain local ROSC Council meetings. 2. Maintain consistent retention of ROSC Council members. 	Key Stakeholders, All sectors	Weekly	MSCRC Coordinator and Recovery Navigator
Attend interagency meetings	<ol style="list-style-type: none"> 1. Increase awareness about the ROSC Council. 2. Identify community needs voiced during these meetings and develop supportive measures. 3. Identify local stakeholders. 	Key Stakeholders, Healthcare, Service Providers	Quarterly	MSCRC Coordinator and Recovery Navigator
Free Laundry Day	<ol style="list-style-type: none"> 1. Provide needed resources to community members. 2. Assist local agencies and stakeholders in reducing barriers to basic needs. 3. Increase the supportive efforts of ROSC. 	Key Stakeholders, Family/Parents, Persons with Lived Experience	Bi-monthly	MSCRC Council, Coordinator, and Recovery Navigator
Social Media and Advertising Outlets	<ol style="list-style-type: none"> 1. Encourage community members to engage with the ROSC Council. 2. Reduce stigma by providing education via communication campaigns. 3. Radio-ad campaign 4. Send monthly newsletters. 	Key Stakeholders, All sectors	Weekly	MSCRC Council, Coordinator, and Recovery Navigator
Develop and maintain a schedule for Recovery Navigator	<ol style="list-style-type: none"> 1. Assist in increasing substance use treatment options in the county. 	Key Stakeholders, Persons with lived experience,	Weekly	MSCRC Coordinator and Recovery

	<ol style="list-style-type: none"> 2. Identify additional barriers to Recovery. 3. Provide education and support to those with lived experience and family members. 4. Increase PLE participation for the ROSC Council. 	family/parents		Navigator
Recovery Month Testimonials-to promote recovery through social media and radio	<ol style="list-style-type: none"> 1. Develop additional support systems for persons in recovery and their families. 2. Reduce stigma surrounding recovery. 3. Promote sharing personal messages that Recovery is Possible. 4. Utilize the ROSC Recovery Navigator. 	Key Stakeholders, All sectors	Annually	MSCRC Council, Coordinator, and Recovery Navigator
Social Media presence-SUD/Recovery Education	<ol style="list-style-type: none"> 1. Develop additional support systems for persons in recovery and their families. 2. Reduce stigma surrounding recovery. 3. Promote sharing personal messages that Recovery is Possible. 4. Provide education and awareness. 	Key Stakeholders, All sectors	Weekly	MSCRC Coordinator and Recovery Navigator
Hidden in Plain Sight Event	<ol style="list-style-type: none"> 1. Develop additional support systems for persons in recovery and their families. 2. Provide education and awareness for parents and guardians surrounding SUD and the youth. 3. Engage the Hour House Prevention Team and the Illinois Family Resource Center for additional support. 	Key Stakeholders, Family/Parents	Bi-annually	MSCRC Council, Coordinator, and Recovery Navigator
Paint the Town Purple Event	<ol style="list-style-type: none"> 1. Honor National Recovery Month by 	Key Stakeholders, All sectors (Law	Annually in September	MSCRC Council, Coordinator, and

	displaying purple pinwheels throughout Moultrie/Shelby counties. 2. Display flyers of events throughout both counties to make individuals aware of what the pinwheels symbolize.	enforcement, judicial, businesses)		Recovery Navigator
Candlelight Vigil Event	1.Honor National Overdose Awareness Day by partnering with council members to host a vigil in honor of those who lost their lives to Substance Use and/or Mental Health. 2. Engage the Drug Court clients to help assist/attend the event.	Key Stakeholders All Sectors	Annually in August	MSCRC Council, Coordinator, and Recovery Navigator
Shelby County Drug Court	1.Facilitate weekly education groups to current drug court participants. 2.Communicate frequently with Shelby County Probation team.	Key Stakeholders, All sectors/Shelby County	Weekly	MSCRC Coordinator and Recovery Navigator
Restoration Farms	1.Facilitate weekly education groups and have peer support available as needed. 2.Communicate with administrator at the farm frequently.	Key Stakeholders, Persons with lived experience	Weekly	MSCRC Coordinator and Recovery Navigator
Anti-stigma Campaign	This campaign aims to challenge the stigma surrounding substance use recovery by sharing stories of resilience, promoting understanding, and fostering support. Our goal is to create a more inclusive and empathetic society towards individuals in recovery.	Key Stakeholders, All sectors	Weekly	MSCRC Coordinator and Recovery Navigator

Resources Bags	1.To provide community members with hygiene supplies, recovery resources specific to the community that they are living in and ROSC information.	Key Stakeholders, Persons with lived experience	As needed	MSCRC Coordinator and Recovery Navigator
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