

Randolph and Washington County Healthy Communities Alliance ROSC Communications and Outreach Plan FY25

Overview:

FY24 saw some nice growth and advancement for our local Recovery program. Our biggest news was the opening of our Recovery Resource Center on the ComWell campus in Red Bud. Accessing this space allowed us to provide room to accommodate two new support meetings. We have served the direct needs of a number of individuals and referred several people to ComWell Same Day Access for services. We ramped up our community presence with four food and resource pop-ups as well as visited 8 libraries during our monthly library caravan.

FY25 is a continuation and carryover of this energy as we especially look to capitalize on relationships within our local faith-based communities. As for our outreach and communications efforts, we find social media to be the predominant source for sharing information and resources, as well as event information. We are expanding this year from having only used Facebook in the past to incorporating Instagram and TikTok in an effort to increase our audience. This is coordinated through our ComWell Communications Director.

Goals:

1. Stigma Reduction

1a. June HCA Pastor appreciation event. We will utilize the months leading up to reconnect with our area churches in order to update resource information and extend personal invitations to our June meeting. We will engage with Patrick Miller on the ROSC endorsed faith-based outreach initiative in order to receive coaching and suggestions as to how to make the best use of this devoted time and effort. Our goal is to then find opportunities to go deeper with interested congregations with churches who are interested and willing to do so.

2a. We will carry over efforts from past years to participate in area community events such as fairs and picnics and walk in the same parades.

2b. Steeleville 4th of July, Chester Fall Festival, Coulterville Fall Festival, Washington County Fair

3a. Bring back our "Recovery is for Everyone" message. Emphasis on Recovery Month in September. Sticker campaign with local restaurants on delivery and takeout food packaging.

3a.1 Arrangements made with local restaurants for month of September. We are designating a special day each week to promote each place and they are sharing our Recovery stickers with customers during that period and contributing 10% of sales back to us. We are promoting each business on social media, through word-of-mouth, newspaper ad, and radio spots as able.

4a. Host a Spring and Fall Recovery Resource Center Open House Event with open invitation to public

5a. Incorporate stigma reduction messaging in our social media and newsprint messaging

5a1. Utilize 1 post per month, each month to showcase specific stigma reduction messaging.

2. Continue to promote Problem Solving Court in Randolph County

2a. Continue establishment of quarterly meeting check-ins with Randolph County court staff.

2b. Schedule 1 meeting per quarter with Randolph County Clerk.

2c. Include key Randolph County courthouse staff in meeting invitations and communications.

3. Recovery Ready Workplace Initiative

3a. Establish meeting with County Economic Developers for support to determine best way to reach out to all employers within Randolph and Washington County.

3b. Work with Gilster Mary-Lee leadership to establish a model that we can then promote to a “coalition of willing area employers”

3c. Promote our local willing Recovery workplace employers in the community through social media, radio, newspaper, public presentations.

4c. Connect with state level Recovery Friendly Workplace initiative for further coaching and strategy.

4. Recovery Housing

4a. Educate full HCA collation members on the benefits and relevance of Recovery Housing

4a.1 Select an expert on Recovery Housing who may be willing to make a short presentation at one of our quarterly full coalition meetings

4a.2 Continue research on other programs and the different models and services that exist in other areas.

4a.3 Stay in contact with ComWell leadership concerning internal developments that signal closer readiness for active physical planning.

4a.4 Ask quarterly for agency position and readiness relative to prioritization of Recovery housing.

5. Encourage Community Discussion on RCO Research and Potential Implementation

5a. Continue search for potential local Recovery leaders with ability to organize and Necessary actions toward establishment of a local Recovery Community Organization.

6. ROSC Council Recruitment and Engagement

6a. Continue monthly and quarterly talent search through personal networking and referrals.

7a. Attend area groups and support meetings as able and no less than 1/quarter to share ROSC information and connect in person.

8a. Invite monthly and quarterly HCA attendees to ROSC council meetings.

7. Encourage Support for Incarcerated Individuals

7a. Seek out and engage discussions on MAR and support groups in Randolph and Washington County jails.

8a. Make support for incarcerated individuals a specific ROSC meeting presentation topic for March.

Additional outreach and communication considerations

Increase local awareness of ROSC programming. Through monthly hybrid meetings, website, social media, outreach events, town halls, school assemblies, radio spotlights.

- a. Ask for invitation to WHCO People Speak radio program 1/quarter for community updates on local Recovery efforts.
- b. Community Outreach – New member active recruitment; goal 2 new members with Recovery affinity per quarter.
- c. 1/Quarter – Present at local community group (Rotary, Chamber)

Persons with direct lived experience	Invite to weekly and monthly meetings
Persons with indirect lived experience	Invite to weekly and monthly meetings
Law Enforcement	Meet quarterly to update and keep top-of-mind
SUD treatment providers	Weekly internal SUDS meeting
Mental Health providers	Weekly internal SUDS meeting
Physicians	Deliver newsletter and materials to clinics quarterly
Faith based	Drop info at churches. Invite to meetings. Invite to appreciation event in June

Business	Drop info at businesses. Invite to meetings
Judicial	Continue working through current channels
Public Defender/Attorneys	Ask for meeting time quarterly and as needed