

# 2024

## Marketing Campaign for Kosciusko Community Recovery Program



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# Problem Statement

Recidivism—the tendency of previously incarcerated individuals to reoffend and return to jail—is a persistent challenge faced by our community. As our current jail nears capacity, it becomes crucial to implement effective strategies that break this cycle and promote successful reintegration into society. The Kosciusko Community Recovery Program (KCRP) emerges as a beacon of hope, emphasizing rehabilitation, support, and community collaboration.

## Introduction

KCRP is a transformative initiative aimed at supporting inmates on their path to recovery. Our Kosciusko Leadership Academy (KLA) project focuses on creating a robust marketing campaign that brings hope, awareness, and positive change to those in recovery. In this paper, we delve into the program’s key components, collaborative efforts, and the impact on our community.

## The KCRP Approach

### 1. Resource Navigator

- **Definition:** The KCRP provides a dedicated resource navigator who guides inmates through available services, treatment options, and community support networks.

- **Role:** The resource navigator assists with the current and future basic needs of the inmate such as housing, employment, mental health resources, substance abuse treatment, peer recovery coach services and other essential needs.
- **Impact:** By connecting inmates to vital resources, we empower them to address underlying issues that contribute to recidivism.

## 2. Certified Peer Recovery Coach

- **Definition:** Trained peer recovery coaches offer empathy, understanding, and practical guidance to inmates during their recovery journey.
- **Role:** Coaches serve as mentors, helping individuals navigate personal challenges such as maintaining sobriety, and building daily life skills.
- **Impact:** Peer to Peer support fosters resilience, accountability, and a sense of community, reducing the likelihood of reoffending.

## 3. Collaboration with Not-for-Profits

- **Partnerships:** The KCRP collaborates with local not-for-profit organizations.
- **Services:** These organizations provide counseling, vocational training, educational programs, and other critical services.
- **Holistic Approach:** By addressing mental health, recovery, education, and employment, we create a comprehensive support system.

## Community Benefits

1. **Reduced Recidivism:** The KCRP aims to break the cycle of reoffending. By equipping inmates with tools for success, we reduce the likelihood of returning to jail. This reduction will postpone the need to build a jail housing more than the currently 304 bed facility over the next several years.
2. **Safer Communities:** Successful reintegration means safer neighborhoods. When individuals thrive post-release, community safety improves.
3. **Financial Savings:** Preventing recidivism reduces the strain on law enforcement, court systems, and our jail. Currently, our Kosciusko County Jail flirts at times with maximum capacity and the cost of building a new jail would be astronomical.
4. **Human Dignity:** Every successful re-entry represents restored dignity and hope for individuals and their families.

## Marketing Program Overview

Our KLA team's project is the Marketing Campaign for the Kosciusko Community Recovery Program. However, we felt it was critical to our project that our community realizes the importance of what we have been marketing. Our hope is that after reading the first few pages of this paper you will see and feel the importance of this project. Below you will find our marketing efforts for this program.

## **1. KCRP: A Beacon of Hope**

The KCRP program extends a lifeline to incarcerated individuals, offering support, resources, and pathways to recovery. It recognizes that rehabilitation is not only about serving time but also about healing, growth, and reintegration into society.

## **2. The Marketing Campaign: Spreading Positivity**

Our marketing campaign serves as a beacon of hope for those in recovery. It emphasizes resilience, empowerment, and the possibility of transformation. By leveraging various channels, we aim to reach both inmates and the broader community.

## **3. Key Program Highlights**

- **Resource Navigator:** The KCRP provides a dedicated resource navigator who guides inmates through available services, treatment options, and community support networks.
- **Certified Peer Recovery Coach:** Trained peer recovery coaches offer empathy, understanding, and practical guidance to inmates as they travel on the path to recovery.
- **Not-for-Profit Organizations:** Collaborating with local not-for-profits, KCRP ensures access to counseling, work force development, and other essential services.

# Marketing Project Achievements

## 1. Social Media Commercials

We have produced three impactful social media commercials that showcase success stories, highlight program features, and encourage engagement. These videos serve as powerful tools for spreading the KCRP message.

