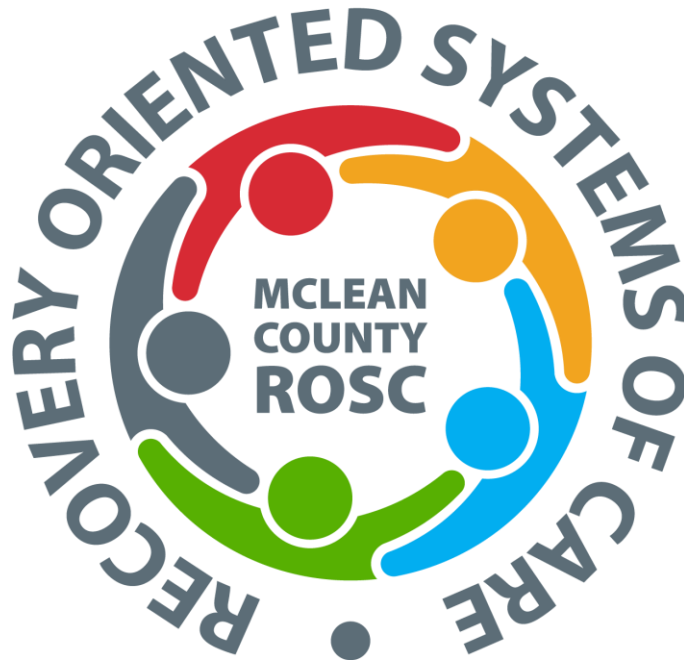


McLean County Recovery-Oriented Systems of Care (ROSC) FY25 Community Needs Assessment

Updated March 2025



“Collaborating to Build and Empower Communities of Recovery.”

“A recovery-oriented system of care (ROSC) is a coordinated network of community-based services and supports that is person-centered and builds on the strengths and resiliencies of individuals, families, and communities to achieve recovery and improved health, wellness, and quality of life for those with or at risk of substance use disorders. The central focus of a ROSC is to create an infrastructure, or ‘system of care’, with the resources to effectively address the full range of substance use problems within communities (Illinois Department of Human Services, 2019).”

The McLean County Recovery-Oriented System of Care (ROSC) is funded in whole or in part by the Illinois Department of Human Services, Division of Substance Use Prevention and Recovery.

McLean County Regional Demographics and Data

McLean County, Illinois, presents with a diverse mix of urban, suburban, and rural communities. The population data from the U.S. Census estimates a total of 170,441 residents across various regions, including Bloomington, Normal, and surrounding rural areas. Bloomington, the largest city, has a population of 78,587, while Normal follows closely with 52,618 residents. The Bloomington-Normal metropolitan area collectively hosts 131,205 people, with the remaining 39,236 residents living in rural parts of the county.

McLean County currently is comprised of the following cities, towns, and villages: Bloomington, Chenoa, El Paso, LeRoy, Stanford, Lexington, Normal, Anchor, Arrowsmith, Towanda, Bellflower, Carlock, Colfax, Cooksville, Danvers, Downs, Ellsworth, Gridley, Heyworth, Hudson, Mclean and Saybrook.

Geographically, McLean County spans 1,183.25 square miles, with a combination of urban, suburban, and rural areas. The population breakdown shows that 21% of the county's residents are under the age of 18, while 15.1% are 65 or older. The gender distribution is nearly balanced, with females representing 51% of the population. Additionally, 5.2% of the population is under the age of 5, highlighting a sizable young population.

Housing (US Census 2023)

Housing Units, July 1, 2023 (V2023)	75,640
Owner-occupied housing unit rate, 2019-2023	65.2%
Median value of owner-occupied housing units, 2019-2023	\$198,300
Median selected monthly owner costs – with a mortgage, 2019-2023	\$1,664
Median selected monthly owner costs – without a mortgage, 2019-2023	\$692
Median gross rent, 2019-2023	\$992
Building Permits, 2023	215

In terms of language proficiency, McLean County is relatively homogenous, with only 1% of the population reported as not proficient in English. Furthermore, approximately 21.6% of the population resides in rural areas, contributing to the county’s diverse living environments.

This demographic data is essential for understanding the needs of the population and for planning future community services and educational programs. The county is home to a significant number of school-aged children, with 22,416 youth between the ages of 5 and 18. In terms of educational infrastructure, McLean County is served by a variety of institutions: 30 elementary schools, 10 middle schools, 10 high schools, and 1 charter school, as per the Illinois Report Card.

Education: In the years 2019 to 2023, 95.8% of individuals aged 55 years and older had graduated from high school or achieved a higher level of education. For those aged 25 years and older, 46.9% held a bachelor's degree or higher during the same period.

Economy: Between 2019 and 2023, 64.3% of the population aged 16 years and older were part of the civilian labor force. Of these, 61.3% were females. The total sales in accommodation and food services in 2022 amounted to \$519,850,000.

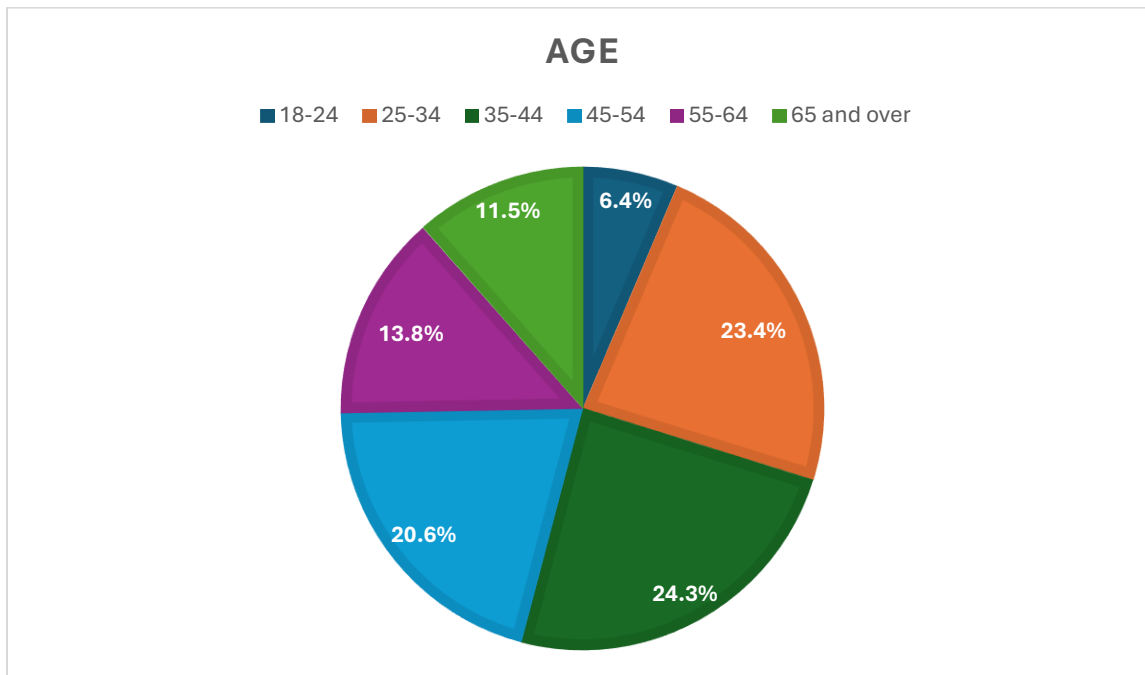
Income & Poverty: From 2019 to 2023, the median household income, adjusted for inflation to 2023 dollars, was \$78,329. The per capita income for the same period was \$42,362. The percentage of people living in poverty during this time was 11.0% (United States Census Bureau, 2024).

