



HEARTLIFE MINISTRIES

RECOVERY 180

HLM RECOVERY WILL AND GRUNDY STRATEGIC PLAN

The mission of the HLM RECOVERY 180 WILL/GRUNDY R.O.S.C. Council is to foster a collaborative, recovery-oriented system of care that empowers individuals and families on their recovery journeys. Our primary role is to serve as a think tank—identifying critical gaps in services, advocating for the development of new and improved services, and supporting efforts to build a comprehensive, accessible, and sustainable recovery infrastructure within Will and Grundy Counties.

We aim to facilitate meaningful dialogue among stakeholders, drive strategic initiatives, and champion innovative solutions that enhance the recovery ecosystem. By working in partnership with service providers and community organizations, the ROSC Council ensures that recovery-oriented practices are integrated throughout our systems of care, while maintaining a clear distinction from direct service provision. Through our 20 plus years of experience and leadership, we are committed to promoting long-term recovery and a supportive environment where all individuals have the opportunity to heal and thrive.

Goal 1: Further Develop and Maintain Will and Grundy County Council

Objective 1: Recruit Members in Various Community Sectors

- Action Step 1: Identify pivotal organizations, individuals, and initiatives to join or develop partnerships that will lead to membership.
- Action Step 2: Feature meeting topics that correspond with the profession of desired council members; invite prospective members to speak.
- Action Step 3: Create informational brochures detailing the council's mission and benefits of membership for distribution at community events.

Objective 2: Establish and Maintain 75% Council Meeting Attendance

- Action Step 1: Conduct email blasts and tag council members in social media posts about upcoming meetings.
- Action Step 2: Send ROSC meeting invites via calendar to ensure members receive notifications.
- Action Step 3: Utilize reminder calls or texts one week prior to meetings.

Objective 3: Increase Awareness of the ROSC Council Mission

- Clearly articulate the mission in a concise and compelling way; ensure the community understands its purpose and goals.
- Action Step 1: Create a compelling narrative around the mission and share it on social media for broader reach.
- Action Step 2: Host community forums to discuss the mission and receive feedback, enhancing community buy-in.
- Active Representation: Attend and set up a booth at local health fairs, conferences, or recovery-related events to directly engage with the public and other service providers.

- **Collaboration with Local Organizations:** Partner with recovery organizations, schools, hospitals, and community groups to cross-promote and build awareness.
- **Collaborate with Policy Makers:** Engage with local government and elected officials to create awareness and advocate for policy changes that align with the Council's mission.

Engage Local Media

- **Press Releases & Media Outreach:** Send press releases to local news outlets about Council achievements, upcoming events, and community impact.
- **Interviews and Guest Articles:** Seek opportunities for Council representatives to be interviewed on local radio or podcasts, and to write guest articles in local newspapers or magazines.

Goal 2: Engage the Faith-Based Community

Objective 1: Promote Education, Spiritual, and Social/Community Support

- **Action Step 1:** Conduct needs assessments with faith-based organizations to understand substance use challenges in their communities.
- **Action Step 2:** Empower faith-based leaders to create mental health and substance use awareness programs.
- **Action Step 3:** Establish partnerships between churches and local recovery services to facilitate ongoing support.
- **Action Step 4:** Show Up Recovery - Faith Based Leadership coming together in person and virtual to provide education, awareness and advocacy in the faith communities.

Objective 2: Reduce Stigma

- **Action Step 1:** Develop a "Language Matters" campaign to address stigma around substance use disorder (SUD) within the faith-based community.
- **Action Step 3:** Collaborate with faith leaders to deliver workshops on empathy and understanding related to SUD and mental health.

Goal 3: Provide Education and Support for Families in Recovery

Objective 1: Launch Celebrate Recovery Program

- **Action Step 1:** Partner with a Program Licensed Educator (PLE) to customize the Celebrate Recovery program to meet family needs.
- **Action Step 2:** Promote the program through targeted advertising in community centers and local media.

Objective 2: Engage Local School Administration

- **Action Step 1:** Facilitate conversation groups with students and school administrators to conduct needs assessments.

- Action Step 2: Meet with school staff to explore support services and resource-sharing agreements.
- Action Step 3: Develop a resource guide for schools that includes recovery support options for students and families.

Goal 4: Partnership with Courts and MAR NOW Program

Objective 1: Hire a Peer Recovery Specialist

- Action Step 1: Integrate a peer support specialist into the MAR NOW program to provide mentorship.
- Action Step 2: Develop a feedback loop from those served to continually enhance support initiatives.

Goal 5: HLM Recovery Expansion

Objective 1: Become a Recovery Community Cafe'

- Action Step 1: Progress through the three phases of developing an RCC
- Action Step 2: Seek grant and private funding to support initial program efforts within the RCC.
- Action Step 3: Foster collaborations with existing RCOs to exchange best practices and training.

Objective 2: Implement Workforce Initiatives

- Action Step 1: To increase the Recovery presence in the parts of our county that are underserved.
- Action2: Partner with banking institutions to provide financial literacy to ease the burden of reentry of incarceration due to substance use disorder.
- Action3: Develop a workforce initiative program that provides job training and opportunities for individuals in recovery.
- Action Step 4: Participate in workforce initiatives workshops and discussions to promote integration of recovery support in employment sectors.
- Action Step 5: Build partnerships with local businesses to create job placements for program participants.

