

Community Outreach Plan FY24 Clark and Cumberland County ROSC Council (CCCRC)

Region: ROSC Region 4

Agency: Hour House

ROSC County: Clark and Cumberland Counties

Contacts:

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Purpose of the Community Outreach Plan: This plan explains the in-depth process of how the CCCRC will provide outreach to their community and implement the concept of ROSC.

Outreach Goals:

1. Continue and maintain and engage local ROSC Council meetings.
2. Fulfill ROSC defined stakeholder required categories and conduct community outreach to increase visibility of CCCRC to the sectors identified in the communication plan.
3. Identify local ROSC Council community needs through ROSC Council meetings and utilizing our strategic goal.
4. Assist in increasing substance use treatment/recovery support options in the county.
5. Develop additional support systems for persons in recovery and their families.
6. Introduce recovery navigator education resources available for Clark and Cumberland Counties.
7. Increase visibility of the Clark/Cumberland County ROSC Council.
8. Create opportunities for involvement in ROSC efforts.
9. Create awareness of ROSC deliverables.
10. Promote sharing personal messages that recovery is possible.

Outreach Objectives:

- 1.a. Clark/Cumberland County ROSC Council will continue to meet once a month.
- 1.b. Remain in consistent communication with ROSC Council members.
 - Send meeting minutes within two weeks of each council meeting.
 - Send reminder of meeting 2 weeks prior.
 - Send additional reminder of meeting 3 days prior
 - Follow up throughout the month by phone, in-person one-on-one meetings, or email.
- 2.a. Recruit 2-3 people to represent each stakeholder sector or category.
 - Consult with council members to assist in identifying gaps in these sectors.
 - Increase membership by 1 new member each quarter.
- 2.b. Monitor retention of community stakeholders each month.
 - Document the council member participation in the Clark/Cumberland Co ROSC Membership activity log.
- 3.a. Coordinate meetings with key stakeholders and people with lived experience to identify strengths and barriers to recovery in Clark and Cumberland Counties.
- 3.b. Conduct ongoing formal and informal Community Needs Assessment.

- 4.a. Coordinate efforts to provide transportation for treatment services.
 - Communicate with RIDES.
 - Examine the Rural Transportation Toolkits developed by the statewide ROSC.
 - Coordinate transportation efforts with the CARE Coalition.
- 5.a. Facilitate collaboration between key stakeholders within Clark and Cumberland Counties to encourage the organizations to work together.
- 5.b. Provide information campaigns to reduce stigma and provide support to persons with substance use disorders.
 - Lease Bus Ads for Clark and Cumberland Counties to promote Recovery Is Possible.
 - Distribute state and national information campaigns.
 - Coordinate local resource information campaigns as needed.
 - Participate in area health and wellness resource fairs and information campaigns.
 - Distribute ROSC information brochure and Clark/Cumberland County membership ROSC brochure.
 - Collaborate with the Hour House Prevention Team, The Illinois Family Resource Center, HRC, Clark and Cumberland County Health Departments.
 - Provide SUD related webinar and additional training information to council members.
 - Conduct a Hidden in Plain Sight annually.
- 5.c. Increase awareness and information for health promotion around harm reduction and services.
 - Provide information on the ROSC social media page on where/how to access harm reduction services and programs.
 - Provide information in the ROSC Newsletter on where/how to access harm reduction services and programs.
 - Work with partnering agencies to share social media posts and educational materials.
 - Identify additional needs in the community to expand access to Narcan and other resources.
 - Partner with the Clark and Cumberland County Health Departments to increase distribution and training for Narcan (PROMPT).
 - Partner with entities throughout Clark and Cumberland Counties to increase distribution and training for Narcan through the Hour House Drug Overdose Prevention Program (DOPP).
 - Provide stakeholders updates on harm reduction services, supplies and resource guides.
- 5.d. CRCCC ROSC Council will provide advocacy for a local Drug Court in Clark County.
 - Meet with AOIC Board to retain information on how to establish a drug court.
 - Provide Support opportunities by providing connection to other local drug courts.
 - Promote education on Drug Court.

- 6.a. Distribute Recovery Navigator referral forms to stakeholders in both counties.
- 6.b. Continue to engage sectors in recovery navigator educational groups.
- 7.a. Promote ROSC Council Meetings, events, trainings, resources.
- 8.a. Continue to meet with key stakeholders from the 15 sectors.
 - o Set up meetings with potential members from missing sectors.
 - o Present the ROSC concept at community meetings to increase membership.
- 9.a. Engage council members in assisting in ROSC events and trainings.
- 9.b. Encourage council members to take ownership of the council.
- 10.a. Present activities and objectives from the ROSC strategic plan to the sectors identified in the Communication Plan.
- 11.a. Present ROSC deliverables at ROSC monthly council meeting.
- 12.a. Encourage persons with lived experience to share their personal testimonies through, social media, radio ads, recovery events, and in Newsletters.

Outreach Goals:

Clark/Cumberland County ROSC has identified outreach goals for each type of communication method.

Method(s)	Outreach Goal(s)
E-Mail	To provide meeting information- agendas, minutes, and meeting attachments.
	To inform of available trainings, grant opportunities, etc.
Zoom	In person meetings are also available over Zoom to create a hybrid platform
	Utilize for one on one meetings and online trainings.
Council Newsletter	Share council accomplishments, events, and resources
	DOPP Site locations
	Includes testimonies from persons with lived experience and their families.
	Council meeting information, Recovery Meetings in both counties.
Social Media	Facebook- Recovery is Possible East Central IL ROSC, Cumberland County News and Information, Edgar County CARE Coalition
	Encourage sharing on additional platforms LinkedIn, Instagram, etc.
ROSC Presence	Clark/Cumberland County Interagency Meeting
	Clark/Cumberland County Board Meeting
	Clark County CARE Coalition
	Recovery Support- Meetings
	Other meetings identified that pertain to the mission of ROSC
Word of Mouth	Encourage council members to invite others to attend ROSC meetings and/or ROSC events
Printed Materials (also available in PDF)	ROSC Brochure
	Recovery Navigator Brochure
	Education and Event Flyers
	Harm Reduction Materials- Narcan, Fentanyl Testing, Xylazine, etc.