McLean County ROSC FY25 Community Survey Themes & Supporting Data

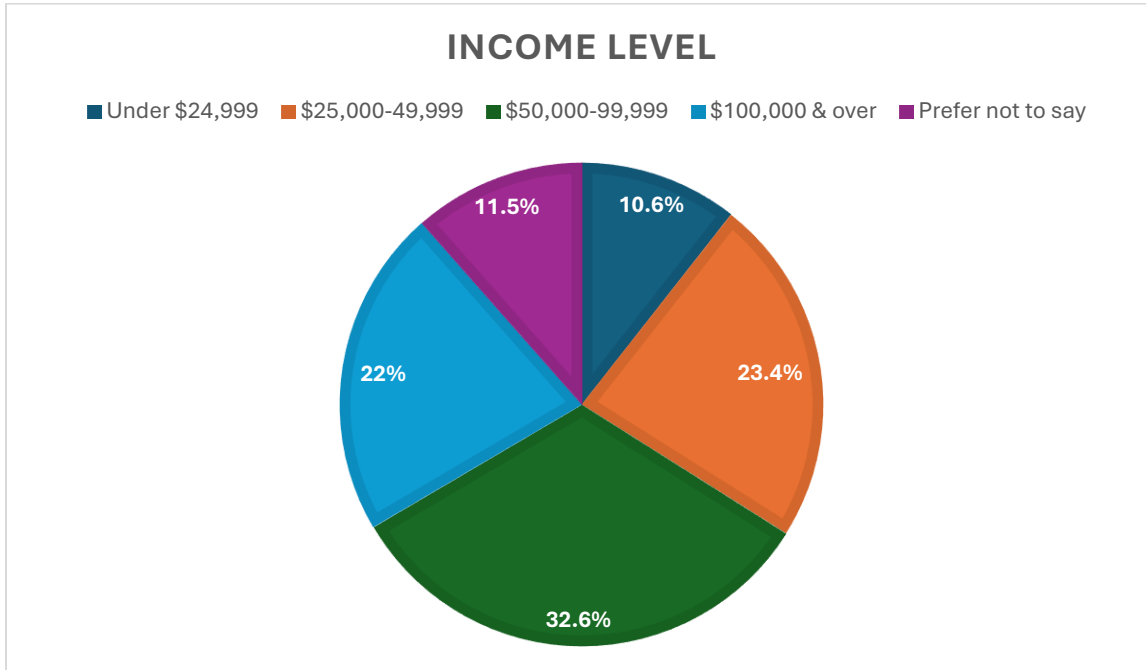
Overview of McLean County ROSC FY25 Community Survey

The McLean County Recovery-Oriented System of Care (ROSC) conducted its FY25 Community Survey over the course of two months, from December 2024 to February 2025. Over the two months, the McLean County ROSC Team, Council, and Planning Committee collected 218 valid survey responses (207 English responses and 11 Spanish responses). Among the 218 valid responses, 16 came from outlying small communities in rural McLean County. The objective of the survey was to measure public opinion on several key issues related to substance use and mental health recovery. In accomplishing this objective, the survey asked 27 questions in total, seven of those questions pertaining to survey respondent demographics. From the 218 valid survey responses, three key themes were identified: stigma, access to resources, and awareness of resources.

