

## **Outreach and Communication Plan**

Region 4 ROSC

Hour House ROSC: Douglas County

This Outreach and Communication Plan was revised in September 2022.

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### **Outreach Goals:**

1. Continue and maintain and engage local ROSC Council meetings.
2. Fulfill stakeholder required categories.
3. Identify local ROSC Council community needs through ROSC Council meetings and utilizing our strategic goal.
4. Assist in increasing substance use treatment/recovery support options in the county.
5. Develop additional support systems for persons in recovery and their families.
6. Introduce recovery navigator services available for Douglas County.

### **Outreach Objectives:**

- 1.a. Douglas County ROSC Council will continue to meet once a month.
- 1.b. Remain in consistent communication with ROSC Council members.
  - Send meeting minutes within 48 hours of each council meeting.
  - Send reminder of meeting 2 weeks prior.
  - Send additional reminder of meeting 3 days prior
  - Follow up throughout the month by phone, in-person one-on-one meetings, or email.
- 2.a. Recruit 2-3 people to represent each stakeholder sector or category.
  - Consult with council members to assist in identifying gaps in these sectors.
- 2.b. Monitor retention of community stakeholders each month.
  - Document the council member participation in the Douglas Co ROSC Membership activity log.
- 3.a. Coordinate meetings with key stakeholders and people with lived experience to identify strengths and barriers to recovery in Douglas County.
- 3.b. Conduct ongoing formal and informal Community Needs Assessment.
- 4.a. Assist RISE in expanding their services to include outpatient substance use disorder treatment.
- 4.b. Coordinate efforts to provide transportation for treatment services.
  - Communicate with the transportation committee.
  - Communicate with Dial-A-Rides.
  - Examine the Rural Transportation Toolkits developed by the statewide ROSC.
- 5.a. Facilitate collaboration between key stakeholders within Douglas County to encourage the organizations to work together.
- 5.b. Provide information campaigns to reduce stigma and provide support to persons with substance use disorders.
  - Lease County Specific Billboard panels for FY23 to promote Recovery Is Possible.

- Lease Bus Ads for Douglas County to promote Recovery Is Possible.
  - Distribute state and national information campaigns.
  - Coordinate local resource information campaigns as needed.
  - Participate in area health and wellness resource fairs and information campaigns.
  - Distribute ROSC information brochure and Douglas County membership ROSC brochure.
  - Develop QR code for ROSC Social media page.
  - Collaborate with the Hour House Prevention Team and Illinois Family Resource Center.
  - Provide SUD related webinar and additional training information to council members.
- 5.c. Increase awareness and information for health promotion around harm reduction and services.
- Provide information on the ROSC social media page on where/how to access harm reduction services and programs.
  - Work with partnering agencies to share social media posts and educational materials.
  - Identify additional needs in the community to expand access to Narcan, Safe Needles, Fentanyl Test Strips, and other resources.
  - Partner with the Douglas County Health Department to increase distribution and training for Narcan.
  - Provide stakeholders updates on harm reduction services, supplies and resource guides.
- 5.d. ROSC Council will provide advocacy for a local Drug Court in Douglas County.
- Meet with AOIC Board to retain information on how to establish a drug court.
  - Provide Support opportunities by providing connection to other local drug courts.
  - Promote education on Drug Court.
- 6.a. Determine locations in Douglas County for recovery navigator to meet with clients.
- Communicate with local stakeholders to develop a list of safe meeting locations.
  - Allocate at least 5 safe meeting spots within Douglas County in the first 6 Months.
- 6.b. Distribute recovery navigator referral forms to stakeholders (by Oct 15, 2022).
- 6.c. Begin recovery navigator appointments, single and group settings (by Nov 15, 2022).
- 6.d. ROSC Recovery Navigator will help assist in establishing additional Recovery Meetings in Douglas County (by June 30, 2023).

**Audience:**

Douglas County ROSC has identified 14 different sectors within the community for the focus of our Communication and Outreach Plan. We will direct our focus towards these sectors for the upcoming fiscal year.

**Communication Goals:**

Douglas County ROSC has identified communication goals for each audience sector.

