

Outreach and Communication Plan

Region 4 ROSC Council

Coles County

This Outreach and Communication Plan was revised in September 2022.

1. Continue to maintain and engage local ROSC Council by conducting a monthly council meeting.
2. Assist in building SUD awareness in the community by providing additional SUD resources, education, hosting educational SUD/Recovery events, and discussion opportunities to bridge the gaps to recovery opportunities.
3. Develop additional recovery support opportunities for persons in recovery and their families.
4. Introduce and educate the community on Recovery Navigators/Peer Support Specialist.

Outreach Objectives:

- 1.a. Coles County ROSC Council will continue to meet once a month.
- 1.b. Remain in consistent communication with ROSC Council members.
 - Send meeting minutes within 48 hours of each council meeting.
 - Send a reminder of a meeting 2 weeks prior.
 - Send additional reminder of meeting 3 days prior
 - Follow up throughout the month by phone, in-person one-on-one meetings, or email.
 - Recruit 2-3 people to represent each stakeholder sector or category.
 - Consult with council members to assist in identifying gaps in these sectors.
- 1.c. Monitor retention of community stakeholders each month.
 - Document the council member participation in the Coles Co ROSC Membership activity log.
- 2.a. Coordinate meetings with key stakeholders and people with lived experience to identify strengths and barriers to recovery in Coles County.
- 2.b. Conduct ongoing formal and informal Community Needs Assessment.
- 2.c. Update Council Strategic Goals as needed.
- 3.a. Assist local mental health agencies in expanding their services to include outpatient substance use disorder treatment within three years.
- 3.b. Coordinate efforts to provide transportation for treatment services.
 - Communicate with the transportation committee.
 - Communicate with Dial-A-Ride
 - Examine the Rural Transportation Toolkits developed by the statewide ROSC.
- 3.c. Provide information campaigns to reduce stigma and provide support to persons with substance use disorders.
 - Lease County Specific Billboard panels for FY23 to promote Recovery Is Possible.
 - Lease Bus Ads for FY23 in Coles County to promote Recovery Is Possible and assist in reducing stigma.
 - Distribute state and national information campaigns.
 - Coordinate local resource information campaigns as needed.
 - Participate in area health and wellness resource fairs and information campaigns.
 - EIU and Lakeland
 - Collaborate with the Hour House Prevention Team and Illinois Family Resource Center.
 - Provide SUD related webinar and additional training information to council members.

3.d. Increase awareness and information for health promotion around harm reduction and services.

- Provide information on the ROSC social media page on where/how to access harm reduction services and programs.
- Work with partnering agencies to share social media posts and educational materials.
- Identify additional needs in the community to expand access to Narcan, Safe Needles, Fentanyl Test Strips, and other resources.
- Partner with the Coles County Health Department to increase distribution and training for Narcan.
- Provide stakeholders updates on harm reduction services, supplies and resource guides.
- Provide education and distribution of Narcan.

4.a. Determine locations in Coles County for recovery navigator to meet with clients.

- Communicate with local stakeholders to develop a list of safe meeting locations.
- Allocate at least 5 safe meeting spots within Coles County in the first 6 Months.

4.b. Distribute recovery navigator referral forms to stakeholders (by Oct 15, 2022).

4.c. Begin recovery navigator appointments, single and group settings (by Nov 15, 2022).

4.d. ROSC Recovery Navigator will help assist in establishing additional Recovery Meetings in Coles County (by June 30, 2023).

Communication/Outreach Goals:

1. Maintain local ROSC Council meetings in Coles County.
2. Continue to update email list, and keep consistent communication through the email list.
3. Maintain the efforts of ROSC and continue to increase awareness surrounding the ROSC Council and recruit for the council.

Audience: We have identified 13 different sectors within the communities for the focus of our Communication and Outreach Plan. We will direct our focus towards these sectors for the upcoming fiscal year.

Audience	Communication Goal
Person with Lived Experiences	<ol style="list-style-type: none">1. Share our Purpose of ROSC by engaging in 1:1 meeting once a month.2. Encourage PLE's to share their stories of Recovery to help reduce stigma.
Recovery Supports	<ol style="list-style-type: none">1. Present the ROSC Concept at local recovery support meetings in the area on ROSC. The presentations will be a quarterly goal.