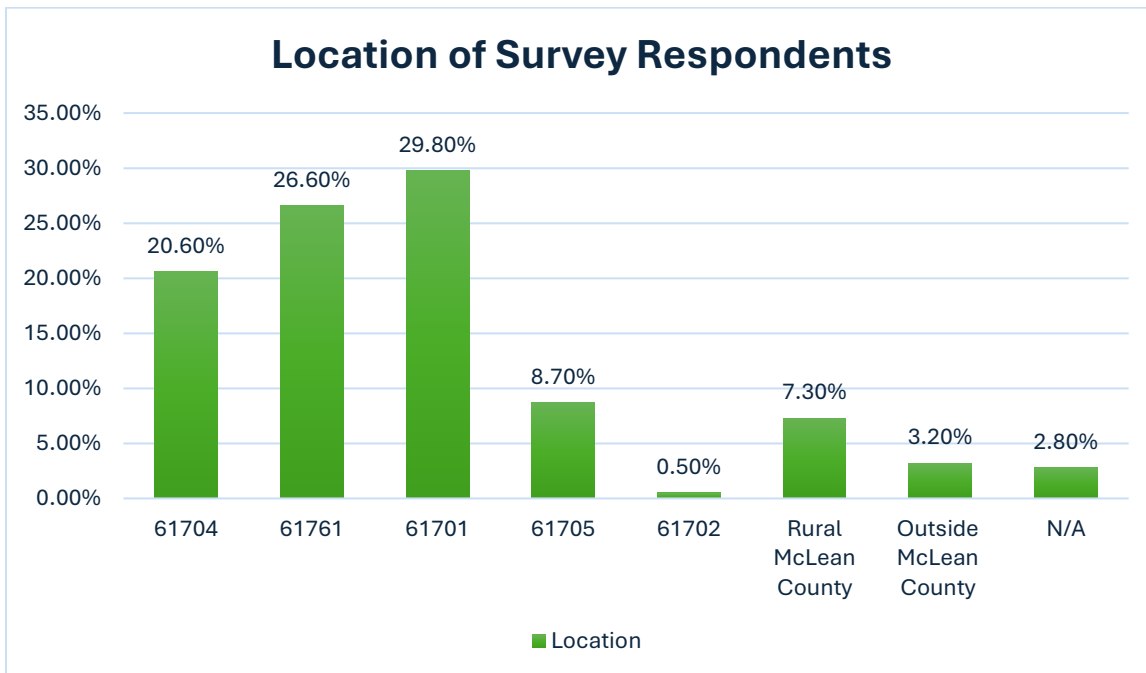
Demographics – Age



Demographics – Income Level

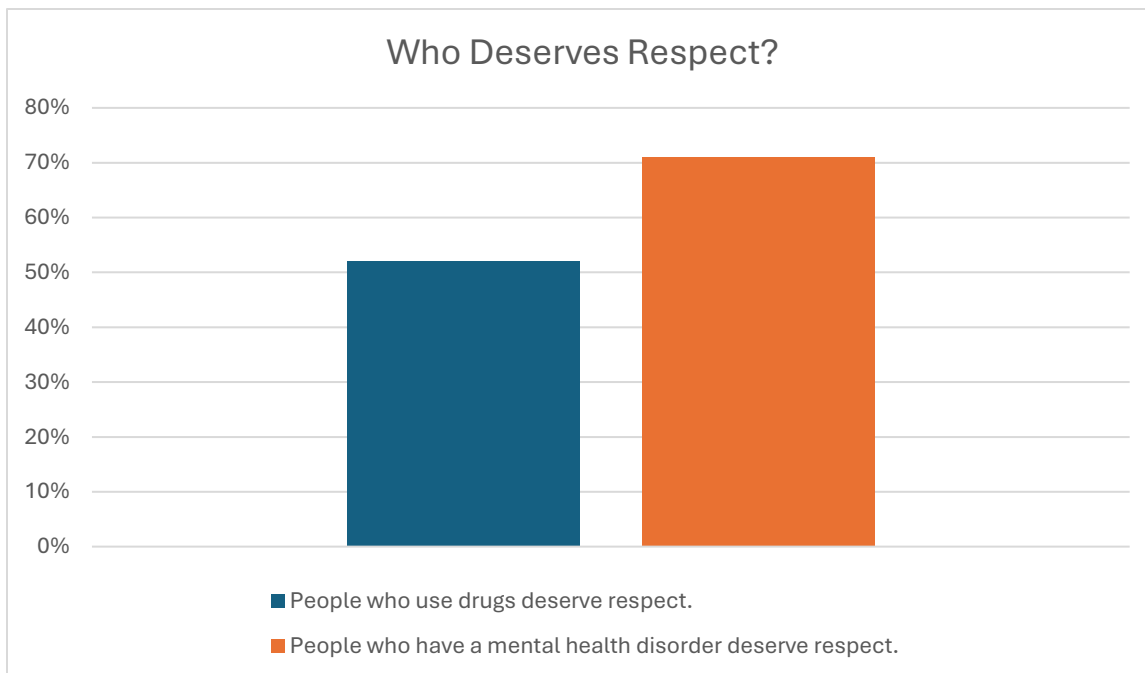


Demographics – Location



McLean County ROSC FY25 Community Survey: Stigma

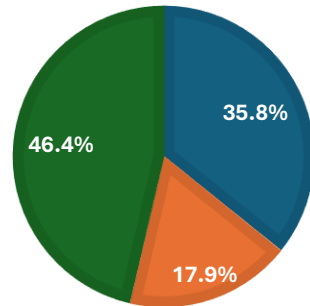
In exploring stigma related to mental health and substance use disorder, the McLean County ROSC Team pulled three key community insights from their survey data analysis. The first is the existing discrepancy in the opinion of those who deserve respect. Only 52% of McLean County ROSC community survey respondents strongly agreed that people who use drugs deserve respect, whereas 71.1% of community survey respondents strongly agreed that people who have a mental health disorder deserve respect.



This trend was reiterated by responses from the rural communities in McLean County, with 50% of rural McLean County survey respondents strongly agreeing that people who use drugs deserve drugs deserve respect, and 56.3% of the same survey respondents strongly agreeing that people with a mental health disorder deserve respect. The second key insight is related to survey respondents' agreement on the perceived ability to get help in McLean County for mental health or substance use concern. Close to half of survey respondents (46.4%) disagreed or strongly disagreed that residents of McLean County can get help for their mental health and/or substance use, regardless of their income level, insurance status, race, ethnicity, primary language spoken, disabilities, gender identity, sexual orientation, or citizenship status.

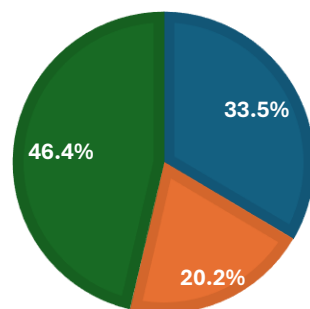
**RESIDENTS CAN FIND HELP FOR MENTAL HELATH,
REGARDLESS OF INCOME LEVEL, INSURANCE
STATUS, RACE, ETHNICITY, PRIMARY LANGUAGE,
DISABILITIES, GENDER IDENTITY, SEXUAL
ORIENTATION, OR CITIZENSHIP STATUS.**

■ Agree/Strongly Agree ■ Neither Agree nor Disagree/Neutral ■ Disagree/Strongly Disagree



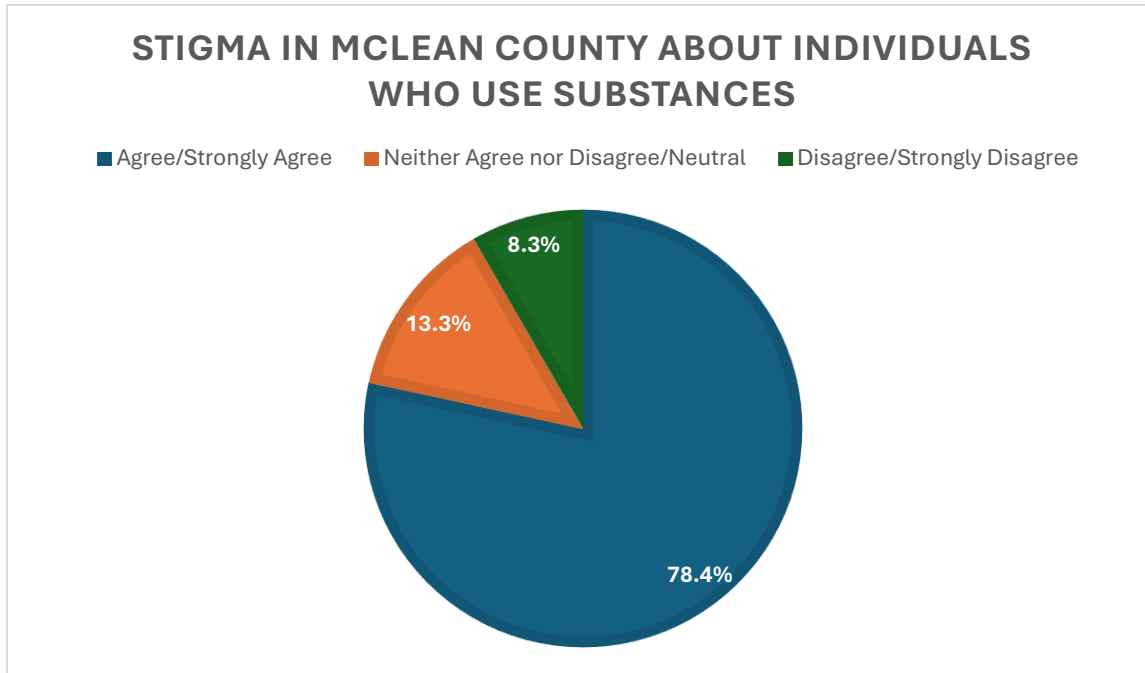
**RESIDENTS CAN GET HELP FOR SUBSTANCE USE
REGARDLESS OF INCOME LEVEL, INSURANCE
STATUS, RACE, ETHNICITY, PRIMARY LANGUAGE,
DISABILITIES, GENDER IDENTITY, SEXUAL
ORIENTATION, OR CITIZENSHIP STATUS.**