## 2. Bizz Buzz Podcast Feature

Our project gained visibility through an interview on the Kosciusko County Chamber of Commerce's Bizz Buzz podcast. During the podcast, we discussed the KCRP's mission, shared personal narratives, and emphasized the importance of community involvement.

## 3. Kosciusko County Chamber of Commerce Interviews

Collaborating closely with the Kosciusko County Chamber of Commerce, we conducted seven insightful two-minute interviews. These interviews feature community leaders, not-for-profits, and advocates. Through their voices, we celebrate resilience and inspire others.

## 4. KCRP Radio Scripts

**45 Second Advertisement Script** - If an incarcerated individual has the opportunity to receive addiction recovery support and or mental health care before and after they are released, their chance of success is significantly higher than those without that support. The Kosciusko Community Recovery Program pairs incarcerated individuals with a Peer

Coach who has walked a similar journey and successfully made it through the other side and a Resource Navigator to help connect them to the local services they need when they are released. That way, their basic needs are being met, and they have a fresh start. This unique program is a collaboration between the Kosciusko County Sherriff, local non-profit organizations, and volunteers who believe that by working together, they can help provide hope and healing to those in the community who need it most. If you would like to volunteer or would like more information about the Kosciusko Community Recovery Program, email [kcrp@kcgov.com](mailto:kcrp@kcgov.com) :45:60 *Second Advertisement*

**30 Second Advertisement Script** - If an incarcerated individual has the opportunity to receive addiction recovery support and or mental health care before and after they are released, their chance of success is significantly higher than those without that support. The Kosciusko Community Recovery Program is a collaboration between the Sheriff, local non-profit organizations, and volunteers who believe that by working together, they can help provide hope and healing to those in the community who need it most. For more information or to volunteer, email [kcrp@kcgov.com](mailto:kcrp@kcgov.com) *Tight :30 Second (radio Ad)*

## **5. Ink Free News “Diners and Dives” Interview**

KCRP recently gained county recognition through an interview on the popular column “Diners and Dives” a column in Ink Free News written by Shari Benyousky of SB Communications. This spotlight allowed us to highlight the core elements of our program, emphasizing rehabilitation, support, and community collaboration. The interview highlighted our commitment to breaking the cycle of recidivism and promoting



successful reentry into society. Through collaboration and compassion, the KCRP aims to transform lives and build a stronger community.

## **Budget and Sustainability**

Our Project is blessed by having great community partners. We spent the \$500.00 mini-grant on contracting two videos produced by NTH Productions at a reduced cost. All of our other videos, recordings, podcast, and articles were donated. The level of quality in the products that were produced by our community partners would have cost thousands of dollars if we would have utilized a private company. We had four companies that we owe a huge thank you to, The Bowen Center for Video production, editing, and guidance, NTH Productions for video productions and editing, SB Communications for composing an article on Ink Free News, and the Kosciusko Chamber of Commerce for hosting us on the Bizz Buzz podcast, and producing interviews.

Our Project and all the content that we created will be given to the Kosciusko County Sheriff's department to further their marketing efforts.

## **Community Collaboration and Sources**

Our project embodies the spirit of community. We've received generous support from the following organizations:

1. Kosciusko County Sheriff's Department
2. Kosciusko County Chamber of Commerce

3. Bowen Center
4. LITE (Living in Transition Effectively)
5. Fellowship Mission
6. C.A.R.E.S
7. NTH Productions
8. SB Communications
9. Ink Free News

## **How we propose to use the Jean Northenor Award**

We propose the funds awarded from the Jean Northenor Award be used for the Kosciusko County Sheriff's department in the continued marketing campaign of KCRP to include but not limited to:

1. Paying for social media ads to promote the program.
2. Buying primetime air space for the ads to be played.
3. Creating more content.

## **Conclusion**

This KLA project for the Kosciusko Community Recovery Program is more than a campaign; it's a collective effort to uplift lives, break cycles, and foster hope. As we continue this journey, we remain committed to serving our community and advocating for positive change. Together, we build bridges toward a brighter future.

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