

Outreach and Communication Plan

Metro East Recovery Council

Chestnut Health Systems- Madison and St. Clair Counties

This Outreach and Communication Plan was revised in December 2020.

Communication/Outreach Goals:

1. Increase awareness of the ROSC Council and the opportunities for involvement in Madison and St. Clair Counties.
2. Increase engagement on the ROSC Council.

Objectives:

- 1a. Develop at least five different communication methods (press release, social media blasts, etc) for distribution by April 1, 2021.
- 1b. Increase followers of MERC on social media by 50% (from 150 to 225) by June 1, 2021.
- 2a. Distribute a minimum of four outreach packets per month.
- 2b. Increase average attendance by 25% (from 20 to 25) at ROSC Council meetings by April 1, 2021.

Audience: MERC members previously identified nine different groups in the communities for the focus of our Communication and Outreach Plan. These groups will remain our focus for the upcoming year.

Audience	Communication Goal
Colleges/Universities	Colleges/Universities are aware of our efforts and how they can support recovery among students and employees
Substance Use Disorder and Mental Health Providers	All providers in the two county area are aware of our efforts to initiate a ROSC Council and how they can be involved
Persons with Lived Experience/Families	PLEs and their families are aware of the efforts of the Council, how they can engage, and what recovery supports are available in the community
Recovery Communities/Oxford Houses	Individuals are aware of the Council, how they can engage, and recovery supports available in the area
Faith Community	Churches and faith groups in the two counties are engaged in the work of the ROSC Council and have resource materials to share

Businesses	Businesses are aware of the efforts of the ROSC Council and how they can support individuals in recovery
Law Enforcement/Drug Courts	Officers/Drug Court officials are aware of the work of the ROSC Council and how they can be involved
Mental Health Alliances	These groups are made aware of the work of the ROSC Council and how they can be involved
Medical Community	Physicians and other medical personnel are aware of our efforts and how they can support individuals in recovery and their families

The five most critical audiences for our area are:

1. Persons with lived experience/families
2. Colleges/Universities
3. Faith Community
4. Recovery Community/Oxford Houses
5. Law Enforcement/Drug Courts

The timeline for the project was identified in our objectives. The Community Health Specialist will work with MERC members to further develop our plan by the outlined dates.