<b>Audience Sector</b>	<b>Communication Goal</b>
Person with Lived Experiences	<ol style="list-style-type: none"><li>1. Meet monthly with local groups ex: Be Brave and Shalynn's Hope to help efforts in distribution of SUD and Recovery information.</li><li>2. Share our Purpose of ROSC by engaging in 1:1 meeting once a month.</li><li>3. Encourage PLE's to share their stories of Recovery to help reduce stigma.</li></ol>
Recovery Supports	<ol style="list-style-type: none"><li>1. Present at local meetings in the area of ROSC. The presentations will be a quarterly goal.</li><li>2. Identify gaps in Recovery Support options in the community. Assist local Recovery Supports in developing additional meetings through network and education.</li><li>3. Add Recovery Supports to the ROSC Email Distribution list to provide SUD education and training.</li></ol>
Faith-based Groups	<ol style="list-style-type: none"><li>1. Attend the Pastoral Ministerial meeting to provide resources and introduce the ROSC concept and how ROSC and provide support and resource/network opportunities.</li><li>2. Develop educational newsletters for the churches on a monthly occurrence. Request a day of Prayer bi-annual.</li><li>3. Assist in events to help distribute information on SUD and Recovery.</li></ol>
Family/Parents	<ol style="list-style-type: none"><li>1. Collaborate with Illinois Family Resource Center to provide ROSC, SUD, Recovery information. Ex: Webinars, Flyers, Brochures, Website Promotion.</li><li>2. Connect with Family Orientated Agencies and distribute SUD related materials on a monthly basis.</li><li>3. Connect with Universities/Trainers to provide educational training to families and parents. Host a training event 2x a year.</li></ol>
Service Providers	<ol style="list-style-type: none"><li>1. Articulate guiding principles and measures of recovery that are adaptable across services and programs while supporting system improvements, data sharing, and program coordination.</li></ol>
State/ Local/ Tribal Government	<ol style="list-style-type: none"><li>1. Develop ideas to transform policy, services, and systems that provide a recovery-oriented response for family members, as well as the persons seeking recovery</li></ol>
Substance Use Treatment Organizations	<ol style="list-style-type: none"><li>1. Engage Substance Use Treatment Organizations and invite them to the ROSC Council Meetings.</li><li>2. Collaborate for County Events.</li><li>3. Increase awareness of Treatment Organizations by sharing materials, bed openings, referral process, etc.</li><li>4. Collaborate for panel discussions regarding substance use and recovery, ex: Gambling Awareness</li></ol>

Healthcare	<ol style="list-style-type: none"> <li>1. Engage healthcare professionals with one-on-one meetings to introduce the ROSC Concept and provide opportunities of support.</li> <li>2. Do a ROSC Presentation to HealthCare Staff 2x a year.</li> <li>3. Provide Healthcare offices with brochures, newsletters, training, and harm reduction materials as needed.</li> <li>4. Engage conversations about MAT services and identify potential providers.</li> </ol>
Law Enforcement	<ol style="list-style-type: none"> <li>1. Meet with an officer or the jail administrator once a month.</li> <li>2. Establish group sessions in the jail provided by the ROSC Recovery Navigator within 6 months.</li> <li>3. Provide materials- brochures, training opportunities, grant information, newsletters, resource bags etc. Update materials as needed throughout the year.</li> <li>4. Assist in the discussion of MAT services being introduced into the jails.</li> <li>5. Encourage attendance at the ROSC Council meetings.</li> </ol>
Judicial	<ol style="list-style-type: none"> <li>1. Provide Education on a Drug Court.</li> <li>2. Provide resource information such as brochures, training opportunities, flyers, and harm reduction materials as needed.</li> <li>3. Establish a relationship between entities in the judicial system and the ROSC Recovery Navigator.</li> </ol>
Education/ Schools	<ol style="list-style-type: none"> <li>1. Provide support during events to distribute information related to youth and SUD.</li> <li>2. Collaborate to host family fun events that include but are not limited to the Hidden in Plain Sight Event.</li> <li>3. Assist in campaigns that the Hour House Prevention team conducts.</li> <li>4. Encourage quarterly newsletters for families regarding SUD.</li> <li>5. Provide Staff Trainings as needed.</li> </ol>
Media	<ol style="list-style-type: none"> <li>1. Share information in local Newspapers.</li> <li>2. Promote the ROSC Facebook page.</li> <li>3. Run an Anti-Stigma Campaign using billboards, bus ads, and radio ads.</li> <li>4. Collaborate with other agencies and encourage information sharing on their local media website.</li> </ol>
Business	<ol style="list-style-type: none"> <li>1. Identify local business owners and conduct one-on-one meetings.</li> <li>2. Provide information on Staff Trainings related to SUD and Recovery, ex: Narcan Training. Host one training once a quarter.</li> </ol>