■ Agree/Strongly Agree ■ Neither Agree nor Disagree/Neutral ■ Disagree/Strongly Disagree



In the rural McLean County communities, the percentage was about the same at 43.8% of rural respondents strongly disagree that McLean County residents are able to get help for their mental health and/or substance use, regardless of previously mentioned factors. The last key insight pertains to stigma surrounding individuals who have a substance use disorder in McLean County. Nearly four in five survey respondents (78.4%) agree or strongly

agree that there is a stigma in McLean County surrounding individuals who have a substance use disorder.



In the rural McLean County communities, nearly all rural survey respondents (93.8% were in agreement) on the presence of stigma in McLean County regarding individuals who have a substance use disorder.

Preliminary qualitative data from the 2025-2029 Consolidated Plan Resident Survey supports the presence of stigma in the Bloomington-Normal communities related to substance use and mental health disorders, especially among the local unhoused population and several key locations in Bloomington. The [2025-2029 Consolidated Plan Resident Survey](#) was conducted over the summer months in 2024, in a partnership between the City of Bloomington, the Town of Normal, and the McLean County Regional Planning Commission. The purpose of the Resident Survey was to give community members living in Bloomington-Normal an opportunity to provide input on the most pressing community needs related to housing and neighborhoods to help inform budget allocation decisions for use of federal [Community Development Block Grant](#) funds for the period of 2025-2029. Key themes related to stigma among the open-ended comments from the preliminary qualitative data include the treatment and mistreatment of the unhoused (who may have diagnoses of substance use, mental health, and/or co-occurring disorders), the stigmatized practice of labeling “good” versus “bad” people based on the location and quality of their housing, the public perception that unhoused individuals with a potential substance use disorder “should be moved to rehab facilities”, the lack of awareness of

needs of those with an “invisible” disability, the lack of accessibility of advocacy services for those with inadequate capability to advocate for themselves, and the stigmatizing attitudes of “unsafe” or “unfriendly” community members who live on the west side of Bloomington (Adams, 2024).

The presence of stigma surrounding mental health in McLean County has been supported by the efforts of the McLean County Community Health Improvement Plan team/council. The McLean County Community Health Improvement Plan team/council is comprised of four major health organizations in McLean County: Chestnut Health Systems, the McLean County Health Department, Carle BroMenn Medical Center, and OSF St. Joseph Medical Center. From the most recent community health survey preliminary data, they have identified key priorities to reduce stigma related to mental health. These include diverse provider representation; trust levels with providers, agencies, and organizations; and stigmatizing perceptions of behavioral health (Carle BroMenn Medical Center & et al., 2025).

McLean County ROSC FY25 Community Survey: Access to Resources

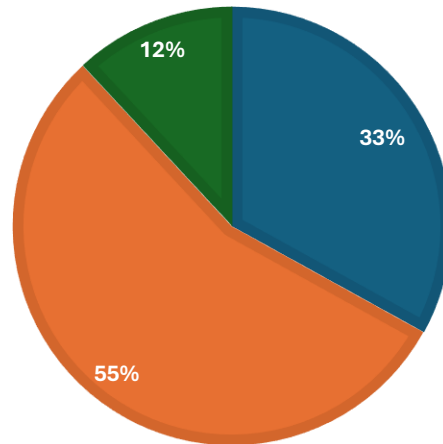
In learning about difficulty in accessing substance use and mental health recovery resources, the McLean County ROSC Team identified three different key recovery resource insights. These include levels of difficulty in accessing medication-assisted recovery (MAR) service providers, harm reduction service providers, and mental health/substance use treatment providers in McLean County.

Access to Resources: MAR Service Provider Access

A combined 33% of McLean County ROSC community survey respondents agreed or strongly agreed that it is hard to find healthcare providers in the local community who offer medication-assisted recovery services; whereas 55% of community survey respondents were neutral on the level of difficulty that exists in accessing medication-assisted recovery services in McLean County.

IT IS DIFFICULT TO FIND HEALTHCARE PROVIDERS WHO OFFER MAR SERVICES IN MY COMMUNITY.

■ Agree/Strongly Agree ■ Neither Agree nor Disagree/Neutral ■ Disagree/Strongly Disagree



In the rural McLean County communities this finding was repeated, with 50% of rural survey respondents being neutral on the subject, and 25% agreeing that it is difficult to access medication-assisted recovery services in McLean County.

