

Far Southside ROSC Initiative

(TEECH Foundation)

Outreach & Communication Plan

Project Goals and Objective

The Far Southside ROSC Initiative communication plan aims to inform those in recovery, attempting to get into recovery, family, friends, and the community about our ROSC Initiative and how addiction and mental illness is a family, friend, and community issue. In addition, we are committed to assisting individuals to walk through many pathways by using their voices to address stigmas attached to addiction.

Objectives:

- Educate the community about addiction and mental illness.
- Educate and address stigmas about addiction and mental illness.
- Address community barriers and build collaborations to provide resources for all in need of services and resources.
- Bridge gaps in the communities to enhance quality of life.

The Far Southside ROSC Initiative is attempting to achieve unity within the communities and, at the same time, build communities that will except individuals in the communities who have substance use disorders and/or mental health issues. Also, we aim to assist in creating healthier and safer communities.

The framework of the Far Southside ROSC Initiative is to enhance and bring services and unity to the Far Southside of Chicago for those in active addiction, recovery, dealing with mental illness, and returning citizens. We will obtain this goal by continuing to address community barriers and meeting with the appropriate individuals to create change.

Our project's overarching goal has been in place for the past three years. It has shown effectiveness, which gives the Far Southside ROSC Initiative credibility with those in recovery, attempting to get into recovery, family, friends, and the community

The Far Southside ROSC has had some success. However, there is still much work to do. We still wrestle with those who have resided in these areas for years and have not adapted to the changes needed to create safer communities for those in recovery, attempting to get into recovery, family,

friends, and the overall community. Nevertheless, for Fy23, the Far Southside ROSC goal is to assist with implementing another ROSC on the Far Southside of Chicago.

The strengths of the Far Southside ROSC Initiative are having personal relationships with most of the communities we serve. Having these relationships allowed us to know who the gatekeepers are while already having formulated trust. Moreover, we have extensive marketing and campaigning that has provided the Far Southside ROSC Initiative the ability to open doors for those seeking recovery, in recovery and with mental illness to seek services in the areas of housing, employment, education and financial stability (SSI, SSA). In addition, we have addressed many barriers within the communities.

The Far Southside ROSC Initiative weaknesses are limited to youths willing to work with the ROSC initiative for fear of backlash from peers and gangs. Then again, we have obtained a youth program to be part of the ROSC council. Also, we have recruited young adults on our RSS team to assist in this area. Whereas they meet them where they are at and offer generational solution focused tactics.

The Far Southside ROSC Initiative opportunities are to assist with creating another ROSC on the Far Southside of Chicago and expand P.L.E. involvement.

The Far Southside ROSC threats are gang and gun violence.

The threats that the Far Southside ROSC Initiative have encountered can be turned into opportunities by creating platforms that will allow for voices to be heard and past to those who have the power to assist with getting their needs met. Also, advocating for more security, and protection for the communities. Such as, generating block clubs, correlating with CAPS and other anti-gang and drug enforcement agencies. We are working with the alderman's to obtain free ring doorbells and cameras for all homes and apartment buildings and more police visibility car and foot patrol.

The Far Southside ROSC Initiative strengths can be used through effective communication by continuing to build collaborations and keeping our doors open for those in recovery, attempting to get into recovery, family, friends, and the community

The Far Southside ROSC Initiative targeted audiences are those in recovery, attempting to get into recovery, family, friends, and the community

Thus far, the audiences have mixed beliefs about substance use disorders, mental illness, and ROSC because of limited knowledge about these three components. Stigmas and myths are the biggest obstacles we are facing primarily from those who are in long-term recovery. Reason being, the adaptation of multiple pathways to recovery, word change and collaboration.

COMMUNICATON PLAN

Audience	Communication Goal
SUD/MH Providers in our ROSC Region	All providers in our area are aware of our efforts of the ROSC Council and know how they can be involved.
Those in active addiction and /or seeking recovery.	All people in active addiction in our area are aware of our efforts of the ROSC Council and know how they can be involved.
PLE's – People with lived experience	All PLE's in our area are aware of our efforts of the ROSC Council and know how they can be involved.
Business Owners	All business owners in our area are aware of our efforts of the ROSC Council and know how they can be involved.
Politicians/legislation	All politicians/legislation in our area are aware of our efforts of the ROSC Council and know how they can be involved.
Hospitals	All hospitals in our area are aware of our efforts of the ROSC Council and know how they can be involved.
Schools	All schools in our area are aware of our efforts of the ROSC Council and know how they can be involved.
Family	All families in our area are aware of our efforts of the ROSC Council and know how they can be involved.
Friends	All friends in our area are aware of our efforts of the ROSC Council and know how they can be involved.
Law Enforcement	All law enforcement in our area are aware of our efforts of the ROSC Council and know how they can be involved.

Prioritized target audiences. – All are important in our work.

