

# Winnebago ROSC (WCR)

COMMUNICATION OUTREACH PLAN

FY25

**Overview:** The Winnebago County ROSC has developed a strategy for communicating their outreach plan to the community. We value all our community members, and our desire is to connect and collaborate with organizations such as Treatment Centers, Schools, Churches, local government, law enforcement etc. We seek to bring resources and support to the recovery community for the purpose of them having improved health, wellness, and quality of life. We desire to bridge the gap for those with or at risk of substance use and or Mental health disorders. Our desire to make sure we are properly communicating with all our members and community stakeholders.

The **Strategic plan** will be housed on the Governor State College website and will also be discussed in some monthly Winnebago county ROSC calls as well as available by email. Goal 1: Increase the involvement of family members and other natural supports in the Recovery process of loved ones. Goal 2. Decrease Stigma in the community. Goal 3. Housing. Goal 4. Employment. Goal 5. Transportation. Goal 6. Improve knowledge of recovery events in the community. Goals 7. Build Recovery programs alongside providers. Goals 8. Increase and Maintain ROSC Council. Goal 9. Establish Recovery Support Services for Winnebago County. The detailed action plans that have been developed to speak to each of these goals is currently available on the Governor State College website. We will continue to discuss details for implementation as well as how we are making progress with our strategic plan during monthly calls. The **Monthly Meeting Notes** will be available to all members and non-member volunteers as requested and will be delivered by email. The **Community Resource List** will be sent quarterly by email. The Community resource list provides information on resources that have been identified in Winnebago county (e.g., resources related to recovery support services, housing, employment, vocational training, transportation, independent living, health care, policing, government etc. **Meetings, Events and Trainings** will be communicated on each monthly call as well as via email and should also be housed on the Governor State College website section for the Winnebago County ROSC (WCR). The **Needs Assessment results** will be available via email. The needs assessment results will also be discussed on monthly ROSC calls and should be housed on the Governor State College website section for the WCR. **Employment** efforts will be ongoing and discussed regularly during meetings and with organizations we connect with. Employment is very important as it allows people to sustain a better quality of life and assists in better self-esteem. **Expected out Come:** We believe that the work we do will assist the recovery community by creating more awareness of their needs and produce more individuals and organizations that assist in making sure their needs are directly met. We will discuss expected outcomes during the monthly ROSC Calls for WCR. **Indicators to Measure and Evaluate:** Measuring and Evaluating our programs initiatives is vital to our success. We will continue to engage stakeholders, including participants, staff, and community members to gain their feedback concerning our current and previous efforts in meeting objectives for our strategic plan. We will continue to use surveys and interviews to collect data. We have found that face to face or direct interviews are very valuable.

Here we have created 5 presentations which are partly a result from our Strategic plan and targets many of our stakeholders. These are the plans we will use moving forward to engage with our stakeholders to build our Council, make connections, Collaborate, build rapport and push for the overall success and well being of the recovery community. These presentations are a continual work in progress and may be editing depending on future outcomes.

1. **Stakeholders:** We believe Faith-based organizations can play an important role in the life of someone who has or is at risk of substance use disorder. We desire to connect with these organizations to assist in filling in the gaps that are needed for the recovery community. Here are some steps we will implement.

**Public Events:** Host workshops to educate church leaders and congregants about substance use disorders, their impact, and how they can support affected individuals and families.

**Partnerships with Local Organizations:** Help connect churches with local addiction recovery programs and mental health services to facilitate resource sharing and referrals.

**Prayer and Spiritual Support:** Promote prayer initiatives specifically for those struggling with addiction and their families, emphasizing the spiritual aspect of recovery.

**Owner:** Erick Williams, Richard Springs, Gloria Prowell

**Timeline:** Ongoing

2. **Schools/Districts:** Here are some steps we plan to take to work with schools/Districts. We understand that there are students struggling with substance use disorders. These students need support. Schools can create meaningful connections with recovery programs that will foster a healthy and more supportive educational environment.

**Identify Existing Resources:** Evaluate current school resources, programs, and partnerships related to substance use and mental health in our targeted area.

**Engage:** Set up meetings with recovery program leaders, school administrators, and mental health professionals.

**Public Events:** Host community events focused on awareness and support for recovery from substance use disorders.

**Owner:** Erick Williams, Richard Springs, Gloria Prowell

**Timeline:** Ongoing

3. **Local Government:** We understand the support of our local government is vital to the success of those struggling with substance use disorders. We have taken strides in this area and here are some steps that we plan to continue to implement.

**Pinpoint Local Resources:** Research existing programs, services, and gaps in support for people in recovery.

**Connect with Key Stakeholders:** Reach out to local government officials, public health agencies, and community organizations.

**Emphasize Collaboration:** Highlight the importance of partnerships between government, non-profits, and community members.

**Public Events:** Organize workshops or seminars to educate the community and local officials about addiction recovery.

**Request Meetings:** Arrange meetings with key decision makers/stakeholders to present our pitch.

**Maintain Communication:** Stay in touch with officials and stakeholders to show ongoing interest and commitment.

4. **People with Lived Experience (PLE):** People with lived experience are extremely valuable to serve as supporters, educators, facilitators and so much more for the recovery community. We have always sought out to work with People with lived experience. Here are some steps we will continue to take.

**Network:** Attend community meetings and events to meet individuals in recovery.

**Identify Roles:** Determine how those in sobriety can contribute (mentoring, leading workshops, sharing stories).

**Public Events:** Host informational sessions to raise awareness and invite potential participants.

**Owner:** Erick Williams, Richard Springs, Gloria Prowell

**Timeline:** Ongoing

5. **Treatment Centers:** Treatment centers play a crucial role in the lives of those who are already in recovery or those who are seeking recovery. Here are some steps below we have been taking and will continue to implement in collaborating with treatment centers.

**Build Relationships:** Start by networking with treatment center staff. Attend conferences, workshops, or local meetings to connect with professionals in the field.

**Align Missions:** Emphasize how our organization's goals align with theirs. Show that we share a commitment to helping individuals struggling with addiction.

**Owner:** Erick Williams, Richard Springs, Gloria Prowell

**Timeline:** Ongoing