



## **Bond County Recovery Council**

### **Bond County**

### **Outreach and Communication Plan**

**June 2021**

#### **Communication/Outreach Goals**

1. Increase awareness of the ROSC Council and the opportunities for involvement in Bond County.
2. Increase engagement on the ROSC Council.

#### **Objectives:**

- 1a. Develop at least five different communication methods (press release, social media blasts, etc.) for distribution by August 31, 2021.
- 1b. Create a Social Media presence of BCRC by July 31, 2021
- 2a. Distribute a minimum of four outreach packets per month.
- 2b. Increase average attendance by 50% (from 12 to 24) at ROSC Council meetings by December 1<sup>st</sup>.

#### **Audience:**

BCRC members previously identified nine different groups in the communities for focus of our Communication and Outreach Plan. These groups will remain our focus for the upcoming year.

<b>Audience</b>	<b>Communication Goal</b>
College (Greenville University)	College is aware of our efforts and how they can support recovery among students and employees.
Substance Use Disorder and Mental Health Providers	All providers in the Bond County area are aware of our efforts to initiate a ROSC Council and how they can be involved.
Persons with Lived Experience (PLE's)/Families	PLE's and their families are becoming aware of the efforts of the Council, how they can engage, and what recovery supports are available in the community.
Recovery Communities/Oxford Houses	Individuals are aware of the Council, how they can engage, and recovery supports available in the area.

Faith Community	Churches and faith groups in Bond county are becoming engaged in the work of the ROSC Council and will have resource materials to share.
Businesses	Businesses are becoming aware of the efforts of the ROSC Council and how they can support individuals in recovery.
Law Enforcement/Probation Dept./Drug Courts	Officers/Probation Dept./Drug courts officials are aware of the work of the ROSC Council and how they can be involved.
Mental Health Alliances	These groups are made aware of the work of the ROSC Council and how they can be involved.
Medical Community	Physicians and other medical personnel are aware of our efforts and how they can support individuals in recovery and their families.

The five most critical audiences for our area are:

1. Persons with lived experience (PLE's)/families
2. College
3. Faith Community
4. Recovery Community
5. Law Enforcement/Probation Department/Drug Court

The timeline for the project was identified in our objectives. The Chestnut Community Health Specialist will work with BCRC members to further develop our plan by the outlined dates.