

Recovery Oriented System of Care
Community Outreach and Communication Plan
Bridgeway Inc.

Mission/Situation Statement:

“Collaborating to build and empower communities of recovery.”

There is a lack of understanding in the counties we serve that “recovery happens within the community.” The development of a collaborating Recovery Oriented System of Care will work to create a culture that builds and nurtures recovery.

Goals:

- Informed, educated and empowered individuals and communities.
- Determination of existing services available as well as the needs to expand necessary services in the areas of prevention, treatment, peer recovery support and systems improvement.
- Rich and diverse community partnerships.
- Increase in the number of people pursuing recovery, improving recovery capital to strengthen capacity to build and maintain lives in recovery and build recovery sustainability.

Stakeholder Members:

- Persons with Lived Experience
- Bridgeway Inc.
- OSF Hospital: St. Mary's, St. Lukes and Holy Family
- Galesburg Police Department
- Knox County States Attorney
- Knox County Health Department
- Galesburg Hospital Ambulance Service
- Regional Office of Education: #33, #28
- Carl Sandburg College
- Galesburg Wellness Center
- Human Service Center
- 708 Mental Health Board
- Eagle View Health System
- Excel
- Knox County Teen Court
- Safe Harbor
- Galesburg Cottage Hospital

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- Knox County Drug Court
- Henry County Mental Health Alliance
- Tri-County Opportunities Council
- United Way
- Galesburg CUSD #205
- Salvation Army
- Jamieson Community Center
- Health Alliance
- Big Brothers Big Sisters of Mississippi Valley
- U of I Extension
- GHAS
- WIRC-CAA Victim Services
- OSF Home Care
- Celebrate Recovery
- Abingdon Community Center
- Galesburg PFLAG
- North Central Behavioral Health
- Knox County Probation
- Southern Illinois University School of Medicine
- Knox County Drug Court Graduates
- HVN Group
- Kewanee Police Department
- YES (youth empowerment services)
- Knox County Jail
- Geneseo Marriage and Family Counseling
- NA Public Information

New Target Stakeholders:

Persons with Lived Experience

All County Health Departments

Hammond Henry Hospital

YMCA

14th Judicial Court Services

Mary Davis Home

Department of Children and Families

All County Emergency Services (EMT, police, fire)

Monmouth College

Knox College

Blackhawk College

Religious Organizations

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Government Departments

NAACP

Housing Authorities

Pharmacy Representatives

Community Members

Community Business Members

Community Legal Representation

Position Message:

The economic toll of addiction in the state of Illinois is estimated to be greater than \$3.5 billion, even with 75% of individuals not receiving help. The Recovery Oriented System of Care will ensure a continued collaborative effort in Henderson, Warren, Knox and Henry counties in order to assist our communities in understanding substance use and also to assist individuals in receiving services and movement toward recovery.

Incentives:

- Bring public awareness to and education of substance use issues in our communities.
- Determine areas of deficiencies in our geographical area to advocate for necessary services.
- Empower existing services to best and successfully meet the needs of our communities.
- Connect those in need to appropriate, timely services.
- Engaging our communities in understanding the importance of recovery and wellness.
- Healthier and well communities.
- Communities that embrace recovery in collaborative efforts.

Outreach Methods:

- Recovery Oriented System of Care Council Website
- Facebook
- E-mail Blasts
- Recovery Oriented System of Care Brochure
- Press Releases
- Radio Interviews
- Presentations
- Tables/exhibits at community/education/benefits events
- Trainings
- Town Hall meetings/discussions
- Rack Cards
- Billboards
- Recovery Events
- Parades

Primary Spokespersons:

Leann Courson	System of Care Coordinator	Bridgeway Inc.
Vicki Rose	Director of Outpatient and Support Services	Bridgeway Inc.
Stacy Brown	Vice President of Behavioral Health Services	Bridgeway Inc.

