



Community Outreach  
and  
Communication Plan

MCPHD.NET



## MISSION:

Supporting, facilitating, and advocating for the renewal and restoration of health and wellness for communities, families, and individuals who are seeking and living in recovery.

## GOALS:

The ROSC is a coordinated network of community-based services and supports that are person-centered and build on the strength and resilience of individuals, families, and communities to improve health, wellness, and quality of life for those with or having the potential for substance use or mental health challenges. The central goal of the ROSC is to create an infrastructure or system of care with the resources to effectively address the full range of substance use and mental health issues within communities. The underlying premise of the ROSC is to promote recovery, the process of change through which individuals improve their health and wellness, live self-directed lives, and strive to reach their full potential as defined by the Substance Use and Mental Health Administration (SAMHSA).

Our top priorities are to:

1. Reduce stigma and increase engagement among community members.
2. Improve awareness of substance use and mental health through education and outreach.
3. Facilitate cooperation across sectors, perspectives, and lived experiences.
4. Increase access to multiple recovery support options and timely care.
5. Increase the number of people pursuing and maintaining recovery.

## OBJECTIVES:

1. Increase partnership value by connecting agencies and community members to specific trainings, referral sources, and other recovery resources, including the development and access to a shared resource database. Included with this objective is the development of a working community stakeholder contact list.
2. Position the ROSC and ROSC Council as an intrinsic force in the promotion of recovery within the region.
3. Engage a diverse range of stakeholders including communities of recovery interested in improving recovery outcomes in Macoupin and Montgomery counties and throughout the state.
4. Facilitate the creation and growth of recovery communities that encourage and integrate resources for individuals in recovery, families, and the community. Facilitation will include an emphasis in the following areas of recovery: access, capacity, appropriate placement, quality of care, and retention.
5. Collaborate with professionals, peers, and formal and informal services to support the recovery process to the greatest extent possible.

6. Promote the concepts and ideas supported by the ROSC through the following mediums: social media (MMCR and Safe Passage Facebook pages), the Illinois GSU and MCPHD ROSC websites, relevant podcasts, local radio, tv, newspapers, and public service announcements.

**PROGRESS OUTCOMES:** We shall measure outcomes of the plan by reviewing both qualitative and quantitative data. The data will be derived from the following: ROSC meetings attendance and participation records, monthly reviews of Strategic Plan progress, an annual Needs Assessment and Gap Analysis, weekly ROSC and Recovery Care Coordinators team meeting records, and a record of number of distributed flyers and Facebook or other social media posts and contacts made through other mediums. The data will be tracked in spreadsheet form.

#### TARGET AUDIENCE/STAKEHOLDERS

Recovery happens within the community. We believe that the development and sustainability of a collaborative Recovery Oriented System of Care will work to create a culture that builds and nurtures recovery.

**CRITICAL STAKEHOLDER GROUPS:** Persons with lived experience, graduates of county drug courts, religious organizations and groups, community members, colleges/universities, and the recovery community.

NAME	ORGANIZATION	GROUP	STATUS	COMMUNICATION GOALS
<b>ACTIVE</b>				
Ailee Taylor	Net Church/Helping Hands Staunton II	Faith-Based and Social Services Facilitator for Celebrate Recovery Staunton II	Active	Churches and faith-based groups in the two counties are engaged in work of ROSC council and have resource materials to share in their communities. Continue to engage. See internal communication strategies.
Banee' Ulrici	Montgomery County Probation and Court Services	Law Enforcement/Probation	Active	Continue to engage. See internal communication strategies.
Amanda Ross RN	Carlinville Area Hospital	Health Care Professionals, Substance Use Treatment	Active	Medical community and health care professionals are aware of efforts and how they can support patients in recovery and their families

