

Macoupin and Montgomery County
Recovery Oriented Systems of Care (ROSC)
OUTREACH PLAN
Macoupin County Public Health Department

OUTREACH STRATEGIES

We, the council, believe that our outreach plan should initially emphasize building awareness of services available in our area, and engaging the community on harm reduction concepts and ideas such as stigma reduction, building recovery capital and overdose prevention. We further wish to engage the community about what evidence-based recovery resources are lacking in our area and how they can be built. We believe that within Macoupin and Montgomery County, traditional mediums (Word of Mouth, Radio, Television, Newspaper and Email) are very important sources for engagement and dissemination of information. We also believe that other mediums such as Face Book, Twitter, Instagram, and Snap Chat are useful for reaching demographic populations. However, before this is accomplished, it is necessary to continue work on messaging. Therefore, the outreach plan also includes information about a working group which will focus specifically on increasing service utilization via marketing and public relations strategies. There is also a need to work more closely with schools and the judicial stakeholders, so to we can better engage youth and individuals involved with the judicial system in our area.

Media Workgroup: The workgroup will include interested council members who will meet on an as needed basis to develop print, social media, audio, video, and other outreach materials to increase utilization and growth of services through Macoupin and Montgomery Counties. The Work Group will handle most of the initial decision making in relation to content and copy editing and will report to the entire council monthly.

Table 1. Outreach Strategies 2022-2023		
Strategy	Person Responsible	Timeline
Formation of Media Workgroup	Brian Pollo, Tricia Lewis Thompson	Month 1
Further Refine Messaging and Tagline	Media Workgroup	Months 1-6
Create Branding and Templates for Use and revise existing marketing materials	Media Workgroup	Months 1-6

Develop Media Packs for In-Person Meetings, Newspaper, and Radio/TV outlets	Media Workgroup	Months 1-6
Distribute Print Media	All Council Members	Ongoing throughout year
Engage via digital/social media (Facebook, YouTube, etc.)	All Council Members	Ongoing throughout year
Engage local radio stations (WSMI) as well as St. Louis/Springfield and other local TV and Radio stations with signals in Montgomery and Macoupin counties with a focus on events and interviews	Initially Macoupin County Public Health Dept., Beacon Church and expand to other Council Members	Month 1-3
Stakeholder testimonials (short videos, blurbs, quotes in-person testimonials)	All Council Members	Ongoing throughout the year
Billboard	Macoupin County Public Health Department	Ongoing throughout the year

EVENTS

For events planning, we will initially focus our resources on supporting existing organizations which regularly organize events within our community. As the ROSC and council grows, we will work to develop several ROSC sponsored events/opportunities. For example, there are several different activities and events that occur during Recovery month, including concerts, speaking events, etc., which we – as Macoupin/Montgomery ROSC members can support. We can also use those opportunities to distribute information about recovery and recovery services through these events. In addition, the counties have individuals and organizations dedicated to risk reduction. It is important for ROSC members to also stay connected with those individuals and groups. Finally, council members stated there is significant need for training in recovery topics. As such, the ROSC will collaborate with community partners to provide educational opportunities in our service area.

Table 1. Major Ongoing Events 2022-2023		
Event	Organization to Reach Out to	Timeline
Recovery Month	Amare, Chestnut, Cross Over Ministries, Gateway, SFW/HWC (RCORP Consortium) Faces and Voices of Recovery	Months 8-10

Back to School Fairs	School superintendents	Months 7-9
Health Fairs, Behavioral Health and Substance Use Disorder Events/Celebrations (Cross Over Ministries Mental Health Summit 3/2022)	Consortium Hospitals. Public Health Departments, Faith Based Organizations, Recovery Community	Months 3-10
Town Hall	School superintendents, Police departments, Substance abuse experts, City/County Government	Months 7-10
Restoration 4 Recovery Luncheon/Networking	Amare, Chestnut, Gateway, HWC/SFW, Cross Over Ministries	Ongoing
Risk Reduction Meetings	County Government Montgomery County	Ongoing
Ministerial Alliance Meetings	Beacon Church, Cross Over Ministries, Sean Huber (Greater Hillsboro Ministerial Fellowship) Macoupin County Faith Community	Ongoing
Trainings	Saint Louis University AHEC, Amare, Chestnut, Cross Over Ministries, Weitzman Institute	Ongoing

TOPICS

Council members recognize that substance abuse and mental health issues are heavily influenced by social and environmental issues. Thus, the topics of focus that have the initial high priority include co-occurring mental health and substance use disorders, trauma, trauma informed care, and suicidality.