



EXPANDING COMMUNITY OUTREACH

How can communication kits support community outreach?

What is a Communication Kit?

In collaboration with Iowa's Department of Health and Human Services, the Public Science Collaborative (PSC) created communication kits for Iowa's Recovery Community Centers (RCCs). The goal of these kits was to grow RCC capacity for community outreach. Each kit includes tailored promotional materials such as customized posters, welcome signs, business cards, and brochures to better promote the RCC and share educational information about substance use recovery. Kits include functional supplies like pens, poster stands, markers, name tags, poster pads, sticky notes, a table and tablecloth, and brochure and business card holders. These materials are essential to RCC community outreach and engagement activities, which may include setting up a table at a health fair or interactive engagement with posters that communicate personal recovery stories.

Why use a communication kit?

The kits were designed to educate the public about substance use recovery, instill hope that recovery is possible, and raise awareness of recovery resources in Iowa's communities. Using the communication kits for outreach can help RCCs deliver consistent, accurate, and helpful messaging about recovery pathways and resources, share messages that normalize recovery, reduce stigma, and build lasting partnerships between RCCs and community organizations.



Scan here to find new materials for your communication kits!



How to use a Communication Kit

There are a variety of ways in which RCCs typically engage with their communities and conduct outreach to support recovery and raise awareness. For example, RCCs may consider:

- **Hosting a Community Event:** Use your communication kit to host an event. Invite local community members, neighboring businesses, and city or town officials to visit you and set up an interactive poster session. Share educational materials, a calendar of activities, and information about your services.
- **Attending Community Events:** Each communication kit has a table, tablecloth, and stands to help display materials in various settings. Reach out to your local farmers' markets, schools, libraries, churches, town centers, or chambers of commerce to learn about local events in your area. Consider collaborating with local organizations to set up a table during school fundraisers, parades, or local fairs.
- **Participating in Conferences:** Contact your local community colleges, educational institutions, universities, and large event venues to learn about any conferences coming to your area. Conferences often solicit local organizations to be featured during event expos and are a great place to set up a table.
- **Visiting the Capitol:** Keep an eye on the calendar of events at the State Capitol! You can do this by visiting the state website or emailing capitol.complex.events@iowa.gov. Events featured at the Capitol often include charity walks and runs, farmers markets, live music, and activities inside the Capitol. Attending Capitol events creates opportunities to promote the benefits of recovery and network with policymakers.