



Strategic Plan

FY25 (July 2024- June 2025)

Macoupin and Montgomery Counties ROSC (MMCR) was created in September of 2021 to support, facilitate, and advocate for the renewal and restoration of health and wellness for communities, families, and individuals who are seeking and living in recovery.

MMCR seeks to (1) reduce stigma and increase engagement among community members, (2) improve awareness of substance use and mental health through education and outreach, (3) Facilitate cooperation across sectors, perspectives, and lived experiences, (4) Increase access to multiple recovery support options and timely care, (5) Increase the number of people pursuing and maintaining recovery.

On November 5th, 2019, MCPHD's partners and key stakeholders met for an all-day consortium meeting. Several topics were discussed at that time, including vision, impact, barriers, access, needs/gaps, communication, and action plans. More than 40 substantial and identifiable needs were presented by the consortium as potential barriers to care for individuals living with OUD in Macoupin and Montgomery Counties and later narrowed down to 4 focus areas.

In the past two years, we have had the presence of over 130 stakeholders and will continue to invite more members to the table to represent different sectors of the

community. The council remains strong in its foundational beliefs and now has a steady presence of 30-50 stakeholders at each monthly meeting. FY25, we have decided to focus on some of the prior identified needs but also have created new focus areas in our community: Increasing Engagement in our ROSC Council, Housing Access, Transportation, Stigma reduction, Prevention and Education—especially amongst our youth, Supporting the Peer Workforce, and Working with the Criminal Justice population.

For 2024-2025, we will continue to focus our energy on housing access, transportation—especially in Montgomery County, and engagement/action amongst our ROSC consortia. [1] Due to the increased incidence of mental health issues among youth in our community and risks posed by fentanyl-laced fake pills, our consortium is interested in expanding youth prevention and education efforts. [2] The peer workforce has greatly increased since our 2021 council began. SIUE now has a CRSS/CPRS program where they seek internship sites in surrounding counties with Macoupin and Montgomery Counties being within that coverage area. In addition, Recover Corps has made a big impact on the peer workforce placement as well. We are now seeing more individuals in recovery wanting to join the peer workforce. Because of this, we want to continue to promote these programs and support the existing peer workforce in being successful long-term by providing them with training, education, and other support strategies. [3] By partnering with our peer workforce, our RCO (The Next Network) and other recovery allies in the community, we will work to reduce the stigma surrounding those who have mental health, substance use, and/or housing challenges. [4] First responders have limited resources and training on how to assist with the needs of the same individuals that we are trying to help. In addition to supporting them, we also want to create better resources and support services around individuals who are currently in or have been in the criminal justice system by creating programs within jails and the communities they are in.

Based on our needs assessment, community outreach, and meeting minutes; the most identified gaps/barriers in our communities for 2024-2025 and onward are Prevention and support for long-term recovery (i.e., Housing, Transportation, peer workforce/emotional support, etc.). MMCR will utilize stakeholder advisory groups to respond to these needs. These stakeholder committees will include a PLE drug court group, youth advisory group, and a peer-to-peer network.

1. Increasing engagement in our ROSC Council:

Problem: Quantitative and qualitative growth within our consortium

Short/Middle Term Goal: To increase membership of sectors of the community that we already do not have at meetings.

Long Term Goal: To increase productivity and engagement in our existing ROSC consortium and assure that we are an actionable committee.

Goals:

A. By July 2025, we hope to have had a representative from every sector of the community.

Strategy:

- Identify stakeholders to invite to the table and ask other members to assist in inviting them.
 - **Outcome Measure:** Attendance taken/Sign in Sheets.

B. By July 2025,

Strategy: Find creative ways to engage our committee and become more actionable.

