

Outreach & Communication Plan Resources

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.

What is Outreach? Why is it important?

Outreach is an effort by individuals in an organization or group to connect its ideas or practices to the efforts of other organizations, groups, specific audiences, or the general public. Unlike marketing, outreach does not inherently revolve around a product or strategies to increase market share. Typically, non-profits, civic groups, and churches engage in outreach.

Outreach often takes on an educational component (i.e., the dissemination of ideas), but it is increasingly common for organizations to conceive of their outreach strategy as a two-way street in which outreach is framed as engagement rather than solely dissemination or education.

Outreach strategies are linked to the organization's mission, and define targets, goals, and milestones. – Wikipedia

Methods for Outreach and Communication:

- Branding
- Website
- Facebook and other social media platforms
- Newsletters- digital or print
- Listservs/email blasts
- Direct mail
- Brochures and flyers
- Elevator Speech
- Advertising in local publications or as guest in organizational newsletters/blogs
- Letters to the editor or an op-ed
- Press releases
- Video/PSA
- Presentations
- Listening Sessions
- World Café (Large group community discussion)
- Hosting events
- Tabling/exhibiting at events
- Employ all types of marketing tools (e.g., t-shirts with a logo, bumper stickers, lapel buttons).

Resources

While the resources below are pulled from multiple fields, each includes information that can be helpful in assisting you as you develop your communication and outreach efforts.

Healthy Start Communication and Outreach Toolkit

This Healthy Start (HS) Communications and Outreach Toolkit is intended to assist HS Grantees in the development of a communication and educational outreach plan.

<http://healthystartpic.org/wp-content/uploads/2016/07/HS2016CommunicationOutreachToolkit-1.pdf>

Community Tool Box <https://ctb.ku.edu/en>

The Community Tool Box is a free, online resource for those working to build healthier communities and bring about social change. Our mission is to promote community health and development by connecting people, ideas, and resources. The Community Tool Box is a public service developed and managed by the [KU Center for Community Health and Development](#) and partners nationally and internationally. The Tool Box is a part of the Center's role as a designated World Health Organization Collaborating Centre for Community Health and Development.

Sustaining Grassroots Community-Based Programs: A Toolkit for Community- and Faith-Based Service Providers

This toolkit contains six books to help grassroots and faith-based organizations develop substance use and mental health treatment services. It discusses organizational assessment, marketing, financial management, sustainability and funding, and evaluation.

Effective Marketing Strategies

<https://sites.ed.gov/aapi/files/2014/03/SAMHSA-Toolkit.pdf>

Community Listening Forum Toolkit

Faces & Voices Community Listening Forum Toolkit has all of the information you'll need to organize an event in your community.

https://facesandvoicesofrecovery.org/file_download/inline/2912319e-d643-4d95-bb65-997dba8c7d61

Engaging Your Community

Recovery Advocacy Toolkit

Recovery from addiction to alcohol and other drugs benefits everyone – families, friends, neighbors, and the person who gets into recovery. It is a reality for millions of Americans of all ages, ethnic backgrounds, and economic and social classes. We must accord dignity to people with addiction and recognize that there is no one path to recovery.

https://facesandvoicesofrecovery.org/file_download/inline/4ac29194-2673-4ca7-bf0c-32bedac2b67d

How to Organize a Town Hall Meeting

Here are step-by-step instructions for holding an effective town hall meeting, one way that your organization can use The Recovery Bill of Rights and the Recovery Voices Count campaign to mobilize and organize support for new attitudes and policies to support addiction recovery in your community. For many years, town hall meetings have been an important tool to inform citizens about emerging issues, gauge where a community stands and identify and implement solutions to a problem. They are also a great way to get your message across to the public by generating news media coverage, jump start your local advocacy efforts and identify people who you can involve in your organization's activities in the future.

https://facesandvoicesofrecovery.org/file_download/inline/bbb1ae0e-f28b-41de-9266-a97658db4b55

Recovery Community Organizations SOCIAL MEDIA TOOL KIT

Shannon Egan; USARA Development Director

Social Media is a powerful way to connect individuals in long-term recovery--and those currently seeking recovery from drug and alcohol addiction-- to their local recovery community. It's also a powerful way to spread the message of recovery, eradicate shame and stigma, advocate for change, and promote and strengthen the National Recovery Movement.

https://facesandvoicesofrecovery.org/file_download/inline/2b8c0a55-3f90-4ea0-a1e3-289f8af73eac

Recovery Messaging from Faces and Voices of Recovery

https://getstr-ta.org/ResourceMaterials/Recovery_Messaging.pdf

SAMHSA Recovery Month Toolkit- Materials for General audience and for specific populations such as: policy makers, urban communities, media, Health Care providers. https://recoverymonth.gov/sites/default/files/toolkit/recovery_month_toolkit.pdf