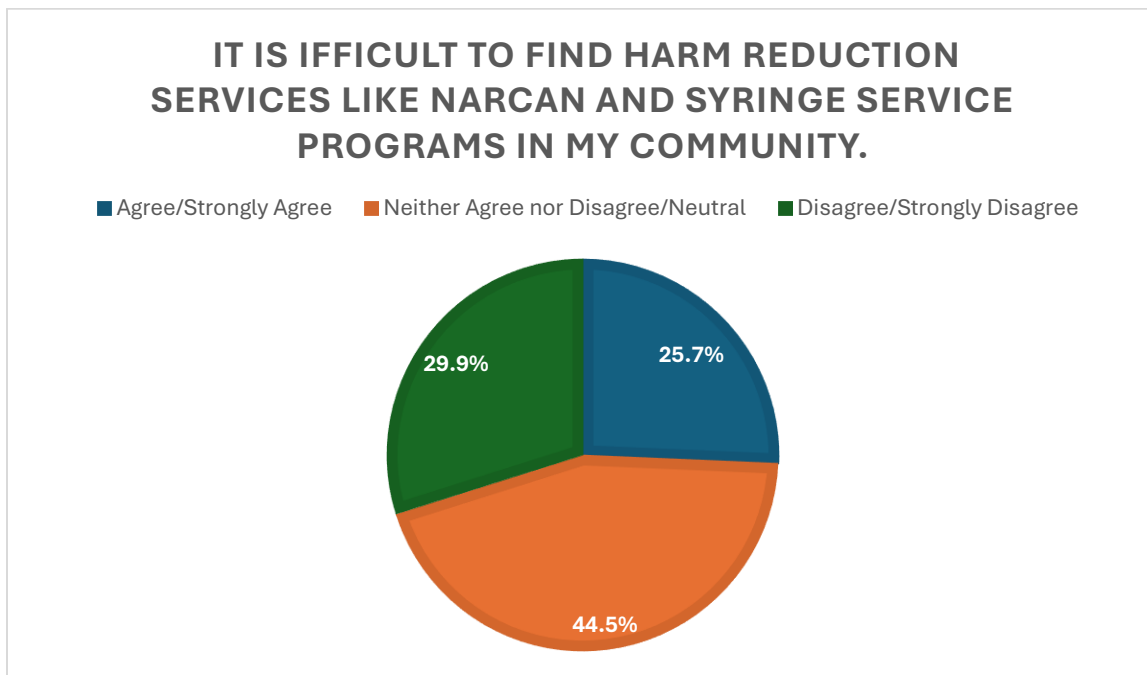
The Following Contains Information from Preliminary McLean County Community Health Needs Assessment Data:

Currently, eight different medication-assisted recovery treatment providers are available in McLean (Illinois Department of Public Health, n.d.). As of 2023, the primary care provider rate is 106 providers per 100,000 residents in McLean County, or a ratio of one primary care provider per 1,630 people registered in McLean County as of 2021 (County Health Rankings & Roadmaps, 2024). The non-physician primary care provider (nurse practitioners, physician assistants, etc.) rate, for 2023, currently stands at 61 providers per 100,000 residents in McLean County, a ratio of one non-physician primary care provider per 950 people registered in McLean County, reported in 2021 (County Health Rankings & Roadmaps, 2024). Theoretically speaking, these are the number of providers who could provide medication-assisted recovery services, though the actual number is likely far less. One in four (25%) of community health survey respondents reported they could not access medical care, while a slightly increased percentage (26%) stated that they could not access prescription medication. Residents of McLean County cited the following as the top three reasons for their cause of inability to access care: “too long of a wait”, “could not afford”, and “no insurance”. For cause of inability to access prescription medication, they

identified the following three top reasons: “could not afford”, “no insurance”, and “refused insurance”. The local emergency departments at the two major hospital systems in McLean County, OSF St. Joseph Medical Center and Carle BroMenn Medical Center, sometimes disproportionately act as a safety net for substance use service provision. Adolescent alcohol use sees an age-adjusted emergency room visit rate of 6.2 visits per 10,000 adolescents in McLean County. The age-adjusted emergency room rate due to adult alcohol use totals to 48.1 visits per 10,000 residents (age 18+), while the age-adjusted emergency room rate due to adult opioid use is 4.0 visits per 10,000 residents (18+). The overall substance use age-adjusted emergency room visit rate among residents 18+ is 13.3 visits per 10,000 residents.

Access to Resources: Harm Reduction Service Provider Access

While a combined 29.9% of McLean County ROSC community survey respondents disagreed or strongly disagreed that it is difficult to access harm reduction services in McLean County, a large percentage of the survey respondents (44.5%) were neutral on the level of difficulty that exists in accessing harm reduction services in McLean County.

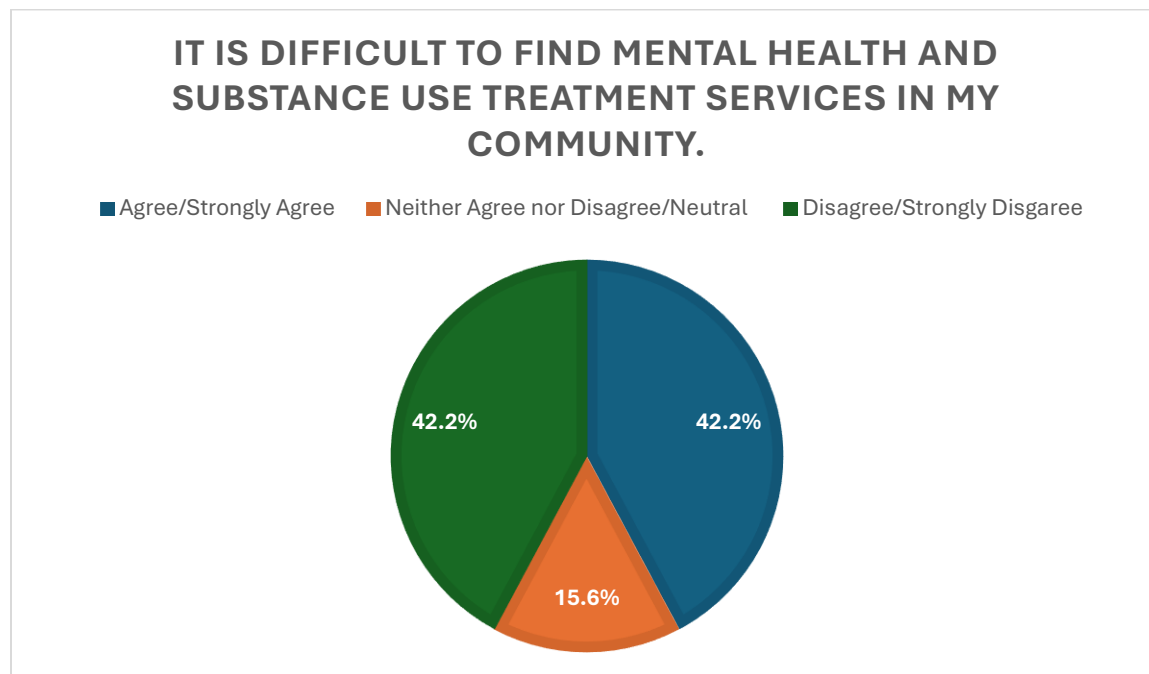


This was echoed in the rural McLean County communities, with 43.8% of rural survey respondents being neutral on the subject, and 25% disagreeing that it is difficult to find harm reduction services in McLean County. This represents a significant discrepancy in public perceptions on the difficulty of accessing harm reduction services in McLean County. At the time of writing this needs assessment, there are two main nonprofit distributors of Narcan® in McLean County that provide Narcan® and opioid overdose

education for free and 25 commercial pharmacies in McLean County that sell Narcan® (Illinois Department of Human Services, n.d.) (Narcan® Nasal Spray, n.d.). There are no syringe service programs within the geographic borders of McLean County; however, five syringe service programs exist in the surrounding area, specifically in Canton, Peoria, Springfield, and Champaign (North America Syringe Exchange Network, n.d.).

