

## **Outreach and Communication Plan**

### **Metro East Recovery Council**

#### **Chestnut Health Systems- Madison and St. Clair Counties**

**This Outreach and Communication Plan was revised in January 2022.**

#### **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, 2022.
- 1b. Increase followers of MERC on social media by 25% (from 270 to 340) by June 1, 2022.
- 2a. Distribute a minimum of four outreach packets per month.
- 2b. Increase average attendance by 25% (from 25 to 30) at ROSC Council meetings by April 1, 2022.

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 support recovery among students and employees.
Substance Use Disorder and Mental Health Providers, Mental Health Alliances	All providers and Alliances in the two county area are aware of our efforts as a ROSC Council and how they can be involved.
Person with Lived Experience (PLEs)/Families	PLEs and their families are aware of the efforts of the Council, how they can continue to 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 with church members and community members

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 ROSC Council and how they can be involved
Medical Community	Physicians and other medical personnel are aware of the ROSC Council 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 two Community Health Specialists under MERC will work with MERC members to further develop our plan by the outlined dates.