- Those in active addiction and/or seeking recovery.
- SUD/MH Providers in our ROSC Region
- Politicians/Legislations
- PLE's
- Family
- Friends
- Community
- Business owners
- Law Enforcement
- Hospitals
- Schools

Five most critical ordinances.

- Those in active addiction and/or seeking recovery.
- PLE's
- Family
- Friends
- Community

Communication Channels

SOCAL MEDIA

1. Email
2. Facebook
3. Instagram
4. Link-In
5. On-line Resource Guide and Map
6. TEECH Website
7. Twitter
8. YouTube

ADVERTISEMENT

9. Word of Mouth – Council members, staff and peers will talk to others about ROSC and its goals.
10. Commercials
11. Adds
12. Disseminate newsletters/TEECH AND COMMUNITY
13. Billboards
14. Department Store Posters
15. Local Store Posters
16. Flyers – Distributed via email and posted throughout the agency.
17. Publish information in local news papers
18. Circulate Community Bulletins

GOVERNMENT AGENCIES

19. Attend Police Department Community Meetings and provide information about the Far Southside ROSC and Community Collaboration.
20. Attend Caps Community Meetings and provide information about the Far Southside ROSC and Community Collaboration.
21. Attend Cook Summit Conference and provide information about the Far Southside ROSC and Community Collaboration.
22. Attend TASC Round Table Meetings and provide information about the Far Southside ROSC and Community Collaboration.
23. Attend Parole Board Round Table Discussions and provide information about the Far Southside ROSC and Community Collaboration.
24. Attend Expungement Summit and provide information about the Far Southside ROSC and Community Collaboration.

25. Face to Face meeting with Alderman and provide information about the Far Southside ROSC and Community Collaboration.
26. Face to Face meeting with Senator/Politicians and provide information about the Far Southside ROSC and Community Collaboration.

NEIGHBORHOOD COMMUNICATION

27. Attend Block club meeting and provide information about the Far Southside ROSC and Community Collaboration.
28. Speak at local churches and provide information about the Far Southside ROSC and Community Collaboration.
29. Attend Community Meetings and provide information about the Far Southside ROSC and Community Collaboration.
30. Attend Townhall Meetings and provide information about the Far Southside ROSC and Community Collaboration.

TELECOMMUNICATION

31. Provided all contact numbers (Dr. White and De'Shara Shells) address any issues that the council may have.
32. Conference call number – (605) 472-5501
33. Developed an 1800 hotline number to link services in the community
34. Calls to the Council for follow-up
35. Utilize Telehealth
36. Interfacing – Requesting meetings to the businesses throughout the community.

TRAININGS

37. Invite individuals into the facility for focus groups and tours.
38. Conduct educational seminars
39. Trainings in all monthly ROSC meetings.

COMMUNITY EVENTS

40. Host Open House to build collaborations.
41. Host Holiday Festivities
42. Adopt area of community need to assist with donations
43. Host community rallies
- 44.

TIMELINE

The Far Southside ROSC Initiative uses a S.M.A.R.T. timeline that has allowed us to reach goals and execute them as planned. The first year the timeline included getting the right people involved in the ROSC Council who were decision makers which allowed us to execute projects. The first year we were able to assist with getting a dollar general that supplied mostly food in an area (Auburn Gresham) that was considered a food desert. The second year we were able to expand to the hospitals (Roseland) with getting designated beds for detox and residential treatment along with getting a recovery home (Morgan Park) in a community that had no recovery resources. Also, we assisted with getting a grocery store in another community (Ashburn) because of the need for fruits, vegetables, and fresh meats, this also accommodates Auburn Gresham area. We expanded and built relationships in other identified communities (Englewood, Hammond Indiana, and Robbins

Illinois). Last year, we collaborated with one of the biggest for-profit programs (Clarity Clinic) in Illinois who is now on the ROSC Councils and have become one of our biggest community donors. Additionally, we assisted with getting communities to partner on events that helped the entire community, example back to school, children clothing and homelessness. Moving forward for this year we have taken on new communities and thus far got everyone of our communities to sponsor their own communities with book bag drives and coat drives. We are currently working year end with a church (Auburn Gresham) to use one of their stand-alone buildings to become a community center for anyone. Which I have gotten some retired teachers who have agreed to volunteer time to tutor children. And we will be hosting recovery based educational trainings, and round table discussions. Whereas, opening and promoting the multiple pathways to recovery and harm reduction.

BUDGET

The Far Southside ROSC Initiative budget was detailed and specifically focused on how the monies can be used to assist the communities that we are aiming to address barriers. We carefully looked at the salaries and program need to ensure we could continue with the grant throughout the allotted grant period without any interruptions. Whereas, understanding that things could happen (staff shortage, COVID-19) and we may have to shift monies around to accommodate the vision and mission of the Far Southside ROSC Initiative that would better assist those seeking recovery, in recovery, family, friends and the community.