

ROSC Outreach Plan – 7/1/2022 – 6/30/2023

This McLean ROSC Outreach Plan is intended to be a “live” document that is reviewed and updated regularly, while being inclusive of strategies that should promote our program with the ultimate goal of **enrolling and retaining participants and program staff**. The goal is to engage front line staff, especially outreach workers, early and often in the planning and management of the plan. This help ensures the plan has input directly from the field. The attached plan is a “point in time” snapshot as of the time of this writing (updated October 2022).

Overview: The ROSC project is based on the fundamentals of public action to support the prevention of substance use disorders, mental health afflictions and recovery from both. It also is based on the fundamental tenet that ‘recovery happens in the community’ and we can no longer rely on treatment centers and 12-step meeting halls to provide all things to all people seeking recovery. The focus of the ROSC coalition is to bridge community services and supports for those in recovery, as well as educate the public at large about addiction as a disease, in order to help reduce stigma and increase pro-social, recovery-oriented activities. In order to encourage success on one’s chosen recovery path, the ROSC is focusing activities and education within the following arenas:

- Stigma Reduction and Education
- Substance Use Disorder (SUD) Workshops
- Independent and Recovery-oriented Living Skills
- Sober Recreation
- Health & Wellness
- Parenting Skills and Family Building
- Job Development/Career Assistance
- Sober Living & Stable Housing
- Niche/Support Groups (e.g. support groups that can fill an unmet need in McLean County, such as All Recovery, SMART, Refuge, Process Addictions, K-2/Spice/M.A., etc.
- Spirituality
- General Recovery Support: Childcare, Transportation, Service Opportunities, etc.

Outreach Strategy/Tool	Responsible Person(s)	Intended Audience	Dissemination Method	Frequency
Community Board Membership	Angi	McLean County Recovery Board, John M. Scott Commission, LGBTQ+ Carle/Bromenn Advisory Board	Zoom Meetings	Monthly
Education & Awareness	Team	ROSC Council Meetings	Open Discussion, Presentations, Training, Roadshows	Monthly
Recruitment & Retention	Team	ROSC Council, ROSC Sub-Committees, PLEs	Council Meetings (Zoom), Training, 1x1 Discussions, Literature	Quarterly
ROSC Events Planning	Team	ROSC Council, ROSC Sub-Committees, PLEs	Workgroup Zoom meetings	Weekly
Collaboration & Brainstorming	Team	ROSC Council, ROSC Sub-Committees, Grant Recipients, Various Agencies (Library, Children’s Home & Aid, McLean County Fatherhood Coalition,	Workgroup/ Collaboration Calls and/or Virtual (e.g. Zoom) meetings	Weekly to Monthly

		Human Services Council, etc.).		
Education and Awareness	Team	ROSC Council Members, Stakeholders, Agency Reps, Hired Trainers, Community Members, ROSC Statewide SMEs, et al.	ROSC Brochure, Zoom meetings, community meetings, You Tube Channel	As Needed
The Newsletter (Recovery Relics)	Team	ROSC Council & Stakeholders, Community Members, PLEs, Family, etc.	Email	Quarterly
Social Media Circles / YouTube Channel	Team	ROSC Council & Stakeholders, Community Members, PLEs, Family, etc.	Internet/YT, Facebook, Instagram	Bi-Weekly
Media & Public Relations	Team	Pantagraph, Local AM Radio Listeners, Members of Media and their consumers (i.e. community-wide)	Press Releases, Radio/News Interviews, Email, Call, Op-Eds,	As needed
Recovery Community Center (RCC) Board	Team	ROSC Council (updates & input)	Email, In person, Zoom	Monthly
Urban & Rural Outreach (of McLean County)	Team, PLE Volunteers	ROSC Council, Community Members, PLEs, Street Teams, Recovery Community, Liaisons in lower income or rural (outside Bloomington-Normal) territories of McLean County.	In Person (in most cases), Street Teams, Literature, Zoom/Video (planning/admin or to help out of towners)	As needed/ TBD
Community Service	Team, Council, PLE Volunteers	ROSC Council, Community Members, PLEs, Agencies Requiring Help, such as: <ul style="list-style-type: none"> - Community Gardens - Dog Walking - Intergroup Office/Alano Clubs like Cedar Lake - Habitat for Humanity - Food Pantries 	Accept Volunteers and serve as volunteers for various recovery-facing or community service projects. Build good will within community	As Needed