Access to Resources: Mental Health and/or Substance Use Treatment Service Provider Access

Data analysis for difficulty in accessing mental health and/or substance use treatment providers presented with mixed results. A combined 42.2% of McLean County ROSC community survey respondents agreed or strongly agreed that it is difficult to find and access mental health and/or substance use treatment services in McLean County. Conversely, a combined 42.2% of community survey respondents disagreed or strongly disagreed that it is difficult to find and access mental health and/or substance use treatment services in McLean County.



In the rural communities in McLean County, over two-thirds (68.8%) of rural survey respondents agreed or strongly agreed that it is difficult to find treatment services for mental health and/or substance use in McLean County. A little over a quarter of the community health survey respondents (27%) do not have access to mental health counseling. They cited the same top three reasons for not being able to access care: “too

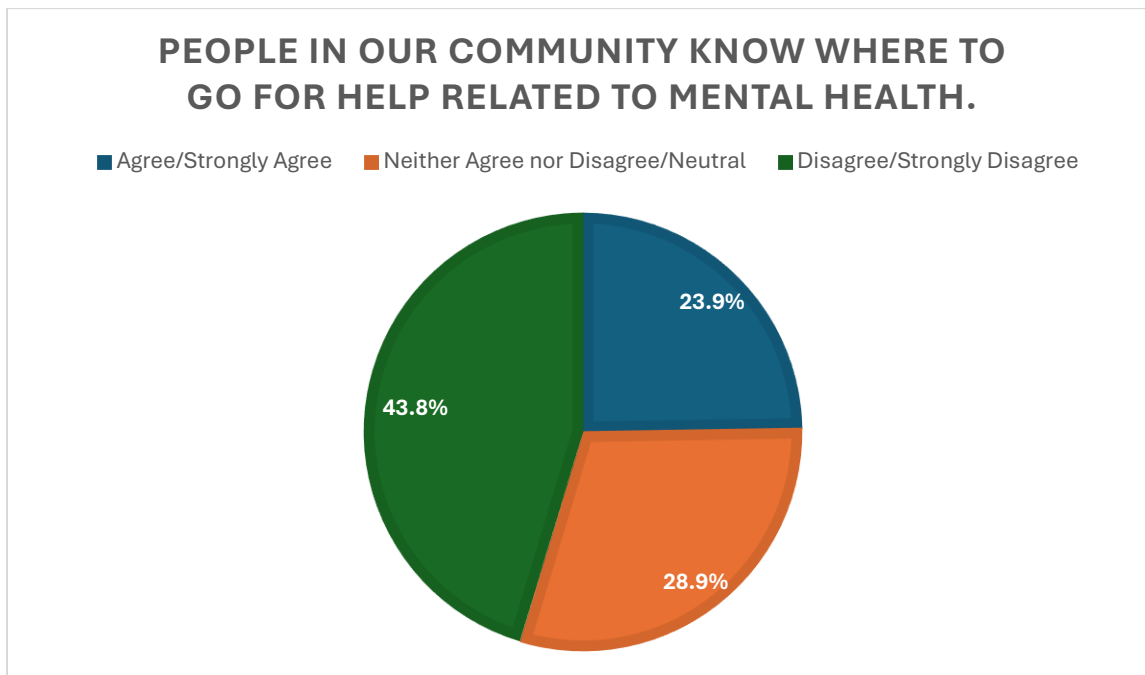
long of a wait”, “could not afford”, and “no insurance” (Carle BroMenn Medical Center & et al., 2025). The mental health provider rate in McLean County is 355 mental health providers per 100,000 residents in McLean County as of 2023, or a ratio of one mental health provider per 280 people registered in McLean County as 2021 (Carle BroMenn Medical Center & et al., 2025) (County Health Rankings & Roadmaps, 2024). It is important to note that the mental health provider rate can include both mental health and substance use treatment service providers as some treatment providers also provide treatment services for co-occurring disorders. Access to mental health services was ranked the main top priority by both community health survey respondents (24%) and resident survey respondents for the 2025-2029 Consolidated Plan (14.6%) (Carle BroMenn Medical Center & et al., 2025) (Adams, 2024).

Filling in the Gaps: Qualitative Data for Overall Access to Resources

Resident survey respondents for the 2025-2029 Consolidated Plan identified access to resources being a key priority for allocation of Bloomington-Normal’s federal Community Development Block Grant funds. Major needs that were identified from the open-ended comments include access to mental health and substance use treatment providers, specialty medical care, disability services, advocacy services, affordable childcare, housing rehabilitation services, homeless shelter services, and affordable housing (Adams, 2024). The importance of these priorities is echoed by both the Community Health Improvement Plan team/council and McLean County Behavioral Health Coordinating Council. The Access to Care and Behavioral Health subcommittees for the Community Health Improvement Plan outlined several key priorities for access to resources that include increased trainings for community members, urgent/mobile behavioral healthcare, wait times to get in to see specialists and providers, insufficient number of healthcare providers (that also take Medicaid and Medicare), integration of behavioral with emergency services, increasing the community understanding of trauma, rural behavioral healthcare access, home-based interventions, limited access to medication and substance use treatment services after hours, language and technology barriers, transportation barriers, sustainability of funding due to current political climate, targeted outreach to underserved populations, continuity of care after hospital encounters, and lack of specialty care in McLean County (Carle BroMenn Medical Center & et al., 2025). In their restructuring in 2024, the McLean County Behavioral Health Coordinating Council (BHCC) identified access to resources as a main county-wide behavioral health priority (McLean County Behavioral Health Coordinating Council, 2024).

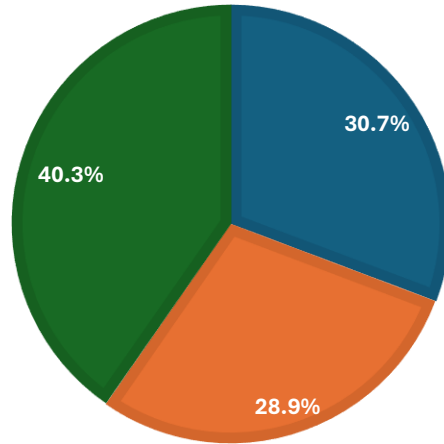
McLean County ROSC FY25 Community Survey: Awareness of Resources

In the final prevalent theme of current community awareness of existing resources in McLean County, the McLean County ROSC Team discovered three relevant community insights. The existing perceived of community awareness of where to go to access resources is a knowledge gap for getting help for both substance use and mental health disorders. Close to half of McLean County ROSC community survey respondents (47.3%) disagreed or strongly disagreed that residents of McLean County know where to go to access help for their mental health, and a combined 40.3% of community survey respondents disagreed or strongly disagreed that McLean County residents know where to go to access help for their substance use.