	<ol style="list-style-type: none"> 2. Identify gaps in Recovery Support options in the community. Assist local Recovery Supports in developing additional meetings through network and education. 3. Add Recovery Supports to the ROSC Email Distribution list to provide education and training. 4. Maintain monthly contact with Mattoon Public Library, EIU Library, Lake Land Library, Charleston Public Library and their Case Manager staff.
Faith-based Groups	<ol style="list-style-type: none"> 1. Attend the Pastoral Ministerial meeting to provide resources and introduce the ROSC concept and how ROSC and provide support and resource/network opportunities. 2. Develop informational newsletters for the churches on a quarterly occurrence. 3. Conduct a bi-annual request for a day of prayer. 4. Assist in events to help distribute information on SUD and Recovery.
Family/Parents	<ol style="list-style-type: none"> 1. Collaborate with Illinois Family Resource Center to provide ROSC, SUD, Recovery information. Ex: Webinars, Flyers, Brochures, Website Promotion. 2. Connect with Family Orientated Agencies and distribute SUD related materials on a monthly basis. 3. Recruit attenders and attend a training event 2x a year. EX Drug Endangered Children Training.
Service Providers	<ol style="list-style-type: none"> 1. Articulate guiding principles and measures of recovery that are adaptable across services and programs while supporting system improvements, data sharing, and program coordination. 2. Attend Bi-annual meetings/training with the Continuum of Care, for networking and resources available in Coles County.

	<ol style="list-style-type: none"> 3. Continue to reach out to those who provide resources to those in recovery such as housing, transportation, temporary shelter, domestic violence assistance, Legal Aid or other care.
State/Local/Tribal Government	<ol style="list-style-type: none"> 1. Develop ideas to transform policy, services, and systems that provide a recovery-oriented response for family members, as well as the persons seeking recovery.
Substance Use Treatment Organizations	<ol style="list-style-type: none"> 1. Engage Substance Use Treatment Organizations and invite them to the ROSC Council Meetings. 2. Collaborate for County Events. 3. Provide support to New Vision. 4. Increase awareness of Treatment Organizations by sharing materials, bed openings, referral process, etc. 5. Collaborate for panel discussions regarding substance use and recovery, ex: Gambling Awareness
Healthcare	<ol style="list-style-type: none"> 1. Engage healthcare professionals with one-on-one meetings to introduce the ROSC Concept and provide opportunities of support. 2. Do a ROSC Presentation to HealthCare Staff 2x a year. 3. Provide Healthcare offices with brochures, newsletters, training, and harm reduction materials as needed. 4. Attend Healthy Community Meeting once a month, if possible.
Law Enforcement	<ol style="list-style-type: none"> 1. Meet with an officer, the jail administrator, or probation officer once a month and invite them to the monthly ROSC meeting. 2. Establish group sessions in the jail provided by the ROSC Recovery Navigator within 6 months. 3. Provide materials- brochures, training opportunities, grant information, newsletters, resource bags etc. Update materials as needed throughout the year. 4. Assist Mattoon Police Department with their Safe Passage program.

Judicial	<ol style="list-style-type: none"> 1. Provide support to the Coles/Cumberland County Drug Court. 2. Provide resource information such as brochures, training opportunities, flyers, and harm reduction materials as needed. 3. Establish a relationship between entities in the judicial system and the ROSC Recovery Navigator.
Education/Schools	<ol style="list-style-type: none"> 1. Provide support during events to distribute information related to youth and SUD. 2. Collaborate to set up booths at family fun events that include but are not limited to the Hidden in Plain Sight Event like at Family game nights or Book fair. 3. Assist in campaigns that the Hour House Prevention team conducts. 4. Encourage quarterly newsletters for families regarding SUD. 5. Provide Staff Trainings related to SUD as needed. 6. Engage Lakeland and EIU for health fairs to provide resource information to students and staff related to SUD and recovery. 7. Provide support to the Adult Education Program through Lakeland by offering the opportunity to connect with a Recovery Navigator.
Media	<ol style="list-style-type: none"> 1. Share information in local Newspapers. 2. Promote the ROSC Facebook page. 3. Run an Anti-Stigma Campaign using billboards, bus ads, and radio ads. 4. Collaborate with other agencies and encourage information sharing on their local media website.
Business	<ol style="list-style-type: none"> 1. Identify local business owners and conduct one-on-one meetings. 2. Provide information on Staff Trainings related to SUD and

