

## **Outreach and Communication Plan**

### **Region 4 ROSC**

#### **Hour House ROSC: Edgar County**

**This Outreach and Communication Plan was revised in September 2022.**

#### **Outreach Goals:**

1. Engage in one-on-one meetings with local stakeholders and community members to build SUD awareness and identify community gaps or barriers related to recovery resources.
2. Host the ROSC Community Kickoff event for the Edgar County ROSC Council. (Oct 2022)
3. Identify local community members and stakeholders as ROSC Council Members and begin ROSC Council meetings in November.
  - Bring all ROSC Council Members to the table to discuss barriers to recovery and how the ROSC can support bridging the gaps. Develop strategic goal outline based on the community needs assessment. Schedule and host monthly ROSC Council meetings.
4. Assist in building SUD awareness in the community by providing additional SUD resources, education, events, and discussion opportunities.
5. Develop additional recovery support opportunities for persons in recovery and their families.
  - Provide support to the C.A.R.E Coalition
6. Introduce and educate the community on Recovery Navigators/Peer Support Specialist.

#### **Objectives:**

1a. Schedule and attend 1:1 community stakeholder meeting to introduce ROSC by September 30, 2022.

- Generate ideas and identify the gaps in services to help transform policy, services, and systems that provide a recovery-oriented response for family members, as well as the persons seeking recovery.

2a. Schedule and host a ROSC Community Kickoff event to introduce the ROSC Concept and approaches to enhance the full continuum of care for recovery.

- Create press releases, flyers, media posts, etc. to advertise event by October 30, 2022.
- Recruit 2-3 people to represent each identified ROSC Council stakeholder sector or category.
- Consult with council members to assist in identifying gaps in the ROSC Council Stakeholder sectors.

3a. Begin monthly ROSC Council meetings by November 30, 2022.

- Remain in consistent communication with ROSC Council members.
- Send meeting minutes within 48 hours of each council meeting.
- Send a reminder of a 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.
- 4a. Continue to grow the ROSC Council membership and awareness surrounding SUD and Recovery through community events, education, and resource distribution.
- Conduct the Hidden in Plain Sight Event bi-annually.
  - Provide one SUD Educational event or training quarterly.
  - Provide SUD related information through email and ROSC Council Meetings.
  - Distribute brochures and event flyers throughout the community.
  - Partner with local agencies and community stakeholders to distribute 100 resource bags for the month of September.
- 5.a. Facilitate to improve collaboration between key stakeholders within the county in order to better serve people in recovery.
- Provide support to the C.A.R.E Coalition and the efforts they are community to enhance recovery resources in the community.
    - Assist in RCO research and grant opportunities for RCO development.
  - Attend monthly meetings with C.A.R.E and community interagency meetings.
- 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 Edgar County to promote Recovery Is Possible.
  - Run Anti-Stigma Radio Ad Campaigns for FY 23.
  - Distribute state and national SUD, Anti-Stigma, and Recovery information campaigns.
  - Coordinate local resource information campaigns as needed.
  - Participate in area health and wellness resource fairs and information campaigns.
  - Distribute ROSC information brochures to local agencies, stakeholders, and businesses.
  - Collaborate with HRC of Clark and Edgar County and Illinois Family Resource Center.
  - Provide webinar and additional training information to council members.
- 5.c. Increase awareness and information for health promotion around harm reduction and recovery 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 Edgar 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 Edgar County.
- Meet with AOIC Broad 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.
  - Attend Monthly development meetings.
- 6.a. Determine locations in Edgar 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 Edgar County in the first 6 Months.
- 6.b. Distribute recovery navigator referral forms to stakeholders.

6.c. Begin recovery navigator appointments, in a 1:1 or single group settings (by Nov 5, 2022).  
 6.d. ROSC Recovery Navigator will help assist in establishing additional Recovery Meetings in Edgar County.

**Audience:** Edgar County ROSC have identified 10 different sectors within the communities for the focus of our Communication and Outreach Plan. We will direct our focus towards these sectors for the upcoming fiscal year.

**Audience:** Edgar County ROSC has identified 15 different sectors within the communities for the focus of our Communication and Outreach Plan. We will direct our focus towards these sectors for the upcoming fiscal year.

**Communication Goals:**

Audience	Communication Goal
Person with Lived Experiences	<ol style="list-style-type: none"> <li>1. Share our Purpose of ROSC by engaging in 1:1 meeting once a month.</li> <li>2. 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 the ROSC Concept at local recovery support meetings in the area on 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 education and training.</li> <li>4. Maintain monthly contact with CARE Coalition.</li> </ol>
Faith-based Groups	<ol style="list-style-type: none"> <li>1. Attend the 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.</li> <li>3. Conduct a bi-annual request for a day of prayer.</li> <li>4. 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. EX Drug Endangered Children Training.</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. Provide support to New Vision.</li> <li>4. Increase awareness of Treatment Organizations by sharing materials, bed openings, referral process, etc.</li> <li>5. 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. Attend Community Forum Meeting once a month.</li> </ol>
Law Enforcement	<ol style="list-style-type: none"> <li>1. Meet with an officer or the jail administrator once a month.</li> </ol>

	<ol style="list-style-type: none"> <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> </ol>
Judicial	<ol style="list-style-type: none"> <li>1. Provide advocacy for a local 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 SUD and Recovery campaigns that HRC Prevention staff conduct.</li> <li>4. Encourage quarterly newsletters for families regarding SUD.</li> <li>5. Provide Staff Trainings related to SUD as needed.</li> <li>6. Engage Lakeland and EIU for health fairs to provide resource information to students and staff related to SUD and recovery.</li> <li>7. Provide support to the Adult Education Program through Lakeland by offering the opportunity to connect with a Recovery Navigator.</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</li> </ol>

	Training. Host one training once a quarter.
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**The ten most critical audiences for our area are:**

1. Persons with lived experience
2. Family/Parents
3. Service Providers
4. Education/Schools
5. Substance Use Treatment Organizations
6. Law Enforcement
7. Media
8. Healthcare
9. Businesses
10. Volunteer/Civic Organizations

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. 4. CARE Meeting and the Community Forum meeting once a month	Key stakeholder, Persons with lived experience	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	Edgar 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.	Edgar 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.	Edgar Co.	weekly	no cost
Support medication assisted recovery	1. Assist in increasing substance use treatment options in the county. 2. Network with other treatment agencies.	Edgar Co.	monthly	no cost
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.	Edgar Co. & surrounding areas	FY 23	
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	

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.	Edgar Co. & surrounding areas	FY 23	
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.	Edgar 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.	Edgar 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.	Edgar Co. SUD high risk individuals	bi-annual	750.00