PEOPLE IN OUR COMMUNITY KNOW WHERE TO GO FOR HELP RELATED TO SUBSTANCE USE.

■ Agree/Strongly Agree ■ Neither Agree nor Disagree/Neutral ■ Disagree/Strongly Disagree



Nearly half of the Rural McLean County community survey respondents (43.8%) disagreed that residents of McLean County know where to go to get help for their mental health, and 50% of rural respondents disagreed that individuals in McLean County know where to go to get help for their substance use. The advertisement and marketing of treatment options for individuals who use substances are another area identified for improvement. A combined 41.7% of McLean County ROSC community survey respondents disagreed or strongly disagreed that treatment options for individuals with a substance use disorder have been publicized in McLean County. Half of the rural McLean County community survey respondents (50%) disagreed that treatment options for individuals with a substance use disorder have been publicized in McLean County. The final community insight pertains to awareness of the McLean County ROSC as a potential resource. A little over half of McLean County ROSC community survey respondents (53.2%) have heard of the McLean County ROSC. In the rural McLean County communities, 50% of the rural survey respondents reported that they had heard of the McLean County ROSC. This suggests progress in the efforts to raise awareness of the McLean County ROSC from FY23 McLean County ROSC Community Needs Assessment but could still be an area for improvement.

The need for continued efforts in promoting available resources in McLean County has been underscored by feedback from the 2025-2029 Consolidated Plan Resident Survey, prioritization of behavioral health and access to resources by the Community Health Improvement Plan team/council, and the restructuring efforts of McLean County

Behavioral Health Coordinating Council. The overarching theme regarding awareness resources in the open-ended comments from the Consolidated Plan Resident Survey is that resources need to be readily available to residents of Bloomington-Normal (Adams, 2024). The Behavioral Health and Access to Care subcommittees outlined lack of awareness of resources as a major impact on the community, collaboration and partnerships of agencies in working together, and continuity of care after hospital encounters as priority areas for improving community awareness of resources (Carle BroMenn Medical Center & et al., 2025). In their efforts within the last several months, the Behavioral Health Coordinating Council work group for awareness of resources narrowed their focus for community awareness of resources specifically to increasing awareness of non-emergency in-person local crisis resources (McLean County Behavioral Health Coordinating Council, 2025).

McLean County ROSC FY25 Gap Analysis

Stigma	Access	Awareness
<ul style="list-style-type: none"> • Specific stigma regarding the intersection of homelessness and having a mental health, substance use, or co-occurring disorder • General stigma surrounding mental health and still high perceptions of stigma around active substance use and substance use disorders • Need to improve trust levels between providers & service recipients • Loss of DEI (Diversity, Equity, and Inclusion) initiatives • Need for increased trainings for community members • Need for increased understanding of trauma • Differences in stigma regarding substance use vs. mental health disorders in McLean County 	<ul style="list-style-type: none"> • Lack of education and resources for human trafficking, sexual assault, and domestic violence • Limited resources and services for local veterans & individuals re-entering society from incarceration • Lack of community-based accessible resources in rural McLean County communities • Shortage of safe and affordable sober living options and shortage of affordable housing overall • Lack of treatment-supported recovery homes • Financial barriers for those in early recovery (i.e. housing costs) • Lack of options for detox services in McLean County (except local hospital ERs and Carle BroMenn’s Addiction Recovery unit) • Limited in-patient care options for individuals with a co-occurring disorder • Lack of youth programs & weekend activities • Limited sober social activities outside of 12-step community events 	<ul style="list-style-type: none"> • Rural community awareness of mental health/substance use recovery resources in McLean County • Lack of community awareness about local crisis resources & providers • Lack of targeted outreach to vulnerable & underserved populations • Lack of community awareness regarding local disability services • Lack of community awareness regarding medication-assisted recovery (MAR) service providers in McLean County • Lack of community awareness regarding harm reduction service providers in McLean County • Lack of community awareness regarding substance use, mental health, & co-occurring disorder treatment service providers in McLean County

Stigma (cont'd)	Access (cont'd)	Awareness (cont'd)
	<ul style="list-style-type: none"> • Lack of employment, affordable childcare, and other support opportunities • Large geographic size of McLean County makes reaching rural communities difficult • Long wait times to access mental health providers (psychiatric/counseling) • Lack of housing rehabilitation services • Lack of specialty medical services in McLean County • Limited options for disability services & programs • Lack of advocacy services • Healthcare workforce retention • Limited number of providers who take Medicaid or state/public insurance • Lack of home-based healthcare interventions • Limited access to substance use treatment services after hours • Language, technology, & transportation barriers • Need for improving quality of continuity of care after hospital encounters • No 24/7 pharmacies 	<ul style="list-style-type: none"> • Continued need for marketing & promotion of treatment options for mental health, substance use, and co-occurring disorders in McLean County (both Bloomington-Normal metropolitan area & rural McLean County communities) • Continued need for community agencies, organizations, and businesses to collaborate and work together

McLean County ROSC FY25 SWOT Analysis

Strengths:	Weaknesses:
<ul style="list-style-type: none"> • Support for undocumented individuals • Empowerment for diverse identities • Big spirit of collaboration • Agencies strive to advocate for and support everyone • Strong education system from Pre-K through higher education (3 colleges) • Diverse population • Abundance of community resources • Robust healthcare networks • Safe and family friendly community • Public transportation • Deflection services • Re-entry services/supports • Variety of community-based coalitions and interagency meetings • Law enforcement involved in collaboration and embraces community mindset • Mediation Assisted Treatment (MAT)/Medication Assisted Recovery (MAR services) – 8 providers in total • Diversity of secular and faith-based support programs and services • Sober living facility offerings, including Oxford House • Wide distribution and access to Naloxone/NARCAN • Prevention services and supports for youth and adults • Reintegration services to formerly incarcerated women 	<ul style="list-style-type: none"> • Many resources exist but are not well-shared or widely known, especially in rural areas • Some dismiss local issues like homelessness, addiction, and mental health concerns • Stigma exists around socioeconomic status, culture, and mental health • Lack of adolescent treatment services • Limited services for veterans and reentry programs • Insufficient education and resources for human trafficking and sexual assault • Lack of accessible resources in rural areas • Shortage of housing and sober living options • Financial barriers for early recoverees (e.g., rent and deposits for sober living) • Lack of treatment-supported recovery homes • Lack options for detox services in McLean County • Limited in-patient care for individuals with a dual diagnosis • Lack of community awareness about crisis services and providers • Lack of youth programs and weekend activities • Limited sober activities outside of 12-step events • Lack of employment, childcare, and support opportunities • McLean County's size makes reaching rural communities difficult