Chief Kenny Ryker	Litchfield Police Department	Law Enforcement	Active	Continue to engage. See internal communication strategies.
Chief Brian Boston	Girard Police Department	Law Enforcement	Active	Continue to engage. See internal communication strategies.
Chief Talon Burton	Nokomis Police Department	Law Enforcement	Active	Continue to engage. See internal communication strategies.
Chief Jared DePope	Gillespie Police Department	Law Enforcement	Active	Continue to engage. See internal communication strategies.
Chief Molly Margaritas	Mount Olive Police Department	Law Enforcement	Active	Continue to engage. See internal communication strategies.
Corinne Briscoe	Macoupin County Probation and Court Services	Law Enforcement/Probation	Active	Officers/Drug Court officials and correctional facilities are aware of the work of ROSC council, how ROSC can help criminal-justice involved individuals and how they can be involved. Continue to engage. See internal communication strategies.
Dave Knoblich	Hearts United	Social Services Faith Base	Active	Continue to engage. See internal communication strategies.
Dawn Young APRN	Springfield Clinic at Hillsboro Hospital	Health Care Professionals	Active	Continue to engage. See internal communication strategies.
Dixie Gage	Family Support Group/Macoupin County Drug Court member	PLE/ Advocate for both individuals with SUD and Family Members	Active	Continue to engage. See internal communication strategies.
Dr. Kristen Ferguson, MD	Emergency Room Physician Hillsboro Carlinville	Health Care Professionals, Behavioral Health and Substance Use Treatment	Active	Continue to engage. See internal communication strategies.
Hugh Satterlee, CEO	Montgomery County Public Health Department	Health Care Professionals, Behavioral Health, and Substance Use Treatment	Active	Continue to engage. See internal

Amber Mifflin, Ron Howard				communication strategies.
James Timpe, CEO Karen Webb RN, ER manager	HSHS St. Francis Hospital	Health Care Professionals, Substance Use Treatment	Active	Continue to engage. See internal communication strategies.
John Blank	Macoupin/ Montgomery County	Business	Active	Business community is aware of efforts of ROSC council and how employees can access resources and work with individuals in recovery toward employment.
Jon Magnuson	Beacon Church Litchfield Ministerial Alliance. Next Network.	Faith-Based. RCO precursor.	Active	Continue to engage. See internal communication strategies. Engage to facilitate RCO development.
John Huxtable	Safe Passage of Virden First Christian Church	Social Service Faith Based	Active	Continue to engage. See internal communication strategies
Julie Wollerman and Savannah Holthaus	ROE #3	Regional Board of Education	Active	Continue to engage. See internal communication strategies
Kevin Schott and Dan Hough	Montgomery County EMA/Risk Reduction Committee/ 708 Board	Local/State agency Local mental health taxation board	Active	Continue to engage. See internal communication strategies
Kristine Gamm- Smith, Executive Director NAMI SWI	NAMI of Southwestern Illinois	Civic & volunteer group Behavioral Health	Active	Behavioral Health organizations are aware of efforts of ROSC council and how can support individuals in the community seeking and maintaining recovery.
Linda Liebscher	Cross Over Ministry	Faith-Based Organization	Active	Continue to engage. See internal communication strategies.
Mary Flaherty RN, Kathy Johnson FNP	Litchfield Family Practice	Health Care Professionals	Active	Continue to engage. See internal communication strategies.
Orville Mercer, CEO	Chestnut Health Systems	Health Care Professionals, Substance Use Treatment	Active	Continue to engage. See internal

		Behavioral Health		communication strategies.
Randy Sands	Greater Hillsboro Ministerial Fellowship	Faith Based	Active	Continue to engage. See internal communication strategies
Ron and Tammy Butler	Raymond Baptist Church	Faith Based	Active	Continue to engage. See internal communication strategies
State Senator Doris Turner	Illinois State Senate	Governmental entities local/state/federal	Active	Continue to Engage. See internal communication strategies. Provide access to legislative agendas and support for recovery-based legislation.
Julie Scheller and Tammy Smith	Staff Quick	Business community is aware of efforts of ROSC council and how employees can access resources	Active	Business community is aware of efforts of ROSC council and how employees can access resources and work with individuals in recovery toward employment
Liz Luper	Plaza Café Carlinville	Business community is aware of efforts of ROSC council and how employees can access resources	Active	Business community is aware of efforts of ROSC council and how employees can access resources and work with individuals in recovery toward employment
Tommi Cline RN, DON	Community Hospital of Staunton	Healthcare Professionals	Active	Continue to Engage. See internal communication strategies.
Tricia Lewis-Thompson, RN HWC/Krystal Phillips RN SFW	Macoupin County Clinics Macoupin County Public Health	Health Care Professionals, Substance Use Treatment	Active	Continue to engage. See internal communication strategies.
<b>TARGET</b>				
Beth Cherry	Litchfield Chamber of Commerce	Business	Target	Business community is aware of efforts of ROSC council and how employees can access resources and work with individuals in
R&R Bindery	Recovery friendly Workplaces			