- Qualitative
 - **Outcome Measure:** Consistent presence from our members, having them report back at next committee meeting on the work they had done over the month in alignment with our strategic plan, and adding members to our planning committee that want to help us engage others as well as be more hands-on in the work.
- Quantitative
 - **Outcome Measure:** Attendance taken/Sign in sheets.
- Create creative engagement tactics such as
 - A game to help committee members find ways to be actionable
 - Go to Facebook Live for live Q & A sessions with services, resources, and facilities in our area so that we can reach the community.
 - **Outcome Measure:** Number of Coffee and Connection events, number of viewers, number of likes on page, number of likes on Safe Passage and Macoupin/Montgomery County Facebook pages

C. July 2025, the goal will be to not only invite more individuals to the meetings, but rather invite individuals from the community that have interest or knowledge in the topics of discussion and progressive reach in the community to assist us in accomplishing goals on our strategic plans.

Strategy:

- Create outreach statements and scripts to clarify need for ROSC and stakeholder involvement in the ROSC
- Advertise meetings in media (newspapers, social media, & radio).
 - **Outcome Measure:** newspaper and social media clippings; request letters/emails sent to media.
- Create and disseminate Outreach Packets about our Council to prospective members.
 - **Outcome Measure:** number of packets distributed in the community each month.
- Create and implement a retention plan for current members.
 - **Outcome Measure:** Date Retention Plan is developed.
- Challenge members to “Bring a Friend” to a meeting quarterly.
 - **Outcome Measure:** Attendance taken/Sign in sheets.
- Continue to grow the engagement on our existing ROSC Facebook page and discuss launching additional social media sites to engage a broader segment of the Macoupin/Montgomery County population.
 - **Outcome Measure:** Site traffic, comments and “follows” by local members of the community.

- Have speakers with short relevant messages at monthly meetings to engage members and increase substance use disorder, mental health challenges, and stigma reduction knowledge.
 - **Outcome Measure:** Agendas/Minutes from Council meetings.
- Try to engage government officials by attending County Board Meetings and getting on agenda (speaking 3 minutes about program and need for engagement).

D. By July 2025, Council will continue to increase membership by one person each quarter and retain attendance at each ROSC meeting in sectors that we are lacking now

Strategy:

- Create a list of target stakeholders and determine which ones should review the strategic plan
- Have speakers with short relevant messages at monthly meetings to engage members and increase substance use disorder, mental health challenges, and stigma reduction knowledge.
 - **Outcome Measure:** Agendas/Minutes from Council meetings.
- Try to engage government officials by attending County Board Meetings and getting on agenda

E. By July 2025, Macoupin County Public Health Department and the ROSC council will establish a plan to mentor and enhance the RCO footprint.

Strategy:

- Add Sustainability Planning and Volunteer initiatives for the RCO to the ROSC subcommittee agenda
- Meet with other RCOs to determine strategies they are using for mentorship and to enhance their RCO footprint
- Have in depth conversations about what RCO is doing with ROSC members and other strategic partners
- Help with disseminating message about RCO via distributing printed media and messaging via social media
- Assist our RCO in development and sustainability
- Assist our RCO in engagement in the community with events, trainings, and meetings

F. By July 2025, ROSC Coordinators will continue to increase membership by one person each quarter and retain attendance at each ROSC meeting

- Maintain list of target stakeholders and determine which ones should review the strategic plan.
- Try to engage government officials by attending County Board Meetings, 708 Board Meetings, and getting on the agenda
 - **Outcome Measure:** Number of new members or contacts from the County Government.
 - Try to engage a faith-based community through a specific faith-based committee.
 - **Outcome Measure:** Number of new members or contacts from faith-based community.

2. Housing

Problem: There is no transitional housing within the Counties.

Short/Middle Term Goal: To build a Council to respond to lack of housing

Long Term Goal: To improve access to housing for Macoupin and Montgomery County residents in recovery.

Goals:

A. By July 2025, Council Members will create a living document of landlords in Macoupin and Montgomery Counties that is felony or recovery-friendly

Strategy:

- A Council member will obtain current landlord lists and inquire with landlords if they would potentially rent to a person in recovery or a person with a felony background.
 - **Outcome Measure:** Create and maintain a list of landlords.

