



## MISSION STATEMENT

Bring the community together to build a recovery support system to improve health, wellness and quality of life, through education, stigma reduction, and access to resources.

FY25 Strategic Plan

Updated March 2025

## Ford County Recovery Oriented System of Care

### Strategic Plan Updated FY25

#### Purpose

The purpose of establishing the strategic plan below is to break down ROSC goals by providing individualized objectives and activities, which will be carried out to achieve the ROSC's overall mission. These objectives will provide a means for determining the success of the ROSC Council as well as guiding its members.

Strategic planning is an organizational management activity that is used to set priorities, focus energy and resources, strengthen operations, ensure that members and stakeholders are working towards a common goal, establishing agreement around intended outcomes and results, and assess and adjust the council's direction in response to a changing environment.

***NOTE:** The Strategic Plan documents the goals, objectives, and associated action known at this point-in-time. In other words, it is a live document that is reviewed and updated periodically to reflect new realities and more concrete timeframes for the ROSC coalition. It will also be updated as more concrete timeframes are established and associated processes and collaborations mature.*

#### Mission Statement

"Bring the community together to build a recovery support system to improve health, wellness and quality of life, through education, stigma reduction, and access to resources".

Improving health, wellness, and recovery for individuals and families, who are struggling with (or are at risk of) substance use disorder (SUD), mental health (MH) issues, and/or \*co-occurring disorders (\*COD: a person with both a SUD and MH diagnosis in tandem), with the ultimate goal of promoting healthy and safe communities.

**The ultimate objective of the Ford County ROSC is to maximize the chances Ford County's recovering citizens have to achieve a safe, recovery-oriented, and fulfilled life.**

In conclusion, the establishment of a collaborative Recovery-Oriented System of Care (ROSC) aims to foster a culture that cultivates, enhances, and supports recovery, while also conveying to the broader community that "Recovery IS a Reality." This initiative encompasses the dissemination of messages centered on hope, self-worth, joy, empowerment, and community connection for individuals in recovery. We earnestly believe that the execution of various proposed initiatives and actions will significantly contribute to preventing relapse by broadening the opportunities and resources accessible to those in recovery.

This mission includes several key objectives: to inform, educate, and empower both individuals and communities to diminish stigma; to provide prevention and early intervention services; to improve treatment and recovery options; to advocate for and implement changes in policy and practice; to foster community partnerships; and to assess services for continuous enhancement. A crucial aspect of this effort is to identify community gaps and facilitate collaboration among diverse stakeholders, leading to the development and implementation of effective solutions within the community, such as increased sober living arrangements, enhanced recovery support, more sober recreational activities, and expanded education and awareness regarding substance use disorders (SUD) and Co-Occurring Disorders (COD).

### **ROSC Vision:**

- **Recovery is possible** – People can and do recover.
- **Person-driven care** – Individuals and families determine the support and services they need.
- **Continuous and coordinated support** – Services are cohesive across phases of care and agencies.
- **Community responsibility** – Recovery support is a shared community value.
- **Flexible and inclusive** – The system adapts to different recovery pathways and offers diverse programs and support groups.
- **Outcome-focused** – Measuring quality and outcomes is a system priority.

### **ROSC Values:**

- **Person-Centered and Empowering Approach:** Recognize the right of individuals to direct their own recovery, empowering them to take personal responsibility while embracing progress over perfection, as recovery is not always linear.
- **Multiple Pathways to Recovery:** Acknowledge that recovery can take many forms, including different models, programs, and spiritual paths.
- **Action-Oriented Recovery:** While the ROSC can provide support and services, recovery ultimately requires individual action and follow-through.
- **Community-Based Recovery:** Recovery thrives when the broader community is engaged and committed to supporting various recovery initiatives.
- **Inclusive Decision-Making:** Include the voices of peers, family members, and the community in planning and decision-making to ensure authenticity and alignment with recovery needs.
- **Integrity and Competence:** Implement programs with integrity, competency, and responsible stewardship.
- **Diverse and Trauma-Informed Support:** Embrace cultural diversity and utilize trauma-informed care to meet the unique needs of individuals and families.

