

**Lee/Whiteside Co. ROSC Council Community Communication/Outreach Plan  
October 2024**

**Lee/Whiteside Co. ROSC Council**

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**Lead Agency**

Sauk Valley Voices of Recovery  
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**Mission Statement:**

The mission of the Lee/Whiteside ROSC Council is to facilitate stakeholders collaborating to build and empower communities of recovery to help Lee/Whiteside Counties become more healthy and safe communities by improving health, wellness, and resiliency for individuals and families, with or at risk of substance use/mental/behavioral health inclinations.

**Communication/Outreach Goals:**

- 1) To increase the awareness of the Lee/Whiteside ROSC Council and opportunities for involvement
- 2) Increase engagement in the Lee/Whiteside ROSC Council
- 3) Decrease stigma regarding substance use and recovery
- 4) Increase representation of Persons with Lived Experience on the ROSC Council
- 5) Expand new and innovative recovery strategies in the community

**Objectives:**

- 1) Create a working communication network of interested community stakeholders
- 2) Work with stakeholders, peers and service providers to support the recovery process to the greatest possible outcome
- 3) Make recovery more accessible in our community
- 4) Communicate with the community via at least 5 communication methods
  - a. Newsletters
  - b. Sober Social Events
  - c. Social Media/Website
  - d. Radio
  - e. Direct In-person Outreach
- 5) Three priority projects
  - a. Recovery Farm
  - b. Collegiate Recovery
  - c. Merge the Lee/Whiteside and Ogle/DeKalb ROSC Councils

**Audience Targets:**

- 1) Peers, families and people seeking recovery
- 2) SUD/Mental Health Providers
- 3) Hospitals and Primary Care Providers
- 4) Law Enforcement Agencies
- 5) Faith Communities
- 6) Youth and Schools
- 7) LGBTQ
- 8) African American Communities
- 9) Hispanic Communities

**Communication Plan:**

- 1) Email
- 2) Social Media (Facebook, Instagram, Tiktok, etc)
- 3) Monthly Newsletters
- 4) Podcast
- 5) In-Person Outreach
- 6) Town Hall Meetings/Discussions
- 7) Reminder E-mail to Council Members the Thursday before each meeting with new template for announcing current events and details about the speaker presenting in the meeting
- 8) Personal call to Council Members on the day before each meeting