B. By July 2025, Council Member will contact Oxford House organization to determine the process for obtaining an Oxford House in Macoupin/Montgomery Counties.

Strategy:

- A Council Member will inquire about having an Oxford House organization representative speak at one of our Council meetings.
 - **Outcome Measure:** Agenda/Minutes from Council meetings.
- Council members will work with Fletcher Group and government officials to establish local solutions whenever possible.

C. By July 2025, create a list of collaborative resources for individuals to obtain basic requirements to seek housing i.e. ID, License, address, and Social Security Card.

Strategy:

- Council members would create living document/plan of action to be able to connect individuals and resources.
 - **Outcome Measure:** List created of Resources to share with Council.

D. By July 2025, reach out to Housing Authorities, CEFS, Illinois Valley and obtain information regarding HUD, and requirements of individuals seeking housing.

- Council members would reach out to Housing Authorities, CEFS, Illinois Valley, etc. to gain insight on how individuals with a criminal background/in recovery could utilize their services.
 - **Outcome Measure:** Agenda/Minutes from Council meetings.

E. Create or engage in a housing committee

- Council members will collaborate with local representatives, groups, committees, and agencies to explore ideas and strategies on how to make progress towards this goal.

Goals:

A. By July 2025, Council Member will research grant funding available for recovery housing.

Strategy:

- Council Members to begin searching for funding opportunities to purchase/lease property for recovery housing.
 - **Outcome Measure:** Report to Council on available funds.

B. By July 2025, Council Member to research Zoning Board requirements and potential property availability for an Oxford House or Recovery Housing.

Strategy:

- Council Member will talk to Macoupin/Montgomery County Zoning Boards to see what the requirements and restrictions would be for putting a recovery residence in one of our communities.
 - **Outcome Measure:** Agendas/Minutes from Council meetings where information was presented to Council.
- Council Member to research available properties suitable for use as a recovery home and report on cost and expenses projected to bring home up to code as a recovery residence.
 - **Outcome Measure:** List of potential properties and quotes for repairs if applicable.

C. By July 2025, Council to develop a plan to reduce stigma surrounding an Oxford House or Recovery Housing in a community.

Strategy:

- Council to continue efforts to reduce stigma specifically around a recovery home in a neighborhood.
 - **Outcome Measure:** Agendas/Minutes from Council meetings, newspaper and social media clippings, photos of other media used to reduce stigma.

D. By July 2025, Council will work with IL Institute of Rural Affairs (Western IL University) to complete a stock survey of available housing and a needs assessment

Strategy:

- Council members will evaluate what housing resources are available in the community and their current condition.
 - **Outcome Measure:** Agendas/Minutes from Council meetings, current resource lists
- Council members will utilize PREPARE, if possible, to screen for homeless and housing issues and will report number of clients to the group
 - **Outcome Measure:** Agendas/Minutes from Council meetings, number of Council members who screen using PREPARE, number of Council members who provide data on unhoused population in target counties

E. By July 2025, Council Members will continue to research grant funding available for housing.

Strategy:

- Council Members to begin searching for funding opportunities related to housing.
 - **Outcome Measure:** Report to the Council on available funds.

3. Transportation

Problem: There is a lack of affordable, consistent public transportation within Macoupin/Montgomery Counties outside of traditional business hours.

Short/Middle Term Goal: To work together to determine strategies to provide transportation to individuals in mental health or substance-related challenges

Long Term Goal: To improve the transportation infrastructure for people with behavioral health issues in Macoupin and Montgomery counties.

Goals:

A. By July 2025, Council Member will compile a list of existing transportation options within Macoupin/Montgomery Counties, including schedules, costs, and contact information.

Strategy:

- For information, schedules, and barriers to services in Macoupin/Montgomery Counties, contact CEFS, Macoupin County Transit, Central Illinois Public Transportation, regional cab services, rideshare services, and other regional transportation services.
 - **Outcome Measure:** Meeting notes, schedules, promotional materials from agencies, contact information gathered from meetings. MMCR will also add information to its website & social media.

