

McLean ROSC Communication Plan

Updated October 2022

Purpose:

This document outlines how the McLean County ROSC will communicate its mission, objectives, events, and other related activities (including how to engage the ROSC) to various stakeholders, as well as specify what populations will be targeted, how we are going to communicate with consumers and partners, what channels we will use, what the key message points are, who owns (each message point), and approximately when various parts of the plan will be carried out.

This plan is based on the following five components:

1. Identify the Audience: Identifying various audiences for our services is the first step in our communication strategy.
2. Determine Goals & Objectives (see below): Why communicate and what we want to achieve.
3. Develop Key Messages: What we need to communicate.
4. Tactical Plan: How we will communicate, to whom, and when. The blueprint for our plan, which is highlighted in the table below.
5. Identify Measures of Evaluation: How will we know if we are successful and making progress.

Project Goals:

To collaborate with community service providers and supports regarding the following:

- Recognizing that Substance Use Disorders (SUDs) and Mental Health Afflictions are chronic in nature that requires an active process of “recovery.”
- A reduction in stigma associated with those struggling with SUDs and MH through increased education and awareness of *addiction as a disease* to the public at large.
- Defining and incorporating vocabulary that communicates the pain of experiencing a biophysical brain disorder rather than equating substance use with moral weakness.
- Details of public policy and practice that can support recovery in crucial ways, in addition to traditional treatment programs and support group fellowships.
- Providing all our community’s recovering people with a variety of services, events, activities and opportunities designed to help them sustain a daily recovery program of action.

Objectives:

- Individuals are empowered to collaborate with professionals, peers, and other formal and informal service providers to direct their own recovery to the greatest extent possible.
 - Personalized recovery regimen, education, employment, reduced criminal justice involvement, stability in housing, improved health and wellness, social connectedness, quality of life, spirituality, etc.

- Community providers will offer a broad range of supports to meet the holistic needs of the individuals.
 - Increased access and capacity, proper placement and quality of care, retention, perception of care, cost-effectiveness, and use of evidence-based practices

Tactical Plan:

Stakeholders	Communication Goal	Represented on Council	Communication Channels	Quarters
McLean County Community at Large	Our efforts to establish a ROSC and how they could either be involved or to provide education awareness re: SUD	Y	Email/call/website/meeting/stories of recovery (YouTube)	Ongoing
Pathway to Recovery/People with Lived Experience	To be a part of the ROSC Council	Y	Email/call/website/meeting/stories of recovery (YouTube)	Ongoing
12-step Recovery Community	Overlap and synergy opportunities b/w A.A., N.A., C.A., Al-Anon & ROSC	Yes but Need Better Recruitment & Retention	Person to person (“meeting after the meeting”), call, text, email, literature 12-step co-partnered events like Big Book Studies, Circuit Speaker, etc.	Spring 2023
Local Hospital Systems	Our efforts to establish a ROSC and how they could be involved	Y (Carle)	Email/call/website/meeting	Ongoing
Primary Care	Our efforts to establish a ROSC and how they be could be involved	N	Email/call/website/meeting	Ongoing
Mental Health	Our efforts to establish a ROSC and how they be could be involved	Y	Email/call/website/meeting	Ongoing
Law Enforcement	Our efforts to establish a ROSC and how they could be involved; BPD Community Engagement Team	Y (BPD Community Engagement Team; could use more though)	Email/call/website/meeting	Ongoing
Local Business Owners	Our efforts to establish a ROSC and how they could be involved	Yes but need more	Email/call/website/meeting	Ongoing
Local Government and Policymakers	Our efforts to establish a ROSC and how they	N	Email/call/website/meeting/focus groups/letters	Ongoing

