

Egyptian Health Department ROSC/SI SUPRT Communications and Outreach Plan

Year 5: August 2022-July 2023

Project Goals and Objectives:

- A. Nurture Council Development:
 - a. Build and support the recovery community in the four-county area through continued active council recruitment efforts.
 - b. Continue developing a fully representative and active ROSC Council.
 - Recruit representatives from all counties, especially Hamilton and Gallatin Counties, a continued focus for this year.
 - Continue recruiting representatives of required and critical sectors.
 - Continue being open to new members, reaching out to groups in the community who bring programs to the area out of their recognition of need (i.e., Saline County Outreach, Take Action Today, and For the Love of My Child)
 - c. Continue to engage with new council members in Hamilton County (i.e. Probation office, drug court, and Hamilton Memorial Hospital)..
- B. Further advance our strategic plan:
 - a. Examine this year's goals and determine action plans, assess any new needs in the community.
 - b. Bring these findings to our updated Community Needs Assessment (CNA) and extend ownership of the strategic plan to council membership and others with lived experience (CNA was updated in November 2022).
- C. Increase community awareness of local and statewide ROSC development.
 - a. Promote ROSC and Southeastern Illinois Substance Use Prevention, Recovery and Treatment (SI SUPRT) Council through social media, state website, bus ads, outreach events, attending other coalition meetings, town halls, educational interventions, newspapers, and public service announcements.
 - b. Promote, plan and evaluate our Recovery Resource Center (RRC) and our calendar of events.
 - c. Increase recognition of SI SUPRT in our service area through local bus service advertisements, t-shirts, additional billboards, yard signs, events, engagement with other related support services.
 - d. Engage with other ROSC councils and welcome other non-ROSC communities into our activities.
 - e. Distribute SI SUPRT promotional items to various community agencies and community members in the four counties we serve.
- D. Continue to provide and highlight stigma reduction messaging in the community.
 - a. Promote message that "recovery is possible" through social media, community campaigns, and other outreach efforts in an attempt to highlight encouraging evidence that there are thousands of people already living in recovery in our community.

- b. Continue to promote person-centered language to acknowledge people with substance use disorder.
 - c. Facilitate yearly recovery reading campaign with libraries in our coverage area with evidence-based texts and literature from experts and people with lived experience.
 - d. Partner with the mental health department at Egyptian Health Department (EHD) and at the state to encourage a public attitude of supporting people going through substance use and mental health recovery similar to someone recovering from other health issues.
 - e. Increase awareness and reduce stigma of Medication Assisted Treatment/Recovery.
 - f. Work with the state stigma reduction workgroup of ROSC Coalitions to promote a state-wide message.
 - Participate in monthly meetings
 - Promote the messaging from state-wide group
- E. Expand the peer support networks in the community through additional training to partner with local hospitals, jails, courts, churches, and housing providers.

Community outreach:

- A. Continue to recruit new members. Council members and/or Recovery Resource Specialist will communicate SI SUPRT’s Strategic Plan to opioid response teams, RCORP, and other SUD coalitions in order to continue collaboration with these groups.
- B. Capitalize on great success of Laundry Day and Anti-Stigma Events as a way to bring communities together around support of recovery efforts, family support and public service/law enforcement. Continue to promote this program to communities and encourage their participation.
- C. Provide yearly outreach to targeted partners such as employers and high-risk professions to provide support for recovery groups. We encourage council participation from these employers and professions.
- D. Provide deliberate outreach to employers to educate them on addiction, stigma, overdose risks, and treatment, and to encourage on-site recovery meetings, profession-specific recovery meetings, and hiring people with SUD in general and/or those in EHD Supported Employment programs.
- E. Continue to provide links to on-line recovery groups via social media and agency/network/partner coalition list-serves. Partner with agencies and individuals’ community outreach activities to help support food pantries, clothing drives, and other non-treatment community supports.
- F. Promote Recovery Resource Center as a place to access literature, education, recovery support and treatment.
 - a. Magnets with name, logo, phone number, address and services provided.
 - b. Distribute promotional bags and SI SUPRT trifold brochure in all counties.
- G. Continue promoting the Recovery Resource Center SI SUPRT’s Facebook page and via other local clinical and non-clinical resource providers.

- H. Continue to post SI SUPRT activities of council on Governors' State ROSC website, including agendas and minutes of meetings, strategic plan updates.

Action Plan:

- I. Continue to hold community ROSC Awareness/Anti-Stigma discussions that provide evidence-based education around SUD and the vital role of non-treatment recovery resources.
- J. We have established a social media campaign which will continue annually during National Recovery Month, featuring PLEs in recovery in our area, in an effort to show healthy, thriving community members who share honest stories about addiction. We will continue other social media campaigns (RECOVERY IS FOR EVERYONE) along with EHD, SI SUPRT, RRC logos. We will provide a regularly updated list of local support groups and other resources on the SI SUPRT Facebook page.
 - a. Invite their involvement in our Council.
 - b. Continue outreach and education for local faith-based organizations in an effort to engage them in our response to SUD.
- K. Use Recovery Resource Center in Harrisburg as an outreach site, ready to welcome in groups and walk-in clients for the various services our center provides, including: peer support, specialized SUD groups, SUD counseling, naloxone distribution, harm reduction and overdose prevention training.
 - a. Provide information on services and resources in the community.
 - b. Provide information on and access to other treatment/peer support/mental health services.
 - c. Continue to be an access point for substance use assessments, fentanyl test strips, and no-barrier naloxone distribution.
 - d. Continue being a point of information about groups for family and concerned loved ones support via literature, conversation, connecting to local and regional groups.
 - e. Continue adding literature to our lending library which currently has books on resources for addiction treatment. Direct community members to local libraries, where we have donated evidence-based books on recovery and addiction.