B. By July 2025, Council Members will find committed faith community partners for meeting transportation needs for PLE's and individuals with SUD including medical, court, and counseling appointments.

Strategy:

- Council Member to meet with Macoupin/Montgomery County Ministerial Alliances to discuss churches providing transportation services.
 - **Outcome Measure:** Commitment by churches to provide transportation to programs located on their property. Commitment by one church to provide transportation to in-patient treatment and medical appointments. Commitment by two churches to provide in-county transportation to recovery groups. Commitment by one church to provide transportation to courts. List of church provided transportation options for PLE's and individuals with SUD on church websites MMCR website and social media.

C. By July 2025, Council Members will develop a plan for expanding utilization of Macoupin/Montgomery County Transit by PLE's and our existing RCO

Strategy:

- The Council Member will contact Macoupin County Transit and CEFS about expanding evening transportation options and shortening the time necessary to schedule a ride.
 - **Outcome Measure:** Increased use of Macoupin County Transit and CEFS by PLE's and individuals with SUD as reported by MMCR partners. Expanded evening and weekend hours and shortened reservation timelines stated on the Macoupin/Montgomery County transit websites and publications.

D. By July 2025, Council Members will develop a plan with HSHS St. Francis Hospital to provide transportation services for individuals with SUD to recovery services.

Strategy

- Council Member will identify transportation services provided by HSHS and other hospitals in the region for patients and individuals with SUD.
 - **Outcome Measure:** Transportation services provided by HSHS. Published transportation options on the HSHS and MMCR social media sites.

E. By July 2025, Council Members will continue to support the Next Network (RCO) and CEFS in Montgomery County and the Macoupin County Public Health Department Transportation program in Macoupin County.

Strategy

- Council members will make referrals to Next Network, CEFS, and Macoupin County Public Health Department for transportation needs.
 - **Outcome Measure:** number of referrals, number of trips

F. By July 2025, Council Member will compile list of potential foundations, private donors and governmental agencies that could be contacted for helping fund transportation options identified in 2022 (see above).

Strategy

- Council members will contact recovery-focused programs in other counties in the region to identify funding sources.
 - **Outcome Measure:** List of potential funding sources.

G. By July 2025, Council Member will meet with government representatives, private donors and foundations to begin processes for requesting funds for 2024

- Council Member will schedule meet with city councils, non-profits and key business leaders asking for donation to support transportation programs in 2024.
 - **Outcome Measure:** Meeting notes. Funding commitments.
- Sit on Central IL Transit Transportation Committee to provide information about the need for transportation in target counties
 - **Outcome Measure:** number of consortium members attending committee meetings, number of meetings attended
- Work with Next Network to sustain the program by identifying additional funding sources or providing additional resources when possible.
 - **Outcome Measure:** List of potential funding sources.

4. Stigma Reduction

Problem: There is a need to reduce stigma around substance use disorder, recovery, mental health challenges, and prevention education in Macoupin/Montgomery Counties.

Short/Middle Term Goal: To develop strategies to reduce stigma in Macoupin and Montgomery County

Long Term Goal: To reduce stigma and increase the likelihood of seeking care for behavioral health and substance use issues.

Goals:

A. By July 2025, the Coalition to research creating 2 stigma reduction campaigns, including billboards, signs, newspaper ads, and radio ads in multiple Macoupin/Montgomery County communities.

Strategy:

- Coalition Member to call Lamar Advertising for available billboards and their cost.
 - **Outcome Measure:** Billboards will be displayed.
- Coalition Member to design art and message for a billboard and road sign campaign.
 - **Outcome Measure:** Billboards and signs will be displayed.
- Coalition Member will contact local newspapers about having spotlight or series interviews with people in recovery and/or using our social media to publish interviews.
 - **Outcome Measure:** Publications and report in meeting minutes.