**ROSC Goals:**

- Educate and empower individuals, families, allies, and communities about addiction as a disease, a public health issue, and the role of the ROSC Coalition, including its network of services and events.
- Reduce stigma by increasing public awareness and understanding of substance use and co-occurring disorders (CODs).
- Identify and expand services in prevention, treatment, peer recovery support, and systems improvement to address unmet community needs.
- Strengthen partnerships by fostering collaboration with diverse community stakeholders through joint events and initiatives.
- Increase recovery involvement to build individual and community recovery capital and enhance long-term recovery outcomes.
- Support relapse prevention by expanding services, events, support groups, training, and peer recovery opportunities.
- Promote hope and resilience by sharing recovery success stories and encouraging connection within the recovery community.

## Ford County SWOT Analysis FY25

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> <li>• Increased awareness of ROSC</li> <li>• Medical professionals that support MAR and Recovery</li> <li>• Gibson Hospital</li> <li>• GROW-Dr Austman</li> <li>• Community Collaborations</li> <li>• Small but mighty, very supportive community, always someone there to help</li> <li>• Mental health resources and supports</li> <li>• Educated professionals</li> <li>• Opportunities for collaborations, Councils/Panels to join-Ford County Network Panel</li> <li>• Willingness to participate on ROSC council and sober activities</li> <li>• Referral network</li> <li>• County government</li> <li>• Strong cross sectors from community wealth of knowledge</li> <li>• Legal representation</li> <li>• Stakeholders with lived experience</li> </ul>	<ul style="list-style-type: none"> <li>• Availability of appointments when the individual is ready for treatment, the window is small</li> <li>• Leaders need more education on substance use disorder and recovery</li> <li>• Not a lot of sober friendly activities for families, more support groups, and we need champions to take this challenge on</li> <li>• Lack of support groups – need faith-based meetings</li> <li>• Due to the limited size of our county, we frequently lack access to the necessary resources. Progress tends to be gradual, which means we require more action and less discussion.</li> <li>• Lack of transportation</li> <li>• Housing for sober living</li> <li>• Lack of awareness of resources available</li> <li>• Limited support for family members of people with SUD (Alanon and other supports)</li> </ul>
OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> <li>• Growing awareness of stigma within the community that we can leverage</li> <li>• Significant opportunity for education— mental health and substance use disorders</li> <li>• Expansion of broadband access to improve connectivity and resources.</li> <li>• Support transportation efforts</li> <li>• Providing information/resources to help workplaces support recovery</li> <li>• Strengthen recovery capital to build a more supportive community.</li> <li>• Identify additional community stakeholders to participate</li> <li>• Continue to identify people with lived experience to serve on ROSC</li> <li>• Continue to partner with local organizations to host sober social events.</li> <li>• Explore opportunities to integrate peer support into recovery services.</li> <li>• Expand education and awareness around substance use disorder and mental health.</li> <li>• The need for more awareness of ROSC</li> </ul>	<ul style="list-style-type: none"> <li>• MAR is available; however, the capacity is full for GROW, Dr. Austman. Need more availability</li> <li>• Need more group involvement regarding outreach events, one or two people cannot do everything</li> <li>• Funding and policies, uncertainty</li> </ul>

The Ford County ROSC Strategic Plan was developed with community collaboration and data collected through Ford County ROSC's FY25 Community Survey and Community Needs Assessment. Throughout our planning, we have prioritized actionable strategies with the highest potential for meaningful impact. Our approach emphasizes practical, evidence-based solutions designed to drive measurable improvements and long-term positive outcomes.

## Strategic Planning (2025-2028+)

**GOAL 1: Over the course of the next 3 years, increase awareness of the Recovery-Oriented Systems of Care (ROSC) by 20% through targeted outreach and community engagement efforts.**

**Objective A:** Ford ROSC will consistently post on social media to share recovery resources, success stories, and *Reframing Recovery* materials, aiming to post a minimum of 3-4 times per week. Content will focus on interactive posts, community testimonials, and educational materials about substance use and co-occurring disorders to increase awareness, reduce stigma, and promote recovery support.