TBD				recovery toward employment.
Ruth McCario	United Methodist Church Hillsboro II Net Church Staunton II (see Ailee Taylor above)	Faith based recovery	Target	Churches and faith-based groups in the two counties are engaged in work of ROSC council and have resource materials to share in their communities.
Dr. Rajnish Jain	Staunton Family Practice	Healthcare Professionals	Target	Engage. See internal/external communication strategies.
Joss Ross (Gillespie) Chad Dooley (Litchfield) Hillsboro EMS Contact TBD Staunton EMS Contact TBD Nokomis-Witt Area Ambulance Contact TBD Raymond – Harvel EMS Contact Aaron Meyer Prairie Ambulance Contact TBD	Gillespie Benld Ambulance Service. Litchfield Emergency Management Services.	Health Care Professionals	Target	Engage. See internal/external communication strategies.
Harley Hadderman	Irving Police Department	Law Enforcement	Target	Engage. See internal/external communication strategies.
Raymond – Harvel Fire Dept. Contact TBD Hillsboro Fire Dept. Contact TBD Shoal Creek Fire Dept. Contact TBD Witt Fire Dept. Contact Don Keiser Nokomis Area Fire District Contact TBD Farmersville Fire Dept.	Fire Departments	Emergency Management Services	Target	Engage See internal/external communication strategies

Contact TBD Taylor Springs Fire Dept. Contact TBD Mt. Olive Fire Protection District Contact TBD Fillmore Village Fire Department Contact TBD Gillespie Fire Department Contact TBD Benld Fire Dept. Contact TBD Carlinville Fire Protection District Contact TBD Staunton Fire Protection District TBD				
Macoupin and Montgomery County Farm Bureau	Illinois Farm Bureau	State/local agency (Community Action Agency)	Target	Farm Bureaus provide coaching and life skill programs.
Randy White (Irving) Ron and Tammy Butler (Raymond)	Churches	Faith - Based	Target	Churches and faith-based groups in the two counties are engaged in work of ROSC council and have resource materials to share in their communities.
Stephanie Stahlhut	Illinois Valley Economic Corporation	Local/State agency (Community Action Agency)	Target	Continue to engage. See internal communication strategies.
TBD	Other faith-based alliance Macoupin Montgomery Counties	Faith-Based	Target	Churches and faith-based groups in the two counties are engaged in work of ROSC council and have resource materials to share in their communities.
TBD	Macoupin County Jail Montgomery County Jail Graham Correctional Facility (Hillsboro IL)	Law Enforcement	Target	Officers/Drug Court officials and correctional facilities are aware of the work of ROSC council, how ROSC can help criminal justice



				involved individuals and how they can be involved.
TBD	Individuals and family member Incentivize engagement	Recovery	Target	Aware of councils and how they can engage, recovery supports available in area.
TBD	Other Chamber of Commerce in the 2-county area		Target	Engage. See internal/external communication strategies.
TBD	Kilton Foundation	Foundation/Business	Target	Foundations are aware over ROSC activities and how they can support activities within the ROSC framework. Funding source for ROSC projects.
TBD	CEFS Economic Opportunity Corporation	Local/state agency (Community Action Agency)	Target	Community Action Agencies are aware of ROSC activities and how they can support activities within the ROSC. Also, how their clientele can access ROSC supported services.
TBD. University of Illinois Extension Offices Montgomery and Macoupin Counties.	University of Illinois	State University extension service (Community Action Agency)	Target	Continue to engage. See internal communication strategies.
TBD.	Montgomery and Macoupin County Schools	Secondary Educational Institutions	Target	Entities are aware of ROSC activities and supported service and how to access services.
TBD	Southern Illinois University at Edwardsville	State University and Youth Population	Target	Continue to engage. See internal communication strategies.
TBD. Blackburn University	Blackburn University, Carlinville IL	Private Liberal arts College And Youth Population	Target	Educational entities are aware of work of ROSC council, use it to help with coordination and how they can be involved. Entities can also engage with certain ROSC supported

				services/organizations as clinical sites. Continue to engage. See internal communication strategies.
TBD		Law enforcement/ drug courts	Target	Officers/Drug Court officials are aware of the work of ROSC council, how ROSC can help criminal justice involved individuals and how they can be involved.
Hillsboro Library Litchfield Library Witt Library Nokomis Library Gillespie Library Benld Library Raymond Library Staunton Library Carlinville Library Girard Library Virden Library	Libraries	Community Services	Target	Engage. See internal/external communication strategies.

#### POSITION MESSAGE:

ROSC is a coordinated network of community-based services and supports that is person-centered and builds on the strengths and resilience of individuals, families, and communities to and improve health, wellness, and quality of life for those with or at risk of substance use or other mental health disorders.

