

Communication Plan

The communication plan shall include methods for communicating the following, at a minimum:

1. the ROSC Council's strategic plan, including outreach and communication plans, and progress toward that plan.
2. notes from monthly meetings
3. the result of community mapping, including links to peer recovery support services
4. the communication plan may also include ongoing employment opportunities for people in recovery, opportunities for advocacy for individuals in recovery and upcoming events, including ROSC Council meetings.
5. What else is important for your Council to communicate?

*Reminder

As your council gets up and running, you will want to keep track of the names and contact information of everyone you engage with to build your contact list. If you have a town hall meeting, Recovery Community event, or other activity, make sure to collect who's there so that you can build a network of advocates who you can be in touch with on a regular basis. Never miss an opportunity to have clipboards and sign-in sheets. Build and develop a database of members and supporters.

Communication Plan Description

The communication plan aims to inform those in recovery, attempting to get into recovery, family, friends, and the community about the ROSC Initiative. The communication plan educates stakeholders on multiple pathways to recovery in the community by sharing what ROSC strives to achieve through the development of SMART Goals.

Project Goals and Objectives (SMART Objectives)

The communication plan's goals and objectives should outline specific, tangible goals that will become the framework of your plan. Consider the overarching goal of the ROSC in your area. What does "success" look like? Objectives should be SMART: Specific, Measurable, Attainable, Relevant, and Time-bound. The following link is a resource for creating smart objectives.

<https://www.cdc.gov/healthyouth/evaluation/pdf/brief3b.pdf>

Communication Channels

Consider outreach possibilities and select the options that make the most sense for the message and intended audiences. For example, for parents, an ad or an article in the school bulletin may be more effective than a similar placement in the local newspaper because it targets parents specifically.

DIGITAL COMMUNICATION

1. Email
2. Facebook
3. LinkedIn
4. Twitter
5. Instagram
6. Constant Contact

TRADITIONAL COMMUNICATION

1. Local Newspaper and
2. Online publications
3. Outreach Marketing - Disseminate Newsletters and Flyers

Virtual Communication

1. Developed a zoom meeting and advertise the standard meeting code on your website and Governor's State Website
2. Develop a Hybrid meetings (in-person and online) system

Timeline

1. Choose your timeline based on your resources such as staffing, budget, access to target audience for messaging. Your overall communication plan should have a timeframe and each of your S.M.A.R.T. objectives will have timeframes.
2. Differentiate what you can implement immediately, what will happen over the course of the project, and what will need to happen after the grant timeline.

Budget

Create a communication and outreach budget. Leverage your resources by looking for/building on existing events where you can reach your key audience.

1. Do you want to attend a radio show or hold a press conference?
2. Do materials (brochures, flyers, postcards, and posters) support your communication efforts to reach intended audiences?
3. A small flier might help spread your message at a community meeting, and a poster might be more useful at medical offices.
4. Think about a high traffic area where your target audience might see your materials.
5. A Communication and Outreach Budget will also help you differentiate what resources you currently have for this and what you may need to include in your strategic plan and sustainability efforts for moving forward.

Implement

Once you've selected your activities and developed specific goals work to assign dates, materials, budget, and the staff/volunteers needed to achieve those goals. Revisit your communication and outreach plans quarterly to update as needed.