



Heartlife Ministries Recovery 180 Communication Plan FY 2023

This communication plan serves only as an initial roadmap for advancing the awareness and engagement of the ROSC Council in Will and Grundy counties. With the primary goal being to collaborate with service providers to promote education of substance use, mental health issues and the importance of recovery and well-being within the community.

Objectives:

- Increase steady attendance at monthly ROCS council meetings
- Increase presence in the community via “boots on the ground” with focus on libraries, local schools, Churches, Local businesses, Political Parties, Pharmacy representatives, housing agencies and first responders.
- Create a social media presence by following local Stakeholders
- Podcast interviews
- Distributing “Leave behind boxes” w/promotional and educational products
- Host Naloxone/Narcan Trainings at Police stations
- Movie and Mind outreach sessions
- Catchy emails
- Segmenting target audience
- Resource referrals
- Organizing and participating in local community events
- Library Book chat on “Chasing A Flawed Sun” by Daniel McGhee

Communication Layout:

Stakeholder FOCUS	Communication AIM	Communication MEANS
Correctional Facility	Potential Council Member	In-person Field outreach
Drug Court	Resource	In-person Field outreach
Faith-Based Community	Potential Council Member/Resource	In-person Field outreach/Social Media/Website/ Personal Contact
Institute of Learning	Resource	Personal Contact
Landlords	Resource	Print Material distribution

Law Enforcement	Potential Council Member/Resource	In-person Field outreach
Local Business	Potential Council Member/Resource	In-person Field outreach
Medical Treatment Centers	Resource	In-person Field outreach/Calls
Mental Health Treatment Provider	Resource	
PLE (People with Lived Experience)	Potential Council Member	Social Media/Local community events/ Word of mouth
Politician	Potential Council Member	Personal Contact
Prevention Coalition	Resource	Website/Emails/Social media
Primary Care Health Service Provider	Potential Council Member/Resource	Personal Contact
Public Defender	Potential Council Member/Resource	In-person Field Outreach
Recovery Cafe	Resource	Printed Material Distribution
Recovery Community Center	Resource	Printed Material Distribution
Recovery Community Organization	Resource	Printed Material Distribution
Recovery Residence	Resource	Printed Material Distribution
State's Attorney	Potential Council Member	In-Person Field Outreach
Substance Use Intervention Provider	Potential Council Member/Resource	Printed Material Distribution/Social Media/Website
Substance Use Treatment Provider	Resource	
Transportation Provider	Resource	Printed Material Distribution
Women, Children and Family Resources	Potential Council Member/Resource	Printed Material Distribution
Social Service Providers	Potential Council Member/Resource	Printed Material Distribution