**Strategy 1:** Develop a content calendar to ensure consistent messaging and engagement, including but not limited to: series focused on substance use facts, harm reduction strategies, awareness and education of recovery supports, and promotion of sober social activities.

**Strategy 2:** Utilize graphics, videos, interactive elements, and personal recovery stories to increase impact. Engage with followers by responding to comments, messages, and community discussions.

**Strategy 3:** Monitor analytics and adjust content strategy based on engagement data.

**Strategy 4:** Highlight partnerships with local organizations, recovery programs, and Council members to showcase a recovery-oriented systems in Ford County

**Strategy 5:** Ensure diversity of voices, populations, and perspectives to reflect the broader recovery community

### Outcome Measures:

**Did we track the total number of individuals reached through Ford ROSC social media posts, including impressions, views, and shares across all platforms?**

*(Goal: Track monthly)*

**Did we highlight partnerships with local organizations, recovery programs, and Council members through social media or outreach efforts?**

*(Goal: Share at least 1 partnership highlight annually)*

**Did we track and work to grow engagement with Ford ROSC Facebook?**

*(Goal: Track engagement monthly and increase average monthly engagement by at least 15% by the end of the fiscal year)*

**Objective B:** Identify and establish new community partnerships each month, adding at least one new member/sector to the council on a quarterly basis. Existing relationships will be utilized to facilitate introductions, while outreach strategies and partnerships will be developed based on gaps identified in the ROSC Membership Roster.

**Strategy 1:** Analyze the ROSC Membership Roster to identify gaps and target organizations that can help address community recovery needs (e.g., housing support, mental health services, harm reduction).

**Strategy 2:** Develop, implement, and evaluate outreach strategies, including emails, meetings, and phone calls.

**Strategy 3:** Provide partners with materials and training on ROSC initiatives and how their support is needed in the community; Develop tailored partnership proposals that highlight the mutual benefits of collaboration (e.g., increased visibility, shared resources).

**Strategy 4:** Host a "Meet ROSC" event to introduce the council's mission and explore collaboration opportunities

**Strategy 5:** Identify ways to engage people with lived experience (PLE) in partnerships

**Strategy 6:** Identify specific ways new partners can contribute to recovery efforts (e.g., providing space for meetings, funding support).

**Strategy 7:** Launch small joint projects with potential partners to build trust and demonstrate value (e.g., co-hosting an event, co-developing educational materials).

**Strategy 8:** Publicly acknowledge new partners through social media, newsletters, and events. Maybe just a count on how many resource cards given out?

**Outcome Measures:**

**Did we add at least one new sector/member to the ROSC council quarterly?**

*(Goal: 1 per quarter)*

**Did we consistently conduct and document outreach activities monthly? (Calls, Emails, Meetings, Events)**

*(Goal: 8-10 activities)*

**Did we actively involve People with Lived Experience (PLE) in new partnerships quarterly?**

*(Goal: 1-2 PLE)*

**Did we publicly acknowledge our new partnerships each month?**

(Goal: minimum of 1 acknowledgment)

**Did we achieve strong engagement and retention rates?**

(Goal: 75% retention)

**Did we distribute and track the distribution of virtual resource cards and other resources?**

(Goal: Distribute and track monthly)

**Number of partnerships**

**Objective C:** Participate in a minimum of 6 community events over the next year by hosting booths, delivering presentations, or co-hosting activities. Engagement will be monitored, and collaborations with local organizations will facilitate securing these opportunities. This initiative seeks to raise awareness, reduce stigma, and connect more individuals with recovery resources.

