

Outreach and Communication Plan

Metro East Recovery Council

Chestnut Health Systems-Madison and St. Clair Counties

Revised Date: December, 2022

Communication/Outreach Goals:

- 1.) Increase Awareness of the ROSC Council and the opportunities for the involvement in Madison and St. Clair Counties.
- 2.) Increase engagement of the ROSC Council.

Objectives:

- 1a.) Increase followers of MERC on social media by 20% (from 272 to 325) by June 1, 2023
- 1b.) Distribute a minimum of four outreach packets per month.
- 1c.) Initiate a minimum of four in-person contacts with potential MERC members, per month.
- 2a.) Increase average attendance at MERC meetings by 25% (from 30 to 38) by June 1, 2023

Audience: The Statewide ROSC initiative previously identified 15 sectors in the community for the focus of each grantee's Communication and Outreach Plan. At present, MERC has representation from 13 of the 15 sectors. MERC will focus on including the remaining three sectors for the upcoming year.

Audience	Communication Goal
Media	MERC has a positive and supportive relationship with local media outlets, which will result in timely exposure to news coverage about MERC and its members
Business	Members of the business communities in Madison and St. Clair counties are aware of MERC, its involvement in local communities, and how they can participate in and/or support Metro East Recovery Coalition and individuals in recovery/their families.

A timeline for the project is identified in our objectives, above. A plan and its execution will be made by Metro East Recovery Council's paid Community Health Specialists in cooperation with members of MERC by June 1, 2023.