

Perry/Jackson ROSC Council (PJRC)

FY24 Communication & Outreach Plan



Contacts:

Madison Odum, ROSC Coordinator

Hank Roan, ROSC Assistant

Mission: We will build and empower communities of recovery by developing a council comprised of recovery allies, community leaders and people with lived experience working together to reduce the stigma surrounding substance use and other co-occurring disorders, while embodying the philosophy that there are countless pathways to recovery.

Communication & Outreach Goals:

- I. Increase community awareness of PJRC development & mission.
 - A.) Promote the concept of Recovery Oriented Systems of Care (ROSC) and Perry/Jackson ROSC Council (PJRC) through multiple social media platforms, billboard ads, resource groups, outreach events, public forums, attending other coalition meetings, educational interventions, radio broadcasts, and USPS Every Door Direct Mailers (EDDM).
 - B.) Promote the recovery resource centers of lead agency, Take Action Today, that are located in Perry and Jackson counties as sites for harm reduction services, recovery and peer support services, and treatment referrals. Services will be adjusted to meet the needs of our community.
 - C.) Distribute PJRC promotional materials to various community agencies and community members in our service area.
 - a. Increase recognition of PJRC through local bus advertisements, printed materials bearing our council's logo, events, brochures and events flyers at local probation and other judicial offices, churches, shelters & pantries and medical providers

- D.) Engage with other ROSC councils and welcome other systems of care or non-ROSC communities into our activities.
- E.) Partner with our lead agency, Take Action Today, and other PJRC council members social media platforms to share recovery related messaging and events.
 - a. Increase number of Facebook followers on PJRC's Facebook page.
- F.) Partner with local and regional radio and print media to share recovery related messaging and events hosted by PJRC.
 - a. Utilize community relationship with radio show 91.1 WDBX.

II. Provide and highlight stigma reduction messaging in the community.

- A.) Promote the message that "recovery is possible" through social media platforms, community and educational campaigns, and other outreach efforts to an attempt to provide encouraging evidence that "people do recover."
 - a. Increase the number of PLE's on the PJRC council roster and encourage them to share their stories of recovery in public forums.
- B.) Continue to promote person-centered language to acknowledge people with substance use disorder to reduce discrimination.
- C.) Will emphasize and promote National Recovery Month in September by either hosting recovery related outreach events throughout the month or by partnering with other PJRC council members organizations.
- D.) Hold semiannual educational events that are open to the community that highlight or emphasize evidence-based research surrounding stigma reduction.
 - a. Hold community awareness /anti-stigma discussions that provide evidence-based education around SUD and the vital role of non-treatment and peer-led recovery resources.
- E.) Expand outreach efforts to churches and other faith-based organizations to engage them in how we respond to SUD.
 - a. Partner with lead agency, Take Action Today and the Illinois Faith and Recovery Collaboration, to provide education and training to become Certified Recovery Congregations.t
- F.) Partner with our lead agency, Take Action Today, and other PJRC council members social media platforms to share stigma-reduction education.

G.) Partner with local and regional radio and print media to share stigma-reducing messaging.

III. Nurture Council Development

A.) Continue to build and support recovery community through continued council recruitment efforts.

B.) Continue developing a fully representative ROSC council.

a. Recruit representatives from Perry and Jackson counties.

b. Continue recruiting representatives of required/critical sectors.

Target Audience:

1. Persons with Lived Experience (PLE) – persons in recovery and/or their family and close friends
2. Faith-based groups – local pastor, Ministerial Alliance
3. Law Enforcement – local police, County Sheriff’s Office, ISP, State’s Attorney’s Office

Communication Goals by Audience Sector:

| Sectors | Communication Goals/Communication Channels |
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| PLE’s | <ul style="list-style-type: none"> • Engage PLE’s in the concept of ROSC to enhance fellowship across recovery community groups. • Invite & empower PLE’s 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. |
| Faith-based groups | <ul style="list-style-type: none"> • Attend the Pastoral Ministerial meeting to provide resources & introduce the ROSC concept. • Provide educational training by Take Action Today and the Illinois Faith and Recovery Collaboration to assist churches in becoming Certified Recovery Congregations. • Assist in events to provide information on SUD and recovery resources. |

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| Law Enforcement | <ul style="list-style-type: none">• Educate jail officials and officers on the concept of ROSC and how ROSC can help criminal justice involved individuals.• Meet with an officer or the jail administrator quarterly and encourage attendance of ROSC Council meetings.• Connect with the Chief of Police and/or the Sheriff to provide support, resource materials, training, and grant opportunities for the Safe Passage initiative.• Provide materials – brochures, training opportunities, grant information, newsletters, resource bags etc. Update materials as need throughout the year. |
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