**Strategy 1:** Identify and attend key community events, prioritizing events that attract diverse community members, particularly those impacted by substance use and co-occurring disorders

**Strategy 2:** Collaborate with local businesses, community centers, healthcare providers, etc. to secure joint participation in events and showcase wraparound supports

**Strategy 3:** Create engaging booths and presentations that offer free resources, ROSC information, education material on recovery, substance use, harm reduction, co-occurring disorders, etc.

**Strategy 4:** Engage with local media outlets to publicize events, raising awareness about the availability of recovery resources and ROSC initiatives

**Strategy 5:** Thoroughly track outcomes, event impressions (number of items distributed, booth traffic, presentation attendees, etc.), and feedback

**Strategy 6:** Monitor the effectiveness of outreach activities and effectiveness of partnerships to ensure increased awareness of and access to recovery resources

**Outcome Measures:**

**Did we participate in at least 6 community events over the year?**

(Goal: 12 annually)

**Did we collect and report engagement metrics (e.g., booth traffic, materials distributed, sign-ups, attendee feedback)?**

**Did we distribute at least 50 recovery-related resources (e.g., brochures, guides, harm reduction materials) at each event attended?**

(Goal: 50 resources per event)

**Did we collect feedback from attendees from at least 3 of events to assess impact and improve future engagement?**

(Goal: 3 events)



**Did we engage at least 4 new community sectors/develop 4 new partnerships to support events and outreach?**

*(Goal: 4 annually)*

**GOAL 2: Over the next three years, increase harm reduction support within the community through at least two new initiatives and increase Medication Assisted Recovery (MAR) supports through at least one new initiative (Ongoingly, FY26+)**

**Objective A:** Increase access to and awareness of recovery support by distributing MAR-related materials and facilitating the addition of at least one new MAR provider by 2028. This will involve collaborating with Gibson Recovery Optimizing Wellness (GROW) and other key stakeholders to identify potential providers, highlight community needs, and address barriers such as stigma and transportation.

**Strategy 1:** Partner with local organizations, including GROW, healthcare providers, and community leaders, to identify potential Medication-Assisted Recovery (MAR) providers.

**Strategy 2:** Host joint meetings or networking events with key stakeholders to educate them about the need for MAR services in the community and engage potential providers in discussions.

**Strategy 3:** Distribute MAR-related materials at community events, local clinics, schools, libraries, and other high-traffic locations and through the *Reframing Recovery* campaign.

**Strategy 4:** Conduct surveys or hold focus groups with individuals in recovery and service providers to assess the gaps in MAR availability and understand the specific needs of the community.

**Strategy 5:** Organize workshops or webinars to educate community members and providers about the benefits of MAR in supporting recovery from substance use disorders.

**Strategy 6:** Launch awareness campaigns focused on reducing stigma around substance use and MAR, addressing misconceptions, and promoting the effectiveness of MAT (Medication-Assisted Treatment).

**Strategy 7:** Work with local media, including social media platforms, to share success stories of individuals who have benefited from MAR, showcasing its positive impact on recovery.

**Strategy 8:** Create a partnership package that outlines the benefits of becoming a MAR provider, including the positive impact on community health, access to training, and collaborative support from other service providers.

**Strategy 9:** Regularly evaluate the effectiveness of the strategies in increasing MAR access by tracking the number of new providers added, the volume of distributed materials, and feedback from community members.

**Outcome Measures:**

**Did we facilitate the addition of at least one new MAR provider by 2028?**

*(Goal: 1 by 2028)*

**Did we distribute at least 500 MAR-related materials across community events and through Reframing Recovery?**

*(Goal: 500 annually)*

**Did we implement a one-month focus on MAR within the Reframing Recovery campaign?**

*(Goal: 1 focused month annually)*

**Did we share at least 3 MAR success stories through local media or social media platforms?**

*(Goal: 3 annually)*

**Did we implement a one-month focus on MAR within the Reframing Recovery campaign to reduce stigma and promote MAR as an effective recovery support?**

*(Goal: 1 focused month annually)*

**Did we demonstrate at least a 15% increase in community awareness of MAR services based on pre- and post-surveys or other assessment tools?**

*(Goal: 15% increase annually)*

**Did we identify or support at least one initiative aimed at reducing transportation barriers to MAR and other recovery support services?**

*(Goal: 1 initiative)*

**Objective B:** Advocate for and support community partners in expanding harm reduction efforts throughout the county by promoting NARCAN® training, supporting increased access to harm reduction resources, and actively working to reduce stigma and foster greater community acceptance.

