



ROSC Council Communication Outreach Plan

Overall Goal: Grand Boulevard Prevention Services focuses on the intersection of violence and substance abuse and the implementation of culturally informed strategies to promote substance abuse prevention education, violence prevention, offer pro-social alternatives as positive alternatives to violence and substance abuse, and promote strategic planning by community stakeholders to address risk factors in its target community. To create a community in Grand Boulevard, Douglas, Washington Park, and Fuller Park where substance use is prevented, recovery is supported, and individuals can thrive.

Advocate and guide the development of an integrated recovery system by creating a shared vision to improve service availability through a sustainable ROSC Council.

Our Mission:

GBPS, as a Recovery Oriented Systems of Care (ROSC) grantee, will build a collaborative network of providers, community organizations, and individuals to strengthen the continuum of care for those impacted by substance use disorder (SUD).

Our Goals:

Goal A: Strengthen the GBPS ROSC Council • Continue to target specific communities, Grand Boulevard, Washington Park, Fuller Park, and Douglas. Conduct targeted outreach to treatment providers through phone calls, in-person meetings, and informational packets highlighting ROSC benefits. • Organize joint training sessions and events with other ROSC stakeholders to foster collaboration. • Showcase success stories of how ROSC has benefited providers and the community to encourage wider participation. • Incorporate Harm Reduction, Trauma-informed care, and Mental Health First Aide interactive events in our service areas of Grand Boulevard, Washington Park, Fuller Park, and Douglas and partner with faith-based organizations, community centers, and local businesses to promote ROSC and recovery resources. g\

Goal B: Expand Awareness of ROSC in the Community - Organize educational workshops and community forums to raise awareness of ROSC and its role in supporting recovery.

Goal C: Enhance the Sustainability of GBPS ROSC -Research and apply for grants beyond traditional sources, exploring public-private partnerships, corporate sponsorships, and fundraising events. • Inform and enlist community businesses in diverse ways to support GBPS ROSC funding - Implement standardized data collection procedures to track program outcomes and measure effectiveness. • Utilize data to inform program development, resource allocation, and

Project Objectives

- Increase awareness of the ROSC Council and its goals among community stakeholders within the fiscal year (FY25) as measured by surveys and participation in council events.
- Continue to provide local community information on recovery resources and how to access them.
- Develop and deliver 2 educational seminars on recovery via online platforms by June 30, 2025. Attendance will be tracked to measure success.
- Provide Narcan training and outreach monthly.
- Continue to build a strong, collaborative network of stakeholders invested in ROSC's success.
- Develop and share the strategic plan by reviewing it at Council meetings in April and October. Solicit input from PLEs on the strategic plan by offering two focus group meetings: one in February and one in June.

Audiences: Community members, People with Lived Experience (PLEs), Families of those struggling with addiction, Friends and supporters of PLEs, People in active addiction and/or seeking recovery. This coalition is essential because it will allow our ROSC Council to develop relationships with people, programs, and processes to strengthen our community resources and move the entire county toward a positive social change. It will also be every member of the ROSC Council's responsibility to recruit by word of mouth. The goal of our ROSC Council is to be inclusive rather than exclusive. Everyone is encouraged to bring new people to our council.

Orientation: Involvement is crucial for the longevity of the ROSC Council. Understanding the council's history, vision, goals, objectives, and structure is important. By taking the time to orient new members to the privileges and responsibilities of membership, the council can create a more educated membership and a more productive council. Orientating new members will make a significant contribution to the ROSC Council. A successful orientation will include but is not limited to:

- Informing new members about the ROSC history, purpose and structure
- Informing new members about the ROSC Council's vision, goals and objectives

Communication Channels

- **Digital:** Email, social media platforms (Facebook, LinkedIn, Twitter, Instagram), Constant Contact, local online publications.
- **Traditional:** Local newspapers (Austin Voice, Public Defender), newsletters, flyers.
- **Zoom:** Hybrid meetings (in-person and online) to ensure accessibility.
- **Telecommunications:** Provide phone numbers for council members to answer questions and deliver reminders.

Websites: www.grandboulevardpreventionservices.org, [Recovery Coaching Network at GSU](#)

Timeline

- **Immediate:** Implement online presence through social media and email. Conduct community survey with a goal of obtaining 2500 completed surveys.
- **Throughout FY25:** Conduct educational seminars, collaborate with sector reps, attend community events.
- **Ongoing:** Develop and deliver training programs for council members and community members.

Community Characteristics and Needs Assessment

The service areas are predominantly African American and have long histories of economic and social challenges. They suffer from some of the worst economic, health, social, and violence disparities in the United States. Per the needs assessment completed in our first year as a ROSC, key statistics include:

- **High Poverty Rates:** Poverty rates range between 24.7% and 34.4%, significantly higher than the citywide average of 16.9%.
- **Low Median Household Income:** Median household income ranges from \$25,499 to \$34,933, compared to Chicago's \$71,673.
- **High Unemployment Rates:** Unemployment rates are higher than the city average, with some areas exceeding national averages.
- **Violent Crime:** These communities experience some of the highest violent crime rates in Chicago.
- **Limited Access to Treatment:** The Chicago Department of Public Health reports limited access to mental health and substance abuse treatment services in these areas.
- **Homelessness:** The 2023 Chicago Point-in-Time Count found a significant homeless population in Grand Boulevard and Douglas.
- **Gentrification:** These neighborhoods are experiencing mixed gentrification, bringing both resources and displacement.

Substance Use Challenges

These communities also face significant substance use challenges, with rates of adults with any SUD exceeding the citywide average. Limited access to treatment services further exacerbates the problem.

Data Sources:

- Chicago Health Atlas (2019)

- University of Chicago Hospital Needs Assessment (2022)
- Illinois Opioid Dashboard
- Chicago Department of Public Health's 2022 Community Area Profiles
- 2023 Chicago Point-in-Time Count
- US Census (2020)

Evaluation and Updated Needs Assessment

GBPS will complete an updated Community Resource Assessment and a Community Resource Mapping initiative to understand existing substance misuse recovery services and support within our target areas. Target dates for data collection: January 1, 2025 -Feb 15, 2025. • Surveys to be distributed through community outreach events, ROSC Council meetings, social media, and other local coalitions/community groups. Additionally, flyers will be posted at various agencies and businesses. The outcomes of the community resource list and the community needs assessment will be communicated during the ROSC Council meeting and through email. All substance use treatment providers, mental health treatment providers, and recovery homes in our service area will become familiar with our work.

GBPS will regularly assess the effectiveness of outreach efforts through surveys and participation metrics, using evaluation results to refine communication and outreach strategies and improve outreach efforts.