Tool/Measures to Assess Progress:

- 10 productive local ROSC Council meetings over an -12 month period
- 2 Lunch and Learns
- State Collaborative Monthly Meetings
- 12 monthly e-mail blasts
- Distribution of ROSC Rack Card
- Participation of at least 7 persons with lived experience
- Update Needs Assessment
- SWOT Analysis
- Update Protocols
- Update Strategic Plan
- Participation in local community meetings
- Lead Agency presentation “Lessons Learned”
- Daily Facebook Posts
- Community Events

Timeline:

October '21:

Daily Face Book Post
ROSC Email Blast
ROSC Monthly Meeting
Participate in a Community Event
Participation in Local Community Meetings
State Collaborative Monthly Meeting
Anti-Stigma Billboard Campaign
Meditation Mondays
Peer Support Groups

November '21:

Update Communication Plan
Update Needs Assessment
ROSC Email Blast
Participation in Local Community Meetings
State Collaborative Monthly Meeting
Update MOUs
Update Roster
Daily Facebook Posts
Recovery Event- Vision Board Night
Organize a Community Coat Drive
Meditation Mondays

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Peer Support Groups

December '21:

ROSC Monthly Meeting
Participation in Local Community Meetings
ROSC E-mail Blast
State Collaborative Monthly Meeting
Daily Facebook Posts
Christmas Parade
Supporting Drug Court Christmas Event
Meditation Monday
Peer Support Groups

February '22:

ROSC Monthly Meeting
ROSC E-mail Blast
SWOT Analysis
Participation in local community meetings
Register Mail Press Release
Review Atlas Press Release
Daily Facebook Posts
State Collaborative Monthly Meeting
Recovery Event- Brandon Novak Best Selling Author
Meditation Mondays
Peer Support Groups

April '22:

ROSC Monthly Meeting- Networking Lunch
Daily Facebook Posts
ROSC E-mail Blast
State Collaborative Monthly Meeting
Participation in local community meetings
Recovery Event
Meditation Mondays
Peer Support Groups

January '22:

ROSC Monthly Meeting Lunch and Learn:
Narcan Training
ROSC E-mail Blast
State Collaborative Monthly Meeting
Participation in Local Community Meetings
Update Protocols
Daily Facebook Posts
Prairie Radio Communications Spot
Meditation Monday
Peer Support Groups

March '22:

ROSC Monthly Meeting
ROSC E-mail Blast
Update Strategic Plan
Participation in local community meetings
Daily Facebook Posts
Air Recovery Podcast
Prairie Radio Communications Spot
State Collaborative Monthly Meeting
Meditation Mondays
Peer Support Groups

May '22:

ROSC Monthly Meeting
ROSC E-mail Blast
Participation in local community meetings
Daily Facebook Posts
Galesburg Broadcasting Spot
Prairie Radio Communications Spot
State Collaborative Monthly Meeting
Meditation Mondays
Peer Support Groups

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June '22:

ROSC Monthly Meeting
June 18th All day Anti-Stigma Campaign
ROSC E-mail Blast
State Collaborative Monthly Meeting
Gather data/measurements of progress
Participation in local community meetings
Daily Facebook Posts
Register Mail Press Release
Review Atlas Press Release
Meditation Monday
Peer Support Groups

July '22:

ROSC Monthly Meeting
End of Year State Collaborative Meeting:
Lead Agency Presentation "Lesson Learned"
ROSC E-mail Blast
Participation in local community meetings
Report out of data
Daily Facebook Posts
Event- Sunset Recovery Yoga Seminar
Galesburg Broadcasting Spot
Prairie Radio Communications Spot
Meditation Mondays
Peer Support Groups

Media Outlets:

Galesburg Broadcasting Company
Prairie Radio Communications
Review Atlas
Register Mail
Facebook
Website
Linked Marketing

Implementation:

Official launch – October 2018
Year 2- October 2019
Year 3-October 2020
Year 4-October 2021