

2020-2021

SRC Communication Plan



**SOUTHLAND RECOVERY
COALITION**

CHANGING COMMUNITIES... RESTORING LIVES



Cornerstone Community Development
Corporation, NFP (Funded Partner)
Indigenous Community Service Center
Lights of Zion Training Institute,
Reassemble Education and Training, Inc.



COMMUNICATION PLAN

SOUTHLAND RECOVERY COALITION

PROJECT GOALS:

To use various communication sources to create a collaboration with community service providers in Southern Cook & Will County in the following areas:

- Acknowledging that Substance Use Disorders (SUDs) and Mental Health Afflictions is an active process of “recovery.”
- Provide stigma reduction messaging in the community associated with those struggling with Substance Abuse & define the proper vocabulary that communicates the real essence of substance use disorders.
- Provide educational resources that empower Community Stakeholders to implement recovery support services.
- Expand the peer support networks in the community

OBJECTIVES:

- Collaborate with professionals, peers, formal and informal service providers to support the recovery process to the greatest extent possible.
- Implement personalized recovery regimen, education, employment, reduced criminal justice involvement, stability in housing, improved health, social connectedness, and quality of life.
- Community providers will offer a broad range of supports to meet the holistic needs of the individuals.
- Increased access to and capacity, proper placement, and quality of care, as well as retention for those in Recovery.
- Implement incentives and recognition for stakeholders participation
- Create a working email list of all community stakeholders

Cornerstone Community Development Corporation

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Southland Recovery Coalition Communication Plan

DELIVERABLES Activities	METHODS TO ADDRESS THE DELIVERABLES
<p>Communication Plan</p> <p>How we will communicate with the people in the community Through Digital and Social Media Communications</p> <p>Digital and Social Media will be a vital part of The SRC's overall communications strategy.</p> <p>Social Media is fully managed by the designated Marketing Team, which includes the Communications/Media Coordinators.</p> <p>We plan to:</p> <ul style="list-style-type: none"> -Improve brand presence across social channels -Develop relationships for future partnership opportunities - Increase traffic to our website- - To communicate to the public during a crisis - How do we reach out to the community <p>During a Crisis:</p> <p>Get the best, most complete information available to the community during a crisis</p>	<p>SOCAL MEDIA</p> <ol style="list-style-type: none"> 1. Email Blasts with partner organizations i.e.: Southland Human Services Leadership Council 2. Facebook Advertising & Post 3. Linked-In Contact 4. Twitter 5. Instagram Post 6. YouTube Informational Videos Posted on SRC Pages <p>TELE-COMMUNICATION</p> <ol style="list-style-type: none"> 1. Provide all contact numbers (Carmen Meekins, Angelia Smith, Yvonne Orr, and Araina Mickens to address any issues that the council may have. 2. Developed a standard ZOOM link for regular meetings 3. Develop a google hotline number to link services in the community <p>ONGOING COMMUNICATION EFFORTS</p> <ol style="list-style-type: none"> 1. Follow up via telephone & email with Council Members 2. Develop & Disseminate Quarterly Newsletters 3. Disseminate Monthly flyers 4. Advertise on Local Stations & Podcast <ol style="list-style-type: none"> 1. Word of Mouth – Council members, staff, and peers will talk to others about ROSC and its goals. 2. Flyers – distributed via email and posted throughout the agencies. 3. Ongoing meetings with businesses and other entities within the service area. 4. Invite individuals into the facility for focus groups and tours. 5. Conduct educational and certification training seminars. 6. Attend C.A.P.S. Meetings 7. Circulate Community Bulletins 8. Attend Town Hall Meetings & Join other established Networks