**Strategy 1:** Promote NARCAN® trainings and education resources in the community- host and collaborate with local organizations to organize regular NARCAN® training sessions for community members, law enforcement, first responders, and healthcare professionals.

**Strategy 2:** Integrate harm reduction messaging into the *Reframing Recovery* campaign to focus on de-stigmatizing substance use disorders and promoting harm reduction as a compassionate and effective approach.

**Strategy 3:** Provide information on the life-saving potential of NARCAN® through social media campaigns, community newsletters, and local workshops to raise awareness.

**Strategy 4:** Advocate for mobile harm reduction units or pop-up resource centers that can travel to underserved areas to distribute supplies and offer education.

**Strategy 5:** Share personal success stories and testimonials from those in recovery to highlight the importance of harm reduction strategies and reduce stigma.

**Strategy 6:** Distribute online content (e.g., blogs, videos, infographics) that educates the public on harm reduction principles and how they can contribute to local efforts.

**Strategy 7:** Coordinate with state and federal partners to advocate for policies that provide stable funding and resources for harm reduction strategies.

**Strategy 8:** Organize and facilitate quarterly roundtable discussions or coalitions with key community partners, including law enforcement, healthcare providers, social service agencies, and recovery organizations, to share best practices and resources for harm reduction.

**Strategy 9:** Ensure local healthcare providers, law enforcement officers, fire departments, and emergency medical services are trained in harm reduction strategies, including the use of NARCAN®, overdose prevention, and recognizing the signs of substance use disorders.

**Strategy 10:** Distribute resources that help families understand harm reduction approaches and how they can support their loved ones in using harm reduction strategies.

#### Outcome Measures:

**Did we organize or support at least two collaborative harm reduction trainings with a community partners?**

*(Goal: 2 annually)*

**Did we increase the total number of participants in harm reduction trainings by at least 25% over 3 years?**

*(Goal: 25% increase by Year 3 from Year 1 baseline)*

**Did we establish at least 2 new locations offering harm reduction resources (e.g., NARCAN®, fentanyl test strips, educational materials) in the community?**

*(Goal: 2 new locations annually)*

**Did we distribute at least 500 harm reduction materials (e.g., brochures, Reframing Recovery, info cards)?**

*(Goal: 500 annually)*

**Did we post at least 6 harm reduction-related messages on social media, including at least 2 personal success stories, and track engagement (likes, shares, comments, or reach)?**

*(Goal: 6 posts annually, 2 featuring personal stories)*

**Did we assess stigma related to substance use and harm reduction through at least one survey, needs assessment, or key informant interview annually, and observe a measurable reduction over time?**

*(Goal: 1 assessment annually with observed reduction by Year 3)*

**Did we provide/support at least 1 harm reduction training to first responders (law enforcement, EMS, fire personnel)?**

*(Goal: 1 training annually)*

**Objective C:** Improve recovery support awareness and access by expanding the *Reframing Recovery* campaign, promoting local recovery services, advocating for additional peer support groups, maintaining a resource directory, and supporting transportation and housing initiatives, including potential outreach vans and related efforts.

**Strategy 1:** Expand the *Reframing Recovery* campaign through targeted community outreach and promotional efforts; Create and distribute targeted marketing materials (posters, social media, and public service announcements) that highlight the personal stories of individuals in recovery, focusing on the benefits of seeking help for substance use and co-occurring disorders.

**Strategy 2:** Work with local organizations and healthcare providers to establish new peer-led support groups, particularly for underrepresented populations or those with co-occurring disorders (Celebrate Recovery, SMART Recovery, and Narcotics Anonymous).

