

Westside ROSC Initiative

Year 4 Communication Plan

Communication Plan

How we will communicate with the people in the community.

DIGITAL COMMUNICATION

1. Email
2. Facebook
3. LinkedIn
4. Twitter
5. Instagram
6. Constant Contact

TRADITIONAL COMMUNICATION

1. Local Newspaper - Publish information in the local west side newspaper Austin Voice
2. Outreach Marketing - Disseminate Newsletters and Flyers

ZOOM COMMUNICATION

1. Developed a zoom meeting:
<https://us02web.zoom.us/j/695761637?pwd=eVVOUzJ1N3VUcXl6WFJzSnVNOVJXdz09>
Meeting ID: 695 761 637 | Passcode: 038839
2. We have developed an efficient system to run Hybrid meetings (in-person and online)
3. All meetings have been held entirely on zoom or a hybrid version to ensure everyone has access to the council to increase reach and impact in the community.

TELECOMMUNICATION

1. Provide all contact numbers (Dora Dantzer-Wright, John Wright, Venessa Moreno) to address any questions the council may have.
2. Make calls to the Council for follow-up and reminders of events

Community Outreach Plan

How we will reach out to the community.

1. Word of Mouth – Council members, staff and peers will talk to others about ROSC and its goals.
2. Flyers – Distributed via email and posted throughout the agencies.
3. Interfacing – Requesting meetings to the businesses throughout the community.
4. Conduct educational seminars via online such as Recovery Symposiums
5. Attend C.A.P.S. Meetings
6. Circulate Community Bulletins
7. Attend Town Hall Meetings via online
8. Host Holiday Festivities via online
9. Attend other community forum meetings (ie. Westside Opiate TASK Force, NAFEL, Far South Side ROSC, Northern Illinois Lake County ROSC, CDPH Opioid Reporting Meetings, Stakeholders Monthly meeting, etc.) to disseminate ROSC info via online

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Community Outreach Plan - Continued

How we will reach out to the community.

11. Attend partner agency events, local business events, community/street outreach to disseminate educational information, COVID PPI and testing kits and harm reduction kits.
12. Host Bi-Monthly Narcan Meetings via Zoom
13. Host weekly All Recovery Meetings via Zoom
14. Implement and host Monthly Recovery Task Force meetings via Zoom

CRCC Westside Recovery Oriented Systems of Care (ROSC) 2023 Communication Plan

- ✓ Continue use of Zoom platform to hold events, meetings, and activity calls to keep momentum of council going through the winter months and in flux status from the pandemic.
- ✓ Conduct community outreach to increase visibility of CRCC Council and awareness of problem
- ✓ Continued development of shared CRCC ROSC Council content via website and social media
- ✓ Utilize the new standard ROSC information dialogue – elevator speech for partners to share the purpose and intent of ROSC, and meeting times
- ✓ Utilize the new standard ROSC meeting agenda- focus on informing /reiterating mission and purpose, communicate ROSC events, and share recruitment engagement information
- ✓ Email ROSC monthly minutes and include in save the dates of ROSC Council Meeting
- ✓ Continue ROSC focused communications to increase email memberships, and social media following
- ✓ Conduct monthly phone calls inviting and confirming ROSC partners attendance to meetings
- ✓ Manage a monthly Constant Contact – or similar meeting electronic invitation to confirm attendance of members to ROSC council
- ✓ Develop a monthly CRCC Westside Council accomplishment update to council representatives, action team members, and their organization's leadership team via email
- ✓ Continue to assist and provide guidance for the development of ROSC Councils in other Illinois/Chicagoland Communities