

Egyptian Health Department ROSC/SI SUPRT Communications Plan

Year 3-December 2020

Project Goals and Objectives:

- A. Nurture Council Development:
 - a. Build and support the recovery community in the four-county area through active council recruitment efforts.
 - b. Continue developing a fully representative ROSC Council.
 - Recruit representatives from all counties, especially Hamilton County, a featured focus for this year.
 - Continue recruiting representatives of required and other critical sectors.
 - Increase council representation by people in recovery by 30% by June 30, 2021.
 - c. Reach out to Hamilton County to recruit at least two new council members.
 - d. Fall update survey and calls will assess the commitment of our current community members.

- B. Further Advance our strategic plan
 - a. Examine this year's goals, and energize our council by conducting an *Appreciative Inquiry* training followed by retreat process to design ways to further our strategic plan by December 2, 2020.
 - b. Bring these findings to our updated Community Needs Assessment and extend ownership of strategic plan to council membership and others with lived experience.
 - c. Continue to assess readiness for an RCO.

- C. Increase community awareness of local and statewide ROSC development.
 - a. Promote ROSC and Southeastern Illinois Substance Use Prevention, Recovery and Treatment (SI SUPRT) Council through social media, state website, public broadcasting (local radio stations), newspapers, and public service announcements.
 - b. Promote, plan and evaluate our Recovery Resource Center (RRC) and our calendar of monthly recovery focused events
 - c. Increase recognition of SI SUPRT in our service area through local bus service advertisements, t-shirts and possibly additional billboards.
 - d. Hold community education and recovery community engagement events promoting positive recovery language and recovery community advocacy and awareness training through viewing and discussion of *The Anonymous People*. Add this to topics for education in Spring.
 - e. Share state website in various places as well as with our SI SUPRT recruitment magnets.
 - f. Reach out to community via social media.
 - g. Engage with other ROSC councils and welcome other non-ROSC communities into our activities.

- D. Continue to provide and highlight stigma reduction messaging in community.
- a. Capitalize on last year's public messaging "Make Recovery the Epidemic" campaign that conveys a message of compassion toward people with addiction issues.
 - a. Promote message that "recovery is possible".
 - b. Continue to promote compassionate alternative references to people with addiction issues.
 - c. Encourage an attitude of supporting people going through addiction and mental health recovery similar to someone recovering from other health issues.
 - d. Work with state stigma reduction group to promote state-wide message.
- E. Expand the peer support networks in the community through additional SMART Recovery training to partner PLE organizers with Peer Recovery Specialists already trained in SMART by March 30.

Community outreach:

- Reach out to encourage council membership and Recovery Resource Center (RRC) program participants from Hamilton County.
- Capitalize on great success of 2019's in person *National Night Out* as a way to bring communities together around support of recovery efforts, family supports and public service/law enforcement.
- Provide yearly outreach to targeted partners such as employers and high-risk professions to provide support for on-site and socially distanced meetings if/when appropriate or specialized professional recovery groups. We encourage council participation from these employers and professions in our correspondence with them.
- Provide deliberate outreach to employers to educate them on addiction, stigma, and treatment, and to encourage on-site recovery meetings, profession-specific recovery meetings, and hiring people with SUD in general and/or those in Supported Employment program.
- 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, soup kitchens, coat drives and such to be part of the community as SI SUPRT members wearing t-shirts with SI SUPRT logo when this can occur again.
- Publicize SI SUPRT T-shirt order on social media; set goal of selling 24 with proceeds to go to support ROSC events and non-grant covered expenses.
- Promote Recovery Resource Center as a place to come to for literature, education, support and treatment.
- Continue promoting RRC events and availability via press releases, community calendar events, social media, and radio interviews.

Action Plan:

- Continue to hold community ROSC Awareness/Anti-Stigma discussions showing Anonymous People and facilitating discussions around it via Zoom in spring.
- Reach out again to existing church groups supporting NA/AA/Celebrate Recovery and let know of ROSC programs, efforts and address/assess their needs and suggestions
 - Invite their involvement in our Council
- Establish Team to plan Recovery Events in each county, perhaps for next September for Recovery month.
- Hold quarterly employment meetings of work group beginning January 2021.
- Use Recovery Resource Center in Harrisburg as an outreach site, ready to welcome in groups when the pandemic retreats; hold via Zoom in the interim.
 - Provide workshops on job skills, goal setting, self-esteem, etc.
 - Provide information on services, resources in community
 - Provide information on and access to treatment/peer support/mental health services
 - Be an access point for substance use assessments
 - Continue being a point of information about groups for family and concerned loved one support.
 - Continue adding literature to our lending library which currently has books on codependency and various resources for addiction treatment.