Goal 6: Evaluations and Assessments

Objective 1: Evaluate Progress and Programs

- Action Step 1: Perform a SWOT analysis to identify strengths, weaknesses, opportunities, and threats.
- Action Step 2: Develop Key Performance Indicators (KPIs) to measure success.
- Action Step 3: Assess the program's outcomes by examining the impact on the target population.

- Action Step 4: Evaluate the program's impact over different time frames. Consider short term, intermediate, and long term outcomes to understand the sustainability of positive changes.
- Action Step 5: Communicate evaluation findings to stakeholders through reports, presentations, or other mediums. Clearly convey successes, challenges, and recommendations.

Communication Outreach Plan

Goal:

To raise awareness, educate, and engage stakeholders about dual diagnosis recovery, creating a supportive and informed community for individuals managing both mental health and substance use disorders.

1. Target Audience

- Individuals with Dual Diagnosis: People affected by both mental health and substance use disorders.
- Family Members and Caregivers: Providing them with resources to better support loved ones.
- Healthcare Providers: Physicians, mental health professionals, substance use counselors, and rehabilitation centers.
- Community Organizations: Local recovery centers, social service agencies, and educational institutions.
- Policy Makers & Advocates: Government agencies, local policymakers, and non-profit organizations focused on mental health and substance use issues.

2. Key Messages

- The Importance of Integrated Care: Emphasize that effective recovery requires addressing both mental health and substance use disorders simultaneously, using a comprehensive and individualized treatment plan.
- Support for Individuals & Families: Promote available resources, support systems, and recovery options for those affected.
- Reducing Stigma: Highlight the need to reduce stigma surrounding dual diagnosis to improve access to treatment and recovery services.

3. Communication Channels Weekly

Social Media:

- Platforms: Facebook, Instagram, Twitter, LinkedIn
- Content: Share educational content, success stories, and event updates. Utilize infographics, short videos, and client testimonials.
- Hashtags: #DualDiagnosisRecovery, #IntegratedCare, #RecoveryTogether

Website/Blog:

- Develop a dedicated page or blog series explaining dual diagnosis, its challenges, and treatment options.
- Include resources, FAQs, local service directories, and articles.
- Add downloadable guides or toolkits for individuals and families.

Email Newsletters:

- Regular updates (monthly or quarterly) with helpful resources, treatment options, upcoming community events, and expert insights.
- Feature success stories, expert Q&As, and tips for coping with dual diagnosis.

Printed Materials:

- Develop brochures, pamphlets, and posters to distribute at clinics, hospitals, community centers, libraries, and recovery events.
- Create a clear call to action for accessing help and support.

Community Events:

- Attend Workshops & Support Groups: workshops for individuals with dual diagnosis and their families. Topics could include self-care, managing co-occurring disorders, and navigating recovery.

Local Media:

- Engage with local TV stations, newspapers, and radio stations to run educational segments or interviews with recovery experts and individuals in recovery.

Collaborations with Healthcare Providers:

- Provide materials to local health clinics, therapists, and addiction specialists to distribute during appointments and include information in their patient intake processes.

Monthly Newsletters:

Distribute the first issue of an ongoing newsletter, featuring resources, treatment success stories, and community-focused information.

Monthly Community Events:

Continue hosting workshops and online support groups that provide value and facilitate peer support.

Evaluate and Refine:

Gather feedback from participants and partners about the outreach efforts, adjusting the campaign for maximum impact.

5. Measurement of Success

- Engagement Metrics: Track social media engagement (likes, shares, comments), website traffic (page views, downloads), and email open rates.
- Community Involvement: Measure the attendance at community workshops, webinars, and support groups.
- Public Awareness: Conduct surveys or focus groups to assess local awareness of dual diagnosis and available resources.
- Partnership Growth: Track the number of new partnerships formed with local healthcare providers, community organizations, and policymakers.

By following this plan, the outreach efforts can effectively increase awareness about dual diagnosis recovery, reduce stigma, and connect individuals and families with critical resources for integrated care.

Demographic Overview of Will and Grundy Counties, Illinois

Will County:

Population: Approximately 700,728 residents as of the latest estimates.

illinois-demographics.com

Population Density: 833.1 people per square mile in 2020.

census.gov

Demographic Composition: Detailed racial and ethnic breakdowns are not specified in the provided sources.

Grundy County:

Population: Approximately 52,624 residents as of 2022.

datausa.io

Median Age: 38.8 years.

datausa.io

Median Household Income: \$89,993.

datausa.io

Demographic Composition: Detailed racial and ethnic breakdowns are not specified in the provided sources.

Overdose Statistics:

Grundy County:

2019: 10 overdose deaths related to heroin/fentanyl and opiates.

grundycountyil.gov

2020: 18 overdose deaths related to heroin/fentanyl and opiates.

grundycountyil.gov

2023: 141 drug-related deaths, comprising 128 accidents, 9 suicides, and 4 undetermined cases.

grundycountyil.gov

Will County:

2024: 104 drug-related deaths, including 91 accidents, 10 suicides, and 3 undetermined cases.

willcounty.gov

2023: 96 opioid-related deaths, marking a decrease of almost 22% from 123 deaths in 2019.

patch.com



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