

Ogle/DeKalb ROSC Council Community Communication/Outreach Plan

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Ogle/DeKalb ROSC Council

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Lead Agency

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Mission Statement:

The ROSC Council is a coalition of community stakeholders and interested parties that meet regularly with an intention to identify current community resources or providers for recovery adjacent services, also to identify gaps in the continuum of care. The ROSC seeks to coordinate providers and services to help prevent service duplication and to utilize all our community providers and resources to the maximum benefit of people seeking recovery from substance use disorder and co-occurring mental health issues. Ideally, the group collaboration will evolve into a standing and sustainable organization that provides support and services for people in addiction and behavioral health recovery.

Communication/Outreach Goals:

- 1.) To increase the awareness of the Ogle/DeKalb ROSC Council and opportunities for involvement.
- 2.) Increase engagement in the Ogle/DeKalb 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. Build a Recovery Farm
 - b. Build a Collegiate Recovery
 - c. Merge the Ogle/DeKalb and Lee/Whiteside Councils efforts

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 Community
- 9.) Hispanic Community

Communication Plan:

- 1.) Email
- 2.) Social media (Facebook, Instagram, TikTok, etc)
- 3.) Monthly Newsletters
- 4.) Podcast Interviews
- 5.) In-Person Outreach
- 6.) Town Hall Meetings/Discussions
- 7.) Personal call to Council Members on the day before each meeting
- 8.) Send a meeting reminder to Council members the Thursday before the meeting. Include a new template to e-mail including current events, speaker logistics and future presenter name/company.