

**Communication Plan FY24
Effingham County ROSC Council (EfCRC)**

Region: ROSC Region 4

Lead Agency: Hour House

County: Effingham County

Contacts:

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Purpose of the Communication Plan:

- This document outlines how the Effingham County Recovery Oriented Systems of Care Council (ROSC) will communicate the ROSC concept by educating community stakeholders on our mission, objectives, events, and other related activities. The information below includes the specific populations we intend to target and the tactical plan for various communication channels.

Communication Objectives:

- Share the purpose of ROSC by engaging with specific audience sectors within or serving the Effingham County community, listed below in Communication Focus- Target Audience Sectors. Note: Each specific sector's goals are listed below in Communication Goals by Audience.
- Utilize all available methods of communication; see Community Outreach Plan.
- Ensure all deliverable items are available and up to date on the GSU website, including meeting minutes, agendas, PPTs, member protocols, community mapping results, etc. For additional information, refer to Community Outreach Plan.
- Include ROSC Council in updating and maintaining ROSC deliverable items.
- Confirm all Council information is current, including brochures, flyers, etc., to coincide with Community Outreach Plan.

Communication Focus- Target Audience Sectors:

1. Persons with Lived Experiences- Persons in Recovery and/or their family and close friends
2. Recovery Supports- RCO, 12 Step or other community support groups, recovery homes
3. Faith-based Groups- Local Pastor, Ministerial Alliance
4. Family/Parents- Family programs and/or supports
5. Service Providers- Harm Reduction, programs for unhoused individuals, employment programs, transportation providers.
6. State/ Local/ Tribal Government- Local Official, County Official, 708 Board, State Official
7. Substance Use Treatment Organizations- Local Provider, Hospital Program, Withdrawal Management Program
8. Healthcare- MAR/MAT Prescriber, Hospital, County Health Dept

9. Law Enforcement- Local Police, County Sheriff's Office, ISP, State Attorney's Office
10. Judicial- Drug Court Representative, Public Defenders Office, Probation
11. Volunteer/Civic Organizations- Drug Free Coalitions
12. Education/ Schools- Local University, GED Programs, K-12, Libraries
13. Youth Serving Organizations- Local Prevention Providers
14. Media- Radio, Newspaper, TV
15. Business- Local business, Chamber of Commerce

Communication Goals by Audience Sectors:

Sectors	Communication Goals/Communication Channels
Person with Lived Experiences	Engage PLEs in the concept of ROSC to enhance fellowship across recovery community groups.
	Invite and empower PLEs to sit on advisory subcommittees to voice input on ROSC goals.
	Encourage PLE's to share their stories of recovery to help reduce stigma of addiction and recovery.
Recovery Supports	Attend local recovery meetings and engage in conversation of how individuals can be a part of the ROSC Council.
	Identify gaps in recovery support options in the community. Assist local recovery supports in developing additional meetings through network and education.
	Input organization information of the IRIS referral platform for Effingham County referrals for Recovery Navigators.
	Add recovery supports to the ROSC email distribution list to provide SUD education and training
Faith-based Groups	Attend the Pastoral Ministerial meeting to provide resources and introduce the ROSC concept and how ROSC can provide support and resource/network opportunities.
	Develop educational newsletters for the churches on a quarterly occurrence. Request a day of Prayer annually.
	Assist in events to help distribute information on SUD and Recovery resources.
Family/ Parents	Collaborate with Illinois Family Resource Center to provide ROSC, SUD, Recovery information. Ex: Webinars, Flyers, Brochures, Website Promotion.
	Connect with family orientated agencies and distribute SUD related materials on a monthly basis.
	Connect with Universities/Trainers to provide educational training to families and parents. Host trainings bi-annual.
Service Providers	Articulate guiding principles and measures of recovery that are adaptable across services and programs while supporting system improvements, data sharing, and program coordination.

State/ Local/ Tribal Government	Develop ideas to transform policy, services, and systems that provide a recovery-oriented response for family members, as well as the persons seeking recovery.
Substance Use Treatment Organizations	Engage substance use treatment organizations and invite them to the ROSC Council meetings.
	Collaborate for County Events.
	Increase awareness of Treatment Organizations by sharing materials, bed openings, referral process, etc.
	Connect with Gateways Warm Handoff Program on a quarterly occurrence.
	Collaborate for panel discussions regarding substance use and recovery, ex: Gambling Awareness
Healthcare	Engage healthcare professionals with one-on-one meetings to introduce the ROSC Concept and provide opportunities of support.
	Provide a ROSC presentation to healthcare staff bi-annually.
	Provide Healthcare offices with brochures, newsletters, training, and harm reduction materials as needed.
	Engage conversations about MAT services and identify potential providers.
Law Enforcement	Meet with an officer or the jail administrator bi-annually.
	Establish recovery and SUD related education series within the jail provided by the ROSC Recovery Navigator within 2 years.
	Provide materials- brochures, training opportunities, grant information, newsletters, resource bags etc. Update materials as needed throughout the year.
	Assist in the discussion of MAT services being introduced into the jails.
	Connect with the Chief of Police and/or Sheriff to provide support, resource materials, trainings, and grant opportunities for the Safe Passage Initiative.
	Encourage attendance at the ROSC Council meetings.
Judicial	Provide support to the local Problem-Solving court.
	Provide resource information such as brochures, training opportunities, flyers, and harm reduction materials as needed.
	Assist in fundraising for the STAR program to assist Problem-Solving Court clients.
	Compile and provide volunteer transportation list for probation clients.
	Continue to establish relationships between entities in the judicial system and the ROSC Recovery Navigator.
Education/ Schools	Provide support during events to distribute information related to youth and SUD.
	Collaborate to host family fun events that include but are not limited to the Hidden in Plain Sight Event.
	Assist in campaigns that the Hour House Prevention team conducts.

	Encourage quarterly newsletters for families regarding SUD.
	Engage Lakeland College to assist in the health/job fair as it applies.
	Provide Staff Trainings as needed. EX; Narcan trainings
Media	Share information in local Newspapers.
	Promote the ROSC Facebook page.
	Interview with local radio stations through social media platforms to share on the ROSC concept and upcoming events.
	Run an Anti-Stigma Campaign using billboards, bus ads, and radio ads.
	Collaborate with other agencies and encourage information sharing on their local media website.
Business	Identify local business owners and conduct one-on-one meetings.
	Provide information on Staff Trainings related to SUD and Recovery, ex: Narcan Training. Host one training once a quarter.

Community Mapping Results (FY23):

Effingham County Identified Gaps Across the Continuum:

- 1. Health Promotion:** Lack of community readiness to address substance use disorder (SUD) issues; Lack of awareness and understanding regarding SUD resulting in increased community stigma.
- 2. Prevention:** 60% of middle school students are not receiving substance use education
- 3. Intervention/Harm Reduction:** Lack of knowledge/information regarding county access to harm reduction supplies and services.
- 4. Treatment:** Lack of transportation, lack of reliable broadband access. Lack of information regarding access to harm reduction programs and services including needle exchange programs. In addition, there is a lack of behavioral/mental health services and support for youth and adults.
- 5. Recovery Supports:** Lack of recovery housing, and insufficient diversity of recovery support groups