#### PRIMARY SPOKESPERSONS:

Name	Role	Agency
Brian Pollo	ROSC coordinator	MCPHD
Jennifer Carron	ROSC coordinator	MCPHD
Becky Hatlee	Project coordinator	MCPHD
Jon Magnuson	Additional aid/spokesperson	Beacon Church

#### Primary Contacts:

*Brian Pollo ROSC Coordinator*  
*bpollo@mcphd.net*  
*(217) 204-8667*

Jennifer Carron ROSC Coordinator  
jcarron@mcphd.net  
(217) 271-7924

## OUTREACH METHODS

### INTERNAL:

- The best way to communicate is via in-person meetings but if this is not possible, email and zoom will be used.
- Day-to-day communication will occur through email. When emails are sent to ROSC members, we should expect to wait 2-3 business days and if have not heard back, communication by phone will be attempted.
- Minutes from the previous meeting will be shared at the following meeting. Minutes from the previous six months will be posted to the Governors State University Website.
- Outside communication will occur via mainstream media platforms, secure electronic platforms, and live public engagements either in person or via virtual platform by designated ROSC “champions” as determined by the ROSC council.
- A yearly survey will be conducted to assess the status and function of the ROSC.
- Internal emails about ROSC organization within organizations.
- A 60% consensus is needed to make any changes in protocol, communication plan, and any other foundational documents.

### EXTERNAL:

- Create and periodically update a printed ROSC resource guide to distribute to stakeholders and community residents. Also make guide available through electronic external communication platforms.
- Participate and conduct meetings with organizations and groups that have an interest in recovery from substance use disorders and mental health challenges.
- Publish articles in existing stakeholders’ newsletters if available.
- Maintain and further develop the MMCR website, Facebook page and events calendar.
- Develop and disseminate print media and share print media between membership groups.

## TOOL/MEASURES TO ASSESS PROGRAM FY 2023

### TIMELINE:

Activity	Aug 2022	Sep 2022	Oct 2022	January 2023	March 2023	July 2023
2nd year Communications Plan Completed						

Monthly ROSC Meetings Dates/Time						
MOU from Council Members Updated Quarterly						
Membership Roster Update quarterly						
Year 2 Community Outreach Plan						
Community needs assessment and gap analysis						
3-year Strategic Plan						
Stand-alone RCO						
Update rosters, protocol, and communication plan						

In years 3 through 5, we will continue progress of years 1 and 2, encouraging more community members each year to participate in the council and ROSC activities. In year 3, we will complete a survey to determine the strengths, weaknesses, opportunities, and threats (SWOT analysis) to recovery in our service area. The data collected will be utilized to assure our strategic plan is aligned with community needs and goal. The council will update the strategic plan based on findings from the SWOT analysis.

**OUTREACH MATERIALS:** We currently use Canva to create flyers and other printed material to increase the capacity of our community outreach activities. These print materials can also be used in outreach packets and media press kits. Current print marketing materials include:

- ROSC Brochure
- Press Release (TBD)
- Outreach Packets
- Flyers promoting ROSC related activities/events
- Banner for community events
- Other materials as determined by Needs Assessment and SWOT analysis

**OUTREACH OUTLETS:**

1. Social Media: Email blasts, ROSC website, Facebook, sponsored Facebook ads, Instagram, Online Resource Guide/Map, Twitter, YouTube, Snapchat, Tik-Tok.
2. Mainstream Media: St. Louis Missouri and Springfield Illinois TV stations, Macoupin/Montgomery radio stations including neighboring county radio stations, and local/regional newspapers.
3. Community: Word of mouth, ongoing engagement with community groups/individuals that show interest in ROSC activities/concepts or may affect the status of the ROSC in our area (including participation at the following meetings city councils, townhall,



county boards, school boards, chambers of commerce, and township). Engagement will also include the distribution of flyers/print media, sponsorship/promotion of ROSC-related events and activities, direct training on recovery-related topics and ROSC participation at community events.

4. Leaders/ROSC Champions.
5. Professionals.

#### TECHNICAL ASSISTANCE NEEDED:

- Stigma reduction education
- Other harm reduction practices
- Community engagement
- Engagement of those with lived experience
- Growth of recovery community
- Expanding and creating services based on the identified needs of those with lived experience and their families
- Marketing efforts

CONTACT PERSONS FOR QUESTIONS ABOUT COMMUNICATION PLAN AND JOINING MMCR  
ROSC: Brian Pollo/Jennifer Carron