Opportunities:

- Educate the community, starting with law enforcement, about human trafficking
- Strengthen collaboration among agencies
- Develop resources and referral networks specifically for parents
- Provide more community training opportunities
- Host events in partnership with Parks and Recreation programs
- Engage larger employers to build partnerships and community involvement
- Offer volunteer opportunities to connect with the public and align with their passions
- Seek funding opportunities, particularly for marketing and advertising
- Expand faith-based outreach and engagement
- Improve outreach efforts in rural McLean County
- Increase collaboration with A New Horizon RCC
- Utilize YouTube and social media for awareness and outreach
- Leverage council member strengths and interests for community projects

Threats:

- Current federal government climate with changes, stigma, and misinformation
- City ordinances, such as the removal of tent cities, displacing individuals
- Negative stereotypes and stigmas impacting communities
- Loss of DEI (Diversity, Equity, and Inclusion) initiatives
- General fear of the unknown and feelings of erasure in different communities
- Political concerns, funding cuts, and loss of larger businesses
- Absent parents or family members
- Negative word-of-mouth and misrepresentation of the ROSC (Recovery-Oriented Systems of Care)
- Challenges for recovering individuals in securing subsidized or sober housing due to criminal history
- Established 12-step programs may not fully embrace the ROSC framework
- Long wait times to access psychiatric or counseling services due to a shortage of providers

Strategies for Expanding ROSC into the Community and Ways to Offer Support

1. Reducing Stigma

- Collaborate with community partners to offer training for the community on topics such as harm reduction, medication-assisted recovery (MAR), substance use disorders, mental health disorders, co-occurring disorders, trauma-informed care, recovery-friendly practices, and the intersection homelessness and having a substance use, mental health, and/or co-occurring disorder
- Invite recovery, mental health, and substance use subject matter experts to share knowledge and best practices with the community
- Host community discussion forums around identified community recovery priorities
- Utilize social media and other public platforms to spotlight McLean County ROSC achievements and initiatives
- Engage local media (i.e. WGLT, The Pantagraph, local news stations, etc.) to spotlight local stories of recovery and recovery resource information
- Support local businesses in creating recovery-inclusive workplaces by providing information on recovery resources and best practices for developing a recovery-friendly workplace culture
- Expand outreach to faith-based communities to help them better support their community members

2. Increasing Community Awareness of Available Resources

- Continue to update and promote the existing McLean County ROSC Virtual Resource Guide Jotform app with information on local recovery supports and services, community training, and funding opportunities
- Partner with community partners to distribute print McLean County ROSC marketing materials (i.e. McLean County Sober Social Guide, McLean County ROSC Community Resource Directory, etc.) within the community
- Work to raise awareness about available community resources, through promotion on McLean County ROSC social media accounts, updates of deliverables on the McLean County ROSC GSU website, and sending out of emails to the McLean County ROSC Council
- Share new funding opportunities with community partners, McLean County ROSC Council members, and the community at large
- Increase outreach efforts in the rural McLean County communities
- Seeking funding opportunities, particularly for marketing and advertising

- Utilize McLean County ROSC social media platforms to promote new community events and resources from community partners
- Continue to market and promote options for substance use, mental health, and co-occurring disorder treatment within or near McLean County
- Continue to market and promote sober living options and recovery homes within or near McLean County
- Continue to market and promote available harm reduction services within or near McLean County
- Continue to market and promote available options for medication-assisted recovery service providers and detox service providers within or near McLean County
- Continue to market and promote sober social opportunities within McLean County
- Leverage McLean County ROSC council and Planning Committee members' strengths, along with those of community volunteers, to increase community awareness of available resources

3. Increasing Access to Resources

- Identify, support, and advocate for transportation solutions to help people access recovery supports and services
- Promote and strengthen expansion of peer recovery services, ensuring more individuals have access to peer support networks and services
- Strengthening community partnerships by collaborating with community partners to create integrated support systems, enhance crisis intervention, raise awareness, share resources, advocate for supportive policies, and gather feedback to improve recovery assistance within the community
- Develop resources and referral networks, especially for parents to support youth
- Develop resources and referral networks to help ensure continuity of care after initial hospital and healthcare system encounters
- Host events in partnership with local parks and recreation departments
- Engage large employers (i.e. Rivian) to build partnerships to provide resources for employees
- Continue collaboration with A New Horizon Recovery Community Center
- Leverage McLean County ROSC council and Planning Committee members' strengths, along with those of community volunteers, to increase access to resources for community members

References

Adams, M. (2024, October 23). *Bloomington-Normal Condensed 2024 Resident Survey [Preliminary] Data Analysis Report: 2025-2029 Consolidated Plan*. McLean County Regional Planning Commission.

Carle BroMenn Medical Center, Chestnut Health Systems, McLean County Health Department, & OSF St. Joseph Medical Center. (2024, February). *Preliminary McLean County Community Health Needs Assessment (CHNA) Data*. Carle BroMenn Medical Center, Chestnut Health Systems, McLean County Health Department, & OSF St. Joseph Medical Center.

County Health Rankings & Roadmaps. (2024). *McLean, Illinois*. County Health Rankings & Roadmaps. <https://www.countyhealthrankings.org/health-data/illinois/mclean?year=2024>

Illinois Department of Human Services. (2019). *Illinois Recovery Oriented System of Care (ROSC) Councils*. Illinois Department of Human Services. <https://www.dhs.state.il.us/page.aspx?item=117096>

Illinois Department of Public Health. (n.d.). *Opioid Data Dashboard*. Illinois Department of Public Health. <https://idph.illinois.gov/OpioidDataDashboard/>

McLean County Behavioral Health Coordinating Council (BHCC). (2025, January 22). *Behavioral Health Coordinating Council Subcommittee and Workgroup Status Report*. McLean County Behavioral Health Coordinating Council.

McLean County Behavioral Health Coordinating Council (BHCC). (2024, August). *BHCC Strategic Priorities 2024-2025*. McLean County Behavioral Health Coordinating Council.

Narcan® Nasal Spray. (n.d.). *Where to Buy Narcan® (Naloxone HCl) Nasal Spray*. Narcan® Nasal Spray. <https://narcan.com/en/buy>

North America Syringe Exchange Network (NASEN). (n.d.). *NASEN Directory*. North America Syringe Exchange Network. <https://nasen.org/?go=process>

United States Census Bureau. (2024). *Quick Facts: McLean County, Illinois*. United States Census Bureau. <https://www.census.gov/quickfacts/fact/table/mcleancountyillinois>