Community Outreach Plan

Logan/Mason ROSC – Year Two

Outreach Strategy/Tool	Responsible Person	Intended Audience	Method of Dissemination	Frequency
ROSC Council; made up of key community stakeholders and PLEs	Jeanette, Kari, Nadia	Anyone with a vested interest and desire to work and collaborate to support our ROSC Mission, particularly those in the recovery field, law enforcement, PLEs, local community leaders etc.	Zoom Meetings; possibly in-person meetings eventually	Monthly
Collaboration, Education, & Recruitment	Jeanette, Kari, Nadia	ROSC Council & Community leaders, with a goal to establish a consistent group of individuals to collaborate toward improving supports & services.	Zoom, In-Person meetings, email, or by phone.	AS NEEDED/ whenever possible
Community Events	Jeanette, RIA group & Kari/Nadia (when appropriate)	General public. Opportunities for networking and community outreach; focus on Stigma Reduction, safe/sober activities for people in recovery.	Social Media, website, brochures, posting flyers, media collaboration, networking & discussions.	Whenever possible or relevant. Goal of 2 per year, for first year.
Education & Recruitment	Jeanette, RIA group, Kari& Nadia	Community at large, with the goal of Stigma Reduction, increasing awareness of services & supports. Recruit and empower PLE to get involved.	Social Media, website, brochures, posting flyers, local media, interactive education, networking & discussions.	Whenever possible or beneficial
"Recovering Together" Newsletter	Recovery Corps member	Recovery Community, including Service Providers, PLEs, Key Community Stakeholders, & anyone else interested in keeping up with what our ROSC is doing.	Email	Quarterly

Audience	Communication Goal
People and families w/ Lived Experience	PLEs and their families are aware of the services and supports available in their community, the efforts of our ROSC Council, and how they can get involved, if desired.
SUD Service Providers	All providers in the two counties our ROSC serves are aware of our efforts to form a ROSC Council 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 a ROSC Council and how to be involved.
Health Departments	Health departments in the two counties our ROSC serves are aware of our efforts to form a ROSC Council and how to be involved.
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 Council.
Hospitals & Primary Care Providers	All hospitals and medical providers in the two counties our ROSC serves are aware of our efforts to form a ROSC Council and how to be involved. Our community mapping tool becomes a referral resource for providers in our area.
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.
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.
Colleges/Universities	Local community college is made aware of our efforts and collaborate to support recovery among their students and employees.
Existing Peer-Support Groups	Groups are made aware of ROSC work, with potential to connect further with PLEs.
General Population	General population is educated and empowered to help those in recovery and reduce stigma around SUDs within the community.

Our FIVE (5) most important audiences for focus are:

1. People & Families w/ Lived Experience
2. Faith Communities
3. Hospitals & Primary Care Providers
4. Law Enforcement & Drug Courts
5. Social Service Agencies in the communities

Outreach Channels

We strive 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) held third Thursday of the month at 2pm.
- ❖ 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.
- ❖ Create and distribute a quarterly "Recovery Together" Newsletter, in digital and print form - still in progress.
- ❖ Create regular video content (once-twice monthly) for our YouTube Channel, to include testimonials from people with lived experience- explore using the Story Corps model.
- ❖ Networking 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.
- ❖ Host focus groups.
- ❖ Attend ongoing educational and training seminars.
- ❖ Explore development and implementations of Education/ Stigma Reduction Campaign Alongside Faces and Voices of Recovery to maximize impact in our community.

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