



Official Name: McDonough/Fulton County ROSC (MFCIR)

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**Recovery Oriented System of Care**

**Community Outreach and Communication Plan**

**Bridgeway Inc.**

**McDonough/Fulton County ROSC (MFCIR)**

**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

**Stakeholders:**

- Persons with Lived Experience
- Graduates of Drug Court
- Bridgeway Inc.
- Regional Office of Education
- McDonough and Fulton County Health Departments
- Graham Hospital
- United Way
- YMCA
- 9<sup>th</sup> Judicial Court Services
- North Central Behavioral Health
- Department of Children and Families
- Macomb Police Department
- Spoon River College
- Intervention Providers
- Opioid Overdose Prevention Program
- Fulton County Religious Organizations

- Fulton County Government Departments
- Housing Authority of McDonough County
- Fulton County Housing Authority
- McDonough County Community Members
- Fulton County Community Members
- Fulton County Community Business Members
- Mayor of Macomb
- Area Health and Education Center (AHEC)
- Western Illinois University
- Good Food Collaborative
- McDonough County Public Transportation

#### **Target Stakeholders**

- Religious organizations (both counties)
- Counseling Cares (McDonough County)
- First Responders (Fire Dept., Ambulance services)
- Salvation Army 360
- YMCA
- Canton Police Department
- Canton Mayor and City Council Members
- Communities with smaller populations

#### **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 collaborative effort in Fulton County 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
- Rack Cards
- press releases
- presentations
- tables/exhibits at community/education/benefits events
- trainings
- Town Hall meetings/discussions
- Recovery Hour Live with WCIR Coordinator Leann Courson

#### **Primary Spokespersons:**

Jeff McFadden	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.
Leann Courson	System of Care Coordinator WCIR	Bridgeay Inc.

#### **Tool/Measures to Assess Progress:**

- 7 productive local ROSC Council meetings over an 7-month period
- 7 monthly e-mail blasts
- Creation/distribution of ROSC brochure

- 2 press releases in local communities
- 4 community presentations
- 3 Town Hall meetings/discussions
- Participation of at least 3 persons with lived experience
- Completion of Needs Assessment
- Completion of Strategic Plan
- Completion of all grant deliverables
- Present at all in-person meetings

**Timeline:**

***September '22***

ROSC Meeting

Daily Facebook posts

Recovery Hour Live with WCIR Leann

Table at Fulton County Arts Festival

Narcan Distribution

More Recruitment of essential council members

E-mail blast

Bridgeway's Wellness Summit

***October '22:***

ROSC Meeting

Daily Facebook posts

E-mail blast

Recovery Hour Live with WCIR Leann

***November '22:***

ROSC Meeting

Daily Facebook posts

Recovery Hour Live

E-mail blast

Attend Conference

***April '23:***

ROSC Meeting

***May '23:***

ROSC Meeting

E-mail blast

Participate in ROE conference

Recovery Hour Live

Daily Facebook post

E-mail Blast

Daily Facebook posts

Recovery Hour Live

Organization/Community Presentation

***June '23:***

ROSC Meeting

E-mail Blast

Community Presentation

Daily Facebook posts

Recovery Hour Live

**Media Outlets:**

Newspaper

Radio

TV Station

Facebook

Website

Rack Cards/Pamphlets

Billboard in Fulton County