



## **SI SUPRT FY25 Communication and Outreach Plan**

### **A. Increase community awareness of SI SUPRT development and mission**

- I. Promote ROSC and Southeastern Illinois Substance Use Prevention, Recovery and Treatment (SI SUPRT) Council through social media, resource groups, outreach events, attending other coalition meetings, public forums, educational presentations, and promotional material.
- II. Distribute SI SUPRT promotional material to various community agencies and community members in the four counties we serve. Increase recognition of SI SUPRT in our service area by placing promotional material at local probation and state's attorney's offices, churches, food pantries, medical providers, etc.
- III. Engage with other ROSC councils and welcome other systems of care into our activities.
- IV. Partner with other agencies and council members to share recovery related messaging and council information on social media.

### **B. Continue to provide and highlight stigma reduction messaging in the community**

- I. Promote message that "recovery is possible" through social media, community campaigns, and other outreach efforts in an attempt to highlight encouraging evidence that there are thousands of people already living in recovery in our community.
- II. Continue to promote person-centered language to acknowledge and lessen discrimination against people with substance use disorders.
- III. Partner with other agencies to encourage a public attitude of support for people experiencing substance use disorders.
- IV. Increase awareness and reduce stigma of Medication Assisted Treatment/Recovery by inviting local MAR providers to speak out our events and by sharing evidenced-based info about MAR on our social media.
- V. Continue to hold community awareness/anti-stigma discussions that provide evidence-based education around SUD and the vital role of non-treatment recovery resources.
- VI. Continue outreach and education for local faith-based organizations in an effort to engage them in our response to SUD. Promote faith-based recovery groups on community board at our Recovery Resource Center.
- VII. Partner with other SI SUPRT Council members' social media platforms to share stigma reduction education.
- VIII. Continue to share the most up-to-date stigma reduction and recovery messaging.

### **C. Continue council development**

- I. Monthly meeting invitation is distributed to list serve one week prior to the upcoming council meeting.
- II. Previous month's meeting minutes are distributed to list serve one week prior to the following month's council meeting.
- III. All upcoming events are announced during monthly council meetings and shared in the monthly meeting invitation to our list serve.
- IV. SI SUPRT event calendar is posted on GSU website.
- V. Promote and share HSIDN resource guide, which is a collaboration of all organizations in southern Illinois. The resource guide is an up-to-date list of treatment providers, recovery homes, healthcare assets, housing and food resources, and other local sources of recovery capital
- VI. Continue to build and support the recovery community in the four-county area through active council recruitment efforts and ongoing engagement of our already robust and active council.
- VII. Engage and support representatives from all counties.
- VIII. Continue engaging and recruiting representatives of required and critical sectors, keeping new and emerging sectors in mind, i.e. faith-based, justice system, and political organizations.
- IX. Continue being open to new members, reaching out to groups in the community who bring programs to the area out of their recognition of need (i.e., food pantries, homeless coalitions, Oxford House, Saline County Outreach, and For the Love of My Child: a support group for family members.)
- X. Asses any new or unmet needs in the community, e.g. continued overdose prevention efforts, limited transportation options in service area.
- XI. Provide annual presentations of Strategic Plan to council members.
- XII. Provide presentation of annual report.
- XIII. Bring these findings to our updated Community Needs Assessment (CNA) and extend ownership of the Strategic Plan to council membership and others with lived experience.
- XIV. Council members and/or Recovery Resource Specialists will communicate SI SUPRT's Strategic Plan to opioid response teams, RCORP, and other SUD coalitions in order to continue collaboration with these groups.
- XV. Capitalize on the great success of Free Laundry Day and Anti-Stigma Events as a way to raise visibility of our ROSC, network, bring communities together around support of recovery services, family support and public service/law enforcement. Continue to promote this program to communities and encourage their participation. Free Laundry Events are scheduled in each of our service counties, with additional events planned through local sponsors.
- XVI. Provide regular education about recovery-ready workplaces to our council.
- XVII. Provide more targeted outreach to employers on stigma, overdose risks, and treatment. Encourage on-site recovery meetings, profession-specific recovery meetings, and hiring people with SUD in general and/or those in EHD Supported Employment programs.
- XVIII. Continue to provide links to on-line recovery groups via social media and agency/network/partner coalition list-serves. Partner with agencies and individuals' community outreach activities to help support food pantries, clothing drives, and other non-treatment community supports.