

**Recovery Oriented System of Care**  
**Community Outreach and Communication Plan**  
**Bridgeway Inc.**

**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.

**Stakeholder Members:**

- Persons with Lived Experience
- Bridgeway Inc.
- OSF Hospital: St. Mary's, St. Lukes and Holy Family
- Galesburg Police Department
- Knox County States Attorney
- Knox County Health Department
- Galesburg Hospital Ambulance Service
- Regional Office of Education: #33, #28
- Carl Sandburg College
- Galesburg Wellness Center
- Human Service Center
- 708 Mental Health Board
- Eagle View Health System
- Excel
- Knox County Teen Court
- Safe Harbor
- Galesburg Cottage Hospital

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- Knox County Drug Court
- Henry County Mental Health Alliance
- Tri-County Opportunities Council
- United Way
- Galesburg CUSD #205
- Salvation Army
- Jamieson Community Center
- Health Alliance
- Big Brothers Big Sisters of Mississippi Valley
- U of I Extension
- GHAS
- WIRC-CAA Victim Services
- OSF Home Care
- Celebrate Recovery
- Abingdon Community Center
- Galesburg PFLAG
- North Central Behavioral Health
- Knox County Probation
- Southern Illinois University School of Medicine
- Knox County Drug Court Graduates
- HVN Group
- Kewanee Police Department
- YES (youth empowerment services)
- Knox County Jail
- Geneseo Marriage and Family Counseling
- NA Public Information
- Knox County YMCA
- Mayor of Galesburg
- City of Kewanee
- Gateway Foundation
- Bright Side Clinic
- Oxford House

### **New Target Stakeholders:**

Persons with Lived Experience  
All County Health Departments  
Hammond Henry Hospital  
Henry County YMCA  
14<sup>th</sup> Judicial Court Services

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Mary Davis Home  
Department of Children and Families  
All County Emergency Services (EMT, police, fire)  
Monmouth College  
Knox College  
Blackhawk College  
Religious Organizations  
Government Departments  
Galesburg Public Library  
Recovery Friendly Employers  
Housing Authorities  
Pharmacy Representatives  
Community Members  
Community Business Members  
Community Legal Representation

### **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 continued collaborative effort in Henderson, Warren, Knox and Henry counties 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
- Press Releases
- Radio Interviews
- Presentations
- Tables/exhibits at community/education/benefits events

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- Trainings
- Town Hall meetings/discussions
- Rack Cards
- Billboards
- Recovery Events
- Parades
- TikTok

### **Primary Spokespersons:**

Leann Courson	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.

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

- 10 productive local ROSC Council meetings over an -12 month period
- 2 Lunch and Learns
- State Collaborative Monthly Meetings
- 12 monthly e-mail blasts
- Distribution of ROSC Rack Card
- Participation of at least 9 persons with lived experience
- Update Needs Assessment
- SWOT Analysis
- Update Protocols
- Update Strategic Plan
- Participation in local community meetings
- Lead Agency presentation "Lessons Learned"
- Daily Facebook Posts
- Community Events

### **Timeline:**

#### ***October '22:***

Daily Social Media Post  
ROSC Email Blast  
ROSC Monthly Meeting

#### ***November '22:***

ROSC Monthly Meeting  
Update Needs Assessment  
ROSC Email Blast

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Participate in a Community Event  
Participation in Local Community Meetings  
State Collaborative Monthly Meeting  
Harm Reduction Exclusive Dinner  
Meditation Mondays  
Peer Support Groups

Participation in Local Community Meetings  
State Collaborative Monthly Meeting  
Speak at Local Schools  
Peer Support Groups  
Daily Social Media Posts  
Recovery Event- Gratitude  
Organize a Community Winter Item Drive

***December '22:***

ROSC Monthly Meeting  
Participation in Local Community Meetings  
ROSC E-mail Blast  
State Collaborative Monthly Meeting  
Daily Social Media Posts  
Christmas Parade  
Supporting Drug Court Christmas Event  
Town Hall- Stigma Reduction  
Peer Support Groups

***January '23:***

ROSC Monthly Meeting Lunch and Learn:  
Narcen Training  
ROSC E-mail Blast  
State Collaborative Monthly Meeting  
Participation in Local Community Meetings  
Update Protocols  
Daily Social Media Posts  
Prairie Radio Communications Spot  
RCO Development Planning  
Peer Support Groups  
Create ROSC TikTok

***February '23:***

ROSC Monthly Meeting  
ROSC E-mail Blast  
SWOT Analysis  
Participation in local community meetings  
Register Mail Press Release  
Review Atlas Press Release  
Daily Social Media Posts  
State Collaborative Monthly Meeting  
Recovery Event  
Peer Support Groups

***March '23:***

ROSC Monthly Meeting  
ROSC E-mail Blast  
Update Strategic Plan  
Participation in local community meetings  
Daily Social Media Posts  
Air Recovery Podcast  
Prairie Radio Communications Spot  
State Collaborative Monthly Meeting  
March Meditation Mondays  
Peer Support Groups

***April '23:***

ROSC Monthly Meeting- Networking Lunch  
Daily Social Media Posts  
ROSC E-mail Blast

***May '23:***

ROSC Monthly Meeting  
ROSC E-mail Blast  
Participation in local community meetings

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State Collaborative Monthly Meeting  
Participation in local community meetings  
Recovery Event  
Recovery Hour Live  
Peer Support Groups

Daily Social Media Posts  
Galesburg Broadcasting Spot  
Prairie Radio Communications Spot  
State Collaborative Monthly Meeting  
Recovery Hour Live  
Peer Support Groups

***June '23:***

ROSC Monthly Meeting  
June Anti-Stigma Campaign  
ROSC E-mail Blast  
State Collaborative Monthly Meeting  
Gather data/measurements of progress  
Participation in local community meetings  
Daily Social Media Posts  
Register Mail Press Release  
Review Atlas Press Release  
Meditation Monday  
Peer Support Groups

***July '23:***

ROSC Monthly Meeting  
End of Year State Collaborative Meeting:  
Lead Agency Presentation "Lesson Learned"  
ROSC E-mail Blast  
Participation in local community meetings  
Report out of data  
Daily Social Media Posts  
Event- Sunset Recovery Yoga Seminar  
Galesburg Broadcasting Spot  
Prairie Radio Communications Spot  
Meditation Mondays  
Peer Support Groups

**Media Outlets:**

Galesburg Broadcasting Company  
Prairie Radio Communications  
Review Atlas  
Register Mail  
Facebook  
Website  
Linked Marketing  
TikTok  
Linked-In

**Implementation:**

*Official launch – October 2018*  
*Year 2- October 2019*  
*Year 3-October 2020*

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*Year 4-October 2021*