**Strategy 3:** Create and regularly update a digital and printed directory of all recovery services, including treatment providers, housing resources, peer support groups, and transportation services.

**Strategy 4:** Partner with local libraries, schools, and community centers to make the directory accessible in public spaces, and ensure it is easily navigable for individuals in need.

**Strategy 5:** Advocate for the creation or expansion of transportation services (e.g., community shuttle, rideshare partnerships) to ensure that individuals in recovery can access treatment and support services.

**Strategy 6:** Collaborate and advocate with local housing authorities, non-profit organizations, and developers to identify and create safe, sober, and supportive housing opportunities.

**Strategy 7:** Partner with local news outlets, radio stations, and social media influencers to run public education campaigns that reduce stigma and raise awareness about available recovery services.

#### Outcome Measures:

**Did we see a decline in stigma around substance use and co-occurring disorders utilizing surveys, needs assessments, or other feedback tools?**

*(Goal: Demonstrated reduction in stigma annually)*

**Did we achieve consistent engagement with recovery-related social media posts, as measured by monthly tracking of likes, shares, comments, and views?**

*(Goal: Minimum of 200 total engagements per quarter)*

**Did we track the number of attendees participating in recovery-related events, presentations, and workshops, with a goal of reaching at least 300 individuals annually?**

*(Goal: 300 total attendees annually)*

**Did we support the establishment of at least one new support group (e.g., SMART Recovery, Celebrate Recovery, co-occurring support groups family groups, etc.)?**

*(Goal: Establish 1 new group annually)*

**Did we distribute recovery-related resources (e.g., community resource map, virtual resource cards, flyers, harm reduction materials, etc.) throughout the community?**

*(Goal: Distribute at least 1,000 total resources annually)*

**Did we track the number of QR code scans for the Ford ROSC Virtual Resource Guide and ensure the guide was regularly updated?**

*(Goal: Conduct monthly scan tracking and update guide at least twice annually)*

**Did we identify strategies and support efforts that increase access to recovery support for underserved populations, particularly those in rural areas, without the need to travel long distances (e.g., virtual services, mobile outreach, transportation solutions)?**

*(Goal: Identify and support at least 1 access-improving strategy annually)*

### **GOAL 3: Increase the number of community members that have factual knowledge of Substance Use Disorder and Mental Health Issues Through the ROSC Reframing Recovery Campaign by 10% in three years (Ongoing, FY26+)**

**Objective A:** Engage in community outreach efforts on a monthly basis to reduce substance use stigma, distribute Reframing Recovery kits, and strengthen partnerships with local organizations.

**Strategy 1:** Collaborate with local organizations, churches, schools, and businesses to distribute Reframing Recovery kits and promote stigma reduction initiatives. These partnerships can help expand outreach efforts and reach more individuals in the community.

**Strategy 2:** Use social media platforms to share Reframing Recovery materials and resources, encouraging community engagement. Highlight stories of recovery, promote stigma-reduction messages, and direct individuals to local resources.

**Strategy 3:** Partner with community centers or libraries to offer informational sessions about recovery, the Reframing Recovery campaign, and available local services. Provide opportunities for individuals to ask questions and learn more in a supportive environment.

**Strategy 4:** Engage local newspapers, radio stations, and television networks to run features or public service announcements about the Reframing Recovery campaign and local recovery services. This can help reach a wider audience and promote the availability of recovery resources.

**Strategy 5:** Work with local public health departments and law enforcement to share Reframing Recovery materials and encourage the use of harm reduction strategies across the community. This could also include training on how to address stigma in public service.