	Quick Resources and Find Treatment Guides
External Media	Press releases in local newspaper
	Encourage local TV to cover events and provide interviews by request
	Anti-stigma campaigns and/or testimonials on radio
Billboard	Anti-stigma billboard currently located on Route 40 in Marshall and I70 (FY23)
GSU Website	Communication Plan, Community Outreach Plan, Strategic Plan
	Membership Roster and Protocols, Meeting Minutes,
	Community Resource Assessment, Gap Analysis, Asset Mapping
Other	Resource Bags
	Harm Reduction Kits
	Other methods determined by the ROSC Council

Outreach Strategies and Audience:

Outreach Strategy	Outreach Goal	Audience	Timeline	Responsible Persons
E-mail communication with council members, meeting reminders	Develop and maintain local ROSC Council meetings.	Key stakeholder, Persons with lived experience	weekly	Coordinator
	Maintain consistent retention of ROSC Council Members.			
Attend county board meetings	Increase awareness about the ROSC Council.	Key stakeholder, Persons with lived experience	Bi-annual	Coordinator and Recovery Navigator
	Identify Community needs voiced during these meetings and develop supportive measures.			
	Identify local stakeholders.			
Attend local chamber events	Provide resources and education materials for events when requested.	Key stakeholder, Persons with lived experience	bi-annual	Coordinator and Recovery Navigator
	Increase awareness of ROSC by participating in community events.			
	Develop relationships with local community members.			
Attend Clark/Cumberland Co. Interagency Meetings	Provide resources and education materials for events when requested.	Key stakeholder, Persons with lived experience	monthly	Coordinator
	Increase awareness of ROSC by participating in community events.			
	Develop relationships with local community members.			
Attend CARE Coalition Meetings Clark Co.	Assist CARE in agenda items for their meetings	Clark/Cumberland Co.	monthly	Coordinator
	Provide ROSC updates at CARE meetings.			

	Assist in the RCO discussion during meetings.			
Attend local Recovery Support open meetings	Increase awareness about the ROSC Council.	Clark/Cumberland Co. SUD high risk individuals, Persons with lived experience	quarterly	Coordinator and Recovery Navigator
	Identify Community needs voiced during these meetings and develop supportive measures.			
	Develop relationships with local community members.			
Develop and maintain a schedule for recovery navigator	Assist in increasing substance use treatment options in the county.	Clark Co.	weekly	Recovery Navigator
	Identify additional barriers to recovery.			
	Provide education and support to those with lived experience and family members.			
	Increase PLE participation for the ROSC Council.			
Assist in discussion of medication assisted recovery	Assist in increasing substance use treatment options in the county.	Cumberland Co.	monthly	Noble Health Associates, SIHF, CARE, HRC, ROSC
	Network with other treatment agencies.			
	Provide education and training as needed for all sectors involved.			
Candlelight Vigil- To honor those in recovery and those lost to overdose	Develop additional support systems for persons in recovery and their families.	Clark/Cumberland Co. & surrounding areas	August	Coordinator and Recovery Navigator
	Reduce stigma surrounding recovery.			
Social Media presence- SUD/Recovery Education	Develop additional support systems for persons in recovery and their families.	new and returning followers	weekly	Coordinator, Recovery Navigator, and Supervisor
	Reduce stigma surrounding recovery.			
	Promote sharing personal messages that Recovery is Possible.			
	Provide education and awareness.			
Anti-Stigma Campaign- Billboard and Bus Ads to promote reduction of stigma	Develop additional support systems for persons in recovery and their families.	Clark/Cumberland Co. & surrounding areas	FY24	Coordinator, Supervisor
	Reduce stigma surrounding recovery.			
	Promote sharing personal messages that Recovery is Possible.			
	Provide education and awareness.			
Social Media presence- promote	Develop additional support systems for persons in recovery and their families.	Clark/Cumberland Co. SUD high-risk individuals	monthly	Coordinator and
	Reduce stigma surrounding recovery.			

recovery navigator services	Promote sharing personal messages that Recovery is Possible.			Recovery Navigator
	Provide education and awareness.			
Newspaper presence	Develop additional support systems for persons in recovery and their families.	Clark/Cumberland Co. SUD high-risk individuals	quarterly	Coordinator
	Reduce stigma surrounding recovery.			
	Promote sharing personal messages that Recovery is Possible.			
	Provide education and awareness.			
Newspaper presence- Press releases in local newspapers to promote ROSC events	Encourage community members to engage with the ROSC Council.	Clark/Cumberland Co.	Bi-monthly	Coordinator
	Reduce stigma by providing education to the Community as a whole.			
Develop ROSC Council Newsletter	Encourage ROSC Council participation and engagement.	Clark/Cumberland Co.	monthly	Coordinator and Recovery Navigator
	Increase awareness of resource information related to SUD and Recovery.			
	Increase awareness of ROSC participation in community events.			
Provide presentations of ROSC Strategic Plan.	Increase awareness about the ROSC Council.	Persons with lived experience, Law Enforcement, Healthcare, Judicial, Youth Organizations	Minimum 5 times annually	Coordinator and Recovery Navigator
	Encourage community members to engage with the ROSC Council.			
	Increase the supportive efforts of ROSC			