	could be involved; liaisons for possible McLean (and other ROSC) advocacy efforts.			
SUD Peer Recovery Support Services Providers	To be a part of the ROSC Council and be mutually aware of ROSC/Agency services	Y	Email/call/website/meeting	Ongoing
SUD Prevention Providers	To be a part of the ROSC Council and be mutually aware of ROSC/Agency services	Y	Email/call/website/meeting	Ongoing
SUD Intervention Providers (Recovery Homes)	To be a part of the ROSC Council and be mutually aware of ROSC/Agency services	Y	Email/call/website/meeting	Ongoing
SUD Treatment Providers	To be a part of the ROSC Council and be mutually aware of ROSC/Agency services	Y	Email/call/website/meeting	Ongoing
Family Members & Other Allies	Our efforts to establish a ROSC and how they could be involved	Y	Email/call/website/meeting	Ongoing
Independent Living & Sober Housing	Our efforts to establish a ROSC and how they could be involved	Yes (e.g. Thrive) but need more property owners)	Email/call/website/meeting	In Progress / Ongoing
Educational Background	Our efforts to establish a ROSC and how they could be involved	Y	Email/call/website/meeting	Ongoing
LGBTQIA+ Community	Our efforts to establish a ROSC and how they could be involved; service opportunities, helping to carry the message to LGBTQIA+ community.	Y (Prairie Pride)	Email/call/website/meeting	Ongoing (weekly support meeting in place)
Adolescents & Seniors	Our efforts to establish a ROSC and how they could be involved;	N (inadequate representation)	Email/call/website/meeting/support groups/1x1 discussions/lunch n learns/focus groups (re: how ROSC &	Q2-3

	demo-specific endeavors		stakeholders can help support these constituents).	
Physical Wellness	Our efforts to establish a ROSC and how they could be involved; wellness	We have contacts but they are not council members	Email/call/website/meeting/wellness recovery action plans/intramural leagues	Q2 (ongoing)
Spirituality Practice	Our efforts to establish a ROSC and how they could be involved; convey multiple paths to spirituality (secular & non-secular), etc.	Yes (but seeking more local faith leaders)	Email/call/website/meeting/virtual (Zoom)/YouTube (spirituality education & testimonials)/Panels	Q2-3 (to re-launch workgroup)
Military Experience & Veterans	Our efforts to establish a ROSC and how they could be involved; family and sober events; support groups, mutual	Y (Veterans Court, but could use more)	Email/call/website/meeting/focus groups & interviews	Q2-3
Recovery Community Center Board	Continue seeking synergies and partnership between ROSC & RCC Board	Y	In person presentation, meetings, meeting minutes	Q1 In Progress/ Monthly
B-N Rotary Clubs	Our efforts to establish a ROSC and how they could support and/or be involved	N	In-person presentation, email/web site/social media/virtual meetings	Q3-4
Court Services (Judges, Public Defenders Office, ASA Office?)	Our efforts to establish a ROSC and how they could support and/or be involved; How offenders can become involved with ROSC for community service & recovery services.	Yes (but we could use reinforcement in this sector)	Presentations (in person preferably)/literature (flyers, etc.)/email/Requests for time/phone/web site/social media	Q3-4
Private Attorneys	Our efforts to establish a ROSC and how they could support and/or be involved; How clients can become	N	In-person presentation, email/call/web site/meetings/literature	In Progress / Ongoing

	involved with ROSC for community service & recovery services.			
McLean County Rural Areas	Our efforts to establish a ROSC and how they could support and/or be involved outside B-N	N	email/call/web site/meetings/focus groups	Q3
Unit 5 & 87 School District	Engage young people interested in recovery; prevention; youth events; what is a ROSC and how to get involved.	N	In-person presentation, email/call/web site/meetings/focus groups	Q2-3
Family Coalitions (e.g. MCFC)	Collaborate on family-friendly rec events, education workshops, etc.	Y	In-person presentation, email/call/web site/meetings/focus groups	In Progress / Ongoing
Churches & Local Faith Systems	Collaborate on family-friendly rec events, awareness; our efforts to establish a ROSC and potential opportunities for mutual support.	N	In-person meetings/email/web site/virtual/interviews/1x1/etc.	Q3
Spanish Speaking	Collaborate on family-friendly rec events, ROSC awareness, support groups, etc.	N	In-person meetings/email/web site/virtual/interviews/1x1/etc.	Q3-4
Local Athletics (Wesleyan, ISU, Unaffiliated)	Intramural sober rec leagues: Volleyball, BB+	N	Email/Call/Text	Q2-3
Other ROSC Councils	Collaborate and partner on recovery-related events & initiatives: Logan, Ford, Mason, Livingst.	Y	In-person/ Email/Call/Text/Lunch n Learns/PPT/	In Progress / Ongoing
ROSC Website	Not yet Developed but ideally serves as a "one stop shop" for all McLean ROSC info, background,	N	Internet/Web site/Email	Q3-4

	events, service opportunities+			
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