

Project Plan

PROJECT NAME: Connect, Protect, Recover

TIMELINE: May 1, 2024 – April 30, 2025 **BUDGET:** \$375,000

OBJECTIVES	<ol style="list-style-type: none"> 1. Test campaign websites & providing technical assistance around digital assets. 2. Learn community engagement strategies by attending pertinent communication trainings 3. Utilize digital toolkit to engage BIPOC communities through the development of community engagement strategies 4. Implement human-ology campaign internally/externally that fosters more compassion, commitment, and collaboration across the county's funded Treatment/Recovery Service Providers 5. Support community engagement initiatives that fortify the goals of the campaign.
RESOURCES	<ul style="list-style-type: none"> • Prevention Point Pittsburgh • Pathway to Care & Recovery • Allegheny County Health Department • Resolve Crisis Center • ONALA Club • Renewal Inc
STAKEHOLDERS	<ul style="list-style-type: none"> • Stuart Fisk, Director, (OBH) • Dr. Jessica Ruffin, Director, (OEE) • Maisha Howze, MS, Assistant Director, (OBH/BDAS) • Jeneen Asque-Wilson, Program Manager, (OBH/BDAS) • Ivan Juzang, President, (MEE Productions Inc.) • Pamela Weddington, Vice Pres. of Comm. (MEE Productions Inc.) • Shay Rogers, Exec. Assistant, (MEE Productions Inc.) • Corey Carrington, Racial Equity Fellow, (OEE/OBH/BDAS) • Community Advisory Board • Community Providers / Resource Centers
DELIVERABLES	<ol style="list-style-type: none"> 1. Test Campaign Websites and Digital Assets for optimal user experience 2. Attend two Campaign "Communications and Community Engagement Trainings. 3. Follow/Like/Share & Comment on Campaign Social Media 4. Provide Technical Assistance to BIPOC led Substance Use Disorder Providers 5. Record & Share my own "Family Testimonial" for the Campaign 6. Help Get Families Testing Strips & Naloxone (deliveries) 7. Support ONALA Club's Narcan training