

OCTOBER 2022



Ford/Livingston ROSC Communication Plan

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Ford Co ROSC Mission Statement:

Bringing Community together to build a recovery support system to improve health, wellness and quality of life, through education, stigma reduction, and access to resources.

Livingston Co ROSC Mission Statement:

Collaborating with stakeholders, people with lived experience, their families, and the community, to empower, advocate, and support recovery. Building a network of care to: educate, reduce stigma, and improve connection for the community.

Project Goals and Objectives – Year Two:

Using a variety of communication outlets to create a network of collaboration with service providers and community stakeholders in Ford and Livingston Counties, our goals are to:

a. Continue to develop an active and diverse ROSC Council (s) with representation from many individuals.

- Increase average attendance at ROSC Council Meetings.
- Increase awareness and collaboration with key community stakeholders.
- Increase representation of Persons with Lived Experience on our ROSC Council.

b. Create & implement our Strategic Plan.

- Strategic Planning will be informed by the results of our Community Needs Assessment and in-depth Resource Mapping, planning to be completed Spring 2023.

c. Complete a thorough Community Needs Assessment and a Community Resource Mapping initiative to understand existing services and supports for Substance Use Disorder recovery within our target areas.

- Conduct key informant interviews starting December 2022.
- Target dates for data collection: Winter 2023.
- Interviews to be conducted one on one with community members across towns within each county.

d. Work to reduce the stigma associated with Substance Use Disorders (SUDs) in the community.

- Promote a campaign on Social Media, as well as collaboration with SUD providers and PLEs to determine the most impactful strategies.

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e. Increase community awareness of local and statewide ROSC development through a combination of outreach strategies.

- Create, update, and facilitate Outreach Plan to grow our footprint within Ford and Livingston Counties.
- Heavy focus on Social Media and in-person networking.
- Identify and maintain collaborations with existing agencies and community organizations. Look to expand and engage agencies not already engaged.

Community Outreach:

Identify and connect with the following key community stakeholders:

Audience	Communication Goal
People and families w/ Lived Experience	PLEs and their families are aware of the services and supports available to them, through ROSC. Engage and involve in ROSC efforts.
Existing Peer-Support Groups	Increase awareness of ROSC work, with potential to connect further with PLEs.
Health Departments	Health departments in the two counties our ROSC serves are aware of our efforts to form ROSC Councils and how to be involved.
SUD Service Providers	All providers in the two counties of our ROSCs serve are aware of our efforts to form a ROSC Councils and how to be involved.
Mental Health Service Providers	All providers in the two counties our ROSC serves are aware of our efforts to form ROSC Councils and how to be involved.
Hospitals & Primary Care Providers	All hospitals and medical providers in the two counties our ROSC serves are aware of our efforts to form ROSC Councils and how to be involved. Our community mapping tool becomes a referral resource for providers in our area.
Law Enforcement & Drug Courts	Officers, leadership, parole officers, and drug court officials are aware of our work and how they can be involved. Collaboration through ROSC Councils.
Civic Organizations	Network with existing community organizations to inform, work towards stigma reduction, and network for collaborative opportunities.
Faith Communities	Faith communities are empowered to offer supports, reduce stigma associated with SUDs, and connected to a network of resources to help those in their communities.
Local Elected Officials	Elected officials are aware of our work and interested in collaboration to assist.
Colleges	Area community colleges are made aware of our efforts and collaborate to support recovery among their students and employees. Also, these institutions provide possible connections to young, service-minded volunteers.

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Business Owners	Owners of local business are aware of our work and offered opportunities to collaborate through events, job programs, and other ways to assist those in recovery.
Schools	School administrators, educators, and parent groups are aware of the ROSC and offered opportunities to collaborate. Also, opportunities to educate around Prevention and Recovery resources.
Media Outlets	Media partners are informed of our mission and collaborate to promote the efforts of ROSC. Inform and educate around Stigma- reducing language.
General Population	General population is educated and empowered to help those in recovery and reduce stigma around SUDs within the community.

Our FIVE (5) target audiences for focus are:

1. SUD/Mental Health Service Providers
2. People & Families w/ Lived Experience
3. Faith Communities
4. Law Enforcement & Drug Courts
5. Primary Health Care Providers

Outreach Channels:

We will try make every effort to build and continue to improve upon a strong community presence through the following ongoing communication efforts:

- Provide up to date contact information for lead agency staff and be a readily available resource to connect and drive ROSC community development.
- ROSC Website – to include list of resources, meeting minutes, strategic plan, and links to our other outreach efforts.
- Hosting monthly ROSC Council meetings (currently via Zoom) specific to each county.
- Electronic Communication: Email, Zoom Meetings, and Social Media – Facebook, Instagram, YouTube. All pages will be updated frequently with relevant content and grow participation/likes/follows etc.
- Research development of disseminating robust digital content focused around recovery supports in digital and print form.
- Create regular video content based on current goals and community needs for our YouTube Channel, highlight stories from people in recovery.
- Networking and key informant interviews within the community, to include providers, local officials, business owners, and people with lived experience.
- Word of mouth – providers and community members will see and hear us out in the community and share our resources with those who need them.
- Attend existing community events, including town council meetings, public social events, and remaining open to seek any new opportunities to connect with members of the community.
- Conduct focus groups to help identify gaps and services and supports and provide quantitative data alongside the data collected in our Needs Assessment.
- Attend ongoing educational and training seminars.

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Livingston/ Ford ROSC Lead Agency Contact information:

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Social Media:

Facebook: [Livingston County Recovers- a ROSC Community | Facebook](#)
[Ford County Recovers- a ROSC Community | Facebook](#)

Instagram: [Livingston County ROSC \(@livingston.county.ros\) • Instagram photos and videos](#)
[Ford ROSC \(@ford.county.ros\) • Instagram photos and videos](#)

YouTube: [Livingston County ROSC - YouTube](#)
[Ford County - YouTube](#)