B. By July 2025, Coalition will hold 2 stigma reduction events in Macoupin/Montgomery Counties.

Strategy:

- Coalition Members will lead a September Recovery Awareness Event.
 - **Outcome Measure:** Event will be executed and attended and reported in meeting minutes.
- Coalition Members to host recovery friendly events with activities.
 - **Outcome Measure:** Event will be executed and attended and reported in meeting minutes.
- Coalition Members will lead a resource fair with a focus on recovery services and support.
 - **Outcome Measure:** Event will be executed and attended and reported in meeting minutes.
- Coalition Members to host recovery friendly events with activities.
 - **Outcome Measure:** Event will be executed and attended and reported in meeting minutes.

C. By July 2025, Coalition will provide a training for employers to understand SUD and hiring and supporting employees with SUD or lived experience.

Strategy:

- Coalition member will discuss and create a training in partnership with the Chamber of Commerce, MMCR, and Chestnut Health Systems.
 - **Outcome Measure:** Execute the training attended by business owners.

D. By July 2025, Coalition will provide a training for churches to understand and support PLE's and individuals with SUD.

Strategy:

- Coalition member will discuss and create a training in partnership with the Macoupin/Montgomery County Ministerial Alliance.
 - **Outcome Measure:** Execute the training attended by church leaders.

E. By July 2025, Coalition will partner with local recovery programs to participate in community outreach (outside of our ROSC) with stigma reducing messages.

Strategy

- Coalition member will Invite recovery programs to participate in the local fairs, meetings, events together to create a constant presence and advocacy.
 - **Outcome Measure:** remaining consistent in the community with our presence

F. By July 2025, Coalition will partner with NAMI or other similar organizations to implement more support groups in the Macoupin/Montgomery County communities.

- Coalition members will contact and partner with organizations that serve our counties to find a location for support groups.
 - **Outcome Measure:** Groups starting and being held.
- Coalition will promote and inform Macoupin/Montgomery County communities about dates and times of support groups.
 - **Outcome Measure:** Attendance at meetings

H. By July 2025, Coalition will continue to partner with local recovery programs to participate in two events with stigma reducing messages.

Strategy

- Coalition member will Invite recovery programs to participate in the Macoupin/Montgomery County fairs and events together.
 - **Outcome Measure:** Programs send representatives to participate in the Macoupin/Montgomery County Fair activities.

I. By July 2025, Coalition will host two stigma reduction presentations in Macoupin/Montgomery County schools for parents and students.

Strategy

- Coalition Member to work with schools to provide stigma reduction education during Red Ribbon Week.
 - **Outcome Measure:** Number of events with schools, number of schools involved, number of attendees.

- Coalition Member to work with schools to provide stigma reduction activities which engage high school students.
 - **Outcome Measure:** Number of events with schools, number of schools involved, number of students involved.

I. By July 2025. Coalition will host one stigma reduction event at local universities

Strategy

- Coalition member will work with LLCC and Blackburn University to provide distributed information.
 - **Outcome Measure:** Speaker on schedule, schedule speaks, and students attend.

K. By July 2025. the Coalition will continue to partner with local recovery programs to participate in recovery month activities and stigma reduction messaging.

Strategy

- Coalition members will support and attend events
 - **Outcome Measure:** Programs send representatives to participate
- Coalition members will continue promoting the “Do you see me now?” anti-stigma messaging campaign.
 - **Outcome Measure:** Number of Social Media Posts, Number of Likes, number of Video Views, number of tabletop promotions, billboards, and postcards distributed.

5. Promote and Support a Peer Workforce

Problem: We are not able to retain qualified behavioral health professionals and peer support paraprofessionals to respond community need.

Short/Middle Term Goal: To develop strategies

Long Term Goal: To increase workforce.