	Recovery, ex: Narcan Training. Host one training once a quarter. 3. Engage EIU and identify student employment options to provide Narcan training.
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The ten most critical audiences for our area are:

1. Persons with lived experience.
2. Family/Parents.
3. Service Providers.
4. Substance Use Treatment Organizations.
5. Faith-Based Groups.
6. Law Enforcement.
7. Education/Schools/College/University.
8. Media.
9. Healthcare.
10. Volunteer/Civic Organizations.

Timeline and Budget:

Communication Goal	Outreach Goal	Audience	Timeline	Budget
E-mail communication with council members, meeting reminders	1. Develop and maintain local ROSC Council meetings 2. Maintain consistent retention of ROSC Council Members.	Key stakeholder, Persons with lived experience	weekly	no cost
Attend Interagency meetings	1. Increase awareness about the ROSC Council. 2. Identify Community needs voiced during these meetings and develop supportive measures. 3. Identify local stakeholders.	Key stakeholder, Persons with lived experience	quarterly	no cost

Resource Bags- to provide information to those entering recovery (100 bags)	<ol style="list-style-type: none"> 1. Provide needed resources to community members. 2. Assist local agencies and stakeholders in reducing barriers to basic needs. 3. Increase the supportive efforts of ROSC 	Coles Co. SUD high risk individuals, low-income	September	\$125
Newspaper presence- Press releases in local newspapers to promote ROSC events	<ol style="list-style-type: none"> 1. Encourage community members to engage with the ROSC Council. 2. Reduce stigma by providing education to the Community as a whole. 	Coles Co	As needed	no cost
Develop and maintain a schedule for recovery navigator	<ol style="list-style-type: none"> 1. Assist in increasing substance use treatment options in the county. 2. Identify additional barriers to recovery. 3. Provide education and support to those with lived experience and family members. 4. Increase PLE participation for the ROSC Council. 	Coles Co	weekly	no cost
Recovery Month testimonials- To promote recovery through social media and radio	<ol style="list-style-type: none"> 1. Develop additional support systems for persons in recovery and their families. 2. Reduce stigma surrounding recovery. 3. Promote sharing personal messages that Recovery is Possible. 4. Utilize the ROSC Recovery Navigator. 	Coles Co. & Surrounding areas	FY 23	
Social Media presence- SUD/Recovery Education	<ol style="list-style-type: none"> 1. Develop additional support systems for persons in recovery and their families. 2. Reduce stigma surrounding recovery. 	new and returning followers	weekly	

	<p>3. Promote sharing personal messages that Recovery is Possible.</p> <p>4. Provide education and awareness.</p>			
Anti-Stigma Campaign- Billboards and Bus Ads to promote reduction of stigma	<p>1. Develop additional support systems for persons in recovery and their families.</p> <p>2. Reduce stigma surrounding recovery.</p>	Coles & surrounding areas	FY 23	
Hidden In Plain Sight Event	<p>1. Develop additional support systems for persons in recovery and their families.</p> <p>2. Provide education and awareness for parents and guardians surrounding SUD and the youth.</p> <p>3. Engage the Hour House Prevention Team and the Illinois Family Resource Center for additional support.</p> <p>4. Engage local universities for family fun nights.</p>	Coles County. SUD high risk individuals	bi-annual	750.00
Candlelight Vigil- To honor those in recovery and those lost to overdose	<p>1. Develop additional support systems for persons in recovery and their families.</p> <p>2. Reduce stigma surrounding recovery.</p>	Coles Co. & surrounding areas	August	\$250