### Timeline and Budget:

Communication Goal	Outreach Goal	Audience	Timeline	Budget
E-mail communication with council members, meeting reminders	1. Develop and maintain local ROSC Council meetings 2. Maintain consistent retention of ROSC Council Members.	Key stakeholder, Persons with lived experience	weekly	no cost
Attend county board meetings	1. Increase awareness about the ROSC Council. 2. Identify Community needs voiced during these meetings and develop supportive measures. 3. Identify local stakeholders.	Key stakeholder, Persons with lived experience	quarterly	no cost
Attend local chamber events	1. Provide resources and education materials for these events. 2. Increase awareness of ROSC by participating in community events. 3. Develop relationships with local community members.	Key stakeholder, Persons with lived experience	quarterly	n/a
Attend Transportation Advisory Council meetings	1. Facilitate discussion on the lack of transportation within the community. 2. Assist in identifying solutions to the transportation barrier. 3. Provide resource information related to SUD and Recovery.	Douglas Co.	quarterly	no cost
Resource Bags- to provide information to those entering recovery (100 bags)	1. Provide needed resources to community members. 2. Assist local agencies and stakeholders in reducing barriers to basic needs. 3. Increase the supportive efforts of ROSC	Douglas Co. SUD high risk individuals, low-income	September	\$125
Newspaper presence- Press releases in local newspapers to promote ROSC events	1. Encourage community members to engage with the ROSC Council. 2. Reduce stigma by providing education to the Community as a whole.	Douglas Co.	bi-monthly	no cost
Develop and maintain a schedule for recovery navigator	1. Assist in increasing substance use treatment options in the county. 2. Identify additional barriers to recovery. 3. Provide education and support to those with lived experience and family members. 4. Increase PLE participation for the ROSC Council.	Douglas Co.	weekly	no cost

Assist in discussion of medication assisted recovery	1. Assist in increasing substance use treatment options in the county. 2. Network with other treatment agencies. 3. Provide education and training as needed for all sectors involved.	Douglas Co.	monthly	no cost
Attend Transportation Advisory Council meetings	1. Facilitate discussion on the lack of transportation within the community. 2. Assist in identifying solutions to the transportation barrier. 3. Provide resource information related to SUD and Recovery.	Douglas Co.	quarterly	no cost
Candlelight Vigil- To honor those in recovery and those lost to overdose	1. Develop additional support systems for persons in recovery and their families. 2. Reduce stigma surrounding recovery.	Douglas Co. & surrounding areas	August	\$250
Recovery Month testimonials- To promote recovery through social media and radio	1. Develop additional support systems for persons in recovery and their families. 2. Reduce stigma surrounding recovery. 3. Promote sharing personal messages that Recovery is Possible. 4. Utilize the ROSC Recovery Navigator.	Douglas Co. & surrounding areas	FY 23	\$250
Social Media presence- SUD/Recovery Education	1. Develop additional support systems for persons in recovery and their families. 2. Reduce stigma surrounding recovery. 3. Promote sharing personal messages that Recovery is Possible. 4. Provide education and awareness.	new and returning followers	weekly	no cost
Anti-Stigma Campaign- Billboards and Bus Ads to promote reduction of stigma	1. Develop additional support systems for persons in recovery and their families. 2. Reduce stigma surrounding recovery. 3. Promote sharing personal messages that Recovery is Possible. 4. Provide education and awareness.	Douglas Co. & surrounding areas	FY 23	\$4000
Social Media presence- promote recovery navigator services	1. Develop additional support systems for persons in recovery and their families. 2. Reduce stigma surrounding recovery. 3. Promote sharing personal messages that Recovery is Possible. 4. Provide education and awareness.	Douglas Co. SUD high-risk individuals	quarterly	no cost
Newspaper presence- promote recovery navigator services	1. Develop additional support systems for persons in recovery and their families. 2. Reduce stigma surrounding recovery. 3. Promote sharing personal messages that Recovery is Possible. 4. Provide education and awareness.	Douglas Co. SUD high-risk individuals	bi-annual	no cost

Hidden in Plain Sight Event	1. Develop additional support systems for persons in recovery and their families. 2. Provide education and awareness for parents and guardians surrounding SUD and the youth. 3. Engage the Hour House Prevention Team and the Illinois Family Resource Center for additional support.	Douglas Co. SUD high-risk individuals and family/friends of high-risk individuals	bi-annual	750.00
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