Goals:

A. By July 2025. Council will engage and train more peers to become peer-certified recovery coaches

Strategy

- Council will continue to build PLE involvement, especially through the PLE workgroup
- Council will help RCO Partner Next Network partner with Recovery Corps by providing resources whenever possible

B. By July 2025. Council will develop strategies to build a stronger behavioral health workforce

Strategy

- The Council will work with the Montgomery County 708 Board Community Wellness Committee to develop strategies to build a workforce
- Explore strategies for long-term employment opportunities for peers

C. By July 2025, the Council will engage and train more peers to become peer-certified recovery coaches

Strategy

- Council will continue to build PLE involvement, especially through the PLE workgroup.
 - **Outcome Measure:** Number PLE members, PLE Workgroup Involvement (# attendees, sign-in sheets).

D. By July 2025, the Council will develop strategies to build a stronger behavioral health workforce

Strategy

- Create a peer-to-peer support network.
 - **Outcome Measure:** # peers who join network, number attending meetings, sign-in sheets
- Work with technical support to provide education on burnout, compassion fatigue, and pipeline/career track opportunities.
- Provide training on SBIRT, boundary settings, and Motivational Interviewing.
- The Council will work with the Montgomery County 708 Board Community Wellness Committee to develop strategies to build a workforce
 - **Outcome Measure:** # ROSC members attending 708 Board meetings

6. Working with Criminal Justice Populations

Problem: Many people with substance use issues in our community also interact with the criminal justice system

Short/Middle Term Goal: To work together to determine strategies for better coordination with criminal justice populations/systems

Long Term Goal: To reduce crime and substance misuse/dependence.

Year One Plan:

A. By July 2025, the Council will continue to engage more criminal justice partners in the consortium

Strategy

- Council members will engage law enforcement and get their perspective to find better ways to work with them.

- **Outcome Measure:** Number of contacts, meetings with law enforcement, engagement with TASC
- Council members will engage with leadership at Macoupin and Montgomery County jails to determine ways to coordinate better and work together.
 - **Outcome Measure:** Number of contacts, meetings with county jail representatives

B. work with jails to assist in MOUD programs or other support programs for the inmates and releasing inmates

Strategy

- Council members, specifically PLEs, will work to get peer support programs into the jails
- Training and education to the jail administration and staff
 - **Outcome Measures:** Warm handoff/referral and/or resources available for the jail staff and releasing inmates.

7. Increase Prevention Efforts – especially among Youth:

Problem: The youth in our community are experiencing higher rates of mental health issues and are at higher risk because of the availability of fentanyl-laced fake pills.

Short/Middle Term Goal: To increase prevention efforts

Long Term Goal: To reduce the incidence of psychiatric disorders among youth, suicidality, and substance use/misuse.

Year One Plan:

A. By July 2025, we will establish a youth prevention advisory committee

Strategy:

- Identify and invite youth to serve on the committee.
 - **Outcome Measure:** Attendance taken/Sign in Sheets, number of advisory committee meetings
 - Have youth provide reports to share with ROSC committee on a quarterly basis.

B. By July 2025, our youth prevention advisory committee will organize at least one event.

Strategy:

- MCPHD School Health educators and ROSC coordinators will facilitate youth prevention advisory committee meetings and help youth brainstorm potential event opportunities.
 - **Outcome Measure:** Attendance taken/Sign in sheets, meetings focused on event planning.
- ROSC members will provide additional support and assistance for the event.

- **Outcome Measure:** Event type, number of attendees at the event, Facebook likes/shares.

C. By July 2025, we will increase ROSC members' understanding of prevention and begin planning efforts.

Strategy:

- Create and disseminate Outreach Packets about our Council to prospective members who have an interest in youth and substance treatment prevention.
 - **Outcome Measure:** number of packets distributed in the community each month.
- Launch additional social media sites to better engage youth.
 - **Outcome Measure:** Site traffic, comments and “follows” by local members of the community.
- Have speakers at monthly meetings to engage members and increase knowledge of existing risks for substance use among youth, prevention efforts, and strategies.
 - **Outcome Measure:** Agendas/Minutes from Council meetings.
- Work with ROSC committee to develop prevention campaigns and events in the community.