**Strategy 6:** Regularly assess the effectiveness of outreach efforts through surveys or feedback from community members. Use this data to adjust strategies and improve outreach and awareness effort

#### Outcome Measures:

**Did we collaborate with local organizations to distribute Reframing Recovery kits and track the number of kits distributed?**

*(Goal: Distribute at least 100 kits annually in partnership with local organizations)*

**Did we distribute at least 100 Reframing Recovery frames to community partners, organizations, or public locations to promote stigma reduction and campaign visibility?**

*(Goal: Distribute 100 frames)*

**Did we host or participate in Reframing Recovery workshops, trainings, or panels and track the number of individuals who attended?**

*(Goal: Hold at least 2 Reframing Recovery events with a total of 30 attendees)*

**Did we track and work to increase engagement with Reframing Recovery social media content, including likes, shares, comments, and reach?**

*(Goal: Track engagement monthly and reach at least 100 total interactions per month)*

**Did we establish new partnerships or collaborations to support and expand the Reframing Recovery campaign?**

*(Goal: Form at least 3 new partnerships or collaborations annually)*

**Did we assess and observe growth in community awareness of the Reframing Recovery campaign compared to the current survey baseline, using follow-up surveys, feedback, or word-of-mouth reports?**

*(Goal: Conduct at least 2 assessments annually and demonstrate at least a 15% increase in awareness compared to current survey results)*

**Did we share 4 success stories/recovery stories annually on social media?**

*(Goal: Share at least 4 success/recovery stories annually.)*

**Objective B: Significantly boost the social media reach and engagement of the Reframing Recovery campaign by posting targeted, impactful messaging at least 2 times per week.**

**Strategy 1:** Plan and schedule posts in advance to ensure consistent, targeted messaging. Focus on key themes such as substance use recovery, stigma reduction, community success stories, and educational resources.

**Strategy 2:** Create content (graphics, videos, stories) aligned with *Reframing Recovery* messaging; Use relevant, trending hashtags related to substance use recovery, mental health, and stigma reduction to increase visibility.

**Strategy 3:** Engage local stakeholders, recovery advocates, and community leaders to share *Reframing Recovery* content and amplify the message.

**Strategy 4:** Actively respond to comments, messages, and interactions to build community engagement and promote meaningful conversations.

**Strategy 5:** Incorporate polls, quizzes, and question prompts that invite followers to share their stories, opinions, or experiences with recovery.

**Strategy 6:** Host live Q&A sessions or webinars featuring experts, community leaders, or individuals in recovery to discuss topics related to substance use and mental health.

**Strategy 7:** Encourage community members to share their experiences with the hashtag #ReframingRecovery.

**Strategy 8:** Regularly review analytics to assess which types of content are performing best (e.g., post reach, engagement rates, comments) and optimize future posts based on this data.

**Strategy 9:** Host challenges or contests encouraging people to engage with *Reframing Recovery*, such as sharing a personal recovery story or advocating for stigma reduction.

**Strategy 10:** Development of a “Reframing Recovery” subcommittee.

#### Outcome Measures:

**Did we create and launch a Reframing Recovery subcommittee to support campaign planning, outreach, and engagement efforts, and hold meetings at least once per month?**

*(Goal: Subcommittee established with monthly meetings and active participation)*

**Did we track and increase Reframing Recovery social media metrics, including reach, engagement, and number of followers across all platforms?**

*(Goal: Track metrics monthly and achieve a 15% increase in total followers annually)*

**Did we track and promote the use of the #ReframingRecovery hashtag, and monitor its reach and usage across social media platforms?**

*(Goal: Track hashtag usage monthly and reach at least 100 users annually)*

**Did we create and maintain a dedicated Reframing Recovery tab within the Ford ROSC Virtual Resource Guide?**

*(Goal: Tab created and updated at least once a month)*

**Did we track monthly scans or clicks on the Reframing Recovery tab of the Ford ROSC Virtual Resource Guide?**

*(Goal: Track monthly)*

**Did we increase the number of locations where Reframing Recovery materials (e.g., posters, flyers, kits) are posted or distributed throughout the community?**

*(Goal: Increase by at least 40 new locations annually)*

**Did we create Reframing Recovery content and use the Facebook content calendar to plan and schedule posts consistently each month?**

*(Goal: Create and schedule at least 8 posts per month using the Facebook content calendar)*