

Winnebago County ROSC (WCR)

STRATEGIC PLAN

WCR Mission: The mission of the Winnebago County ROSC is to build a collaborative community representing all service areas in Winnebago County while recognizing Multiple Pathways to Recovery.

ROSC Vision: The Vision of the Winnebago County ROSC is to be a resource to the community including persons in recovery, their families, and others.

Purpose: The purpose of developing this strategic plan is to provide an initial roadmap that will be implemented by the ROSC Council and service providers. This document will be updated on a yearly basis. The information in this plan was gathered by our team and developed to fill in the gaps identified during the assessment process. This plan will help the Winnebago County ROSC (WCR) to focus on what the current priorities should be and identify opportunities to support the community. This plan will be used to direct our team in providing a more holistic approach to Recovery Supports in Winnebago County.

This strategic plan was developed from a series of meetings/discussions with the ROSC Council with representatives from many different community organizations and recovery specialized organizations. We will use this plan to assist in the organization's process of defining its direction and making decisions on allocating resources to pursue this strategy.

We began by conducting a thorough community assessment, gathering demographic information, and talking to community members. We also analyzed existing services, programs, and resources in the area. This helped us pinpoint where there was a lack of support or unmet needs.

Demographic information assists our council to be more strategic, efficient, and impactful in our efforts to address issues and serve our community.

Demographic information:

In 2024, Winnebago County, Illinois, had a population of 283,790 and a median age of 39.7. The county's median income was \$35,565, and the unemployment rate was 4.8% in 2024.

Population:

- Median Age: 39.7
- Households: 115,449
- Persons per household: 2.42

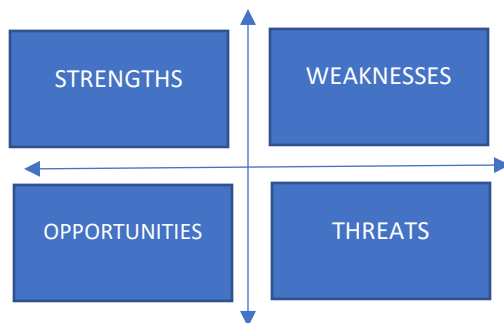
Demographics:

- Race:
 - White: 63%
 - Black or African American: 13.34%
 - Two or more races: 9.15%
 - Other race: 5.03%
 - Asian: 2.85%
 - Hispanic or Latino: 16%
- Language:
 - Language other than English spoken at home: 14.7%
- Unemployment Rate: 4.8%
- Median Income: \$35,565

- Obesity: 38.5%
- Binge Drinking: 18.9%
- Smoking: 18.6%

Our SWOT analysis has been a great tool for our council because it helps us understand our community's current position and plan for the future. It helps uncover areas where our community might need improvement, such as limited funding, lack of awareness, or gaps in services. Identifying weaknesses helps us focus on addressing these challenges to become more effective. We also realize how necessary expanding services to address unmet community needs can be. It also helps identify potential threats, such as changes in government funding, Stigma, and lack of support.

SWOT Analysis



Strengths	Weaknesses
Diverse council	Lack of community awareness of services
Detox facility	Employment Opportunities
Inpatient & Outpatient facilities	Stigma
Social activities	Housing opportunities
Mentors and role models	Transportation

Partnerships between recovery/non recovery organizations	Involvement of Family and community in planning services
Certified Peer Specialist	Lack of awareness of Substance abuse education
Residential treatment Facilities	Lack of family support education
Peer ran sober living house	Limited number of providers
Variety of treatment options	Recovery Representation on Advisory Boards
Grief support	Development of new programs with peer assistance and feedback
Celebrate recovery support groups	Knowledge of Medicated Assisted Treatment (MAT) and Harm reduction techniques
Diverse service providers	State Funded Recovery Support Services (RSS)
Continuing recovery support services	
Opportunities	Threats
Partnership Collaborations	Appointment Availability for Mental Health and Substance use disorders
Increase Community Sober events	Funding/Funding for Housing
Community Education events	Lack of family support
Improve the building of partnerships	Stigmas
More funding/Grants	
Increase overall outreach to family and other natural supports	
Recovery Support Services	
Building youth connections	

Strategic Plan Goals

Goal 1: Increase the involvement of family members and other natural supports in the Recovery process of loved ones

Objective: Provide outreach to family members and natural supports in the community.

Activity A. Point people in the direction of events such as Al-anon meetings and Celebrate Recovery.

Activity B. Host community events at WCR location for those who would like to know more about supporting the recovery community and supporting their loved ones who are in recovery.

Goal 2. Decrease Stigma in the community

Objective: Increase knowledge of what People who are in Recovery experience on a human level before and during the recovery process.

Activity: A. Create a campaign on stigma and address misconceptions related to persons in recovery.

Activity B. Allow people to share their stories so people see “them” and not the “stigma”.

Goal 3. Housing

Objective: Provide resources and information to help assist people find and sustain housing.

Activity A. Hold events teaching how to find and sustain an apartment.

Activity B. Hold events on Money management and savings.

Activity C. Provide resources and information on how to overcome an eviction.

Activity D. Provide resources and information on how to build credit.

Goal 4. Employment

Objective: Increase opportunities for people to find sustainable employment.

Activity A. Host Job fair events.

Activity B. Host resume workshops.

Activity C. Host Mock Interviewing sessions.

Activity D. Host skills training.

Goal 5. Transportation

Objective: Help people find transportation options for work and recovery groups.

Activity A. Develop a list of organizations and resources that offer transportation for free or at low/discounted rate.

Activity B. Confirm resources available through the city and state for public transportation for those in need.

Goal 6. Improve knowledge of recovery events in the community

Objective: Increase community awareness of activities, education, and events taking place in the Recovery Community.

Activity A. Outreach to institutions in the community for people in recovery or at risk of substance use disorders.

Activity B. Ask organizations to take part in the outreach by posting events of their websites and Social Media pages.

Goals 7. Build Recovery programs alongside providers

Objective: Increase the number of people in Recovery who work with providers to establish new programs and services.

Activity A. Encourage those in Recovery working with Recovery centers to push for their voice and opinions to be heard in the creation of new services and programs.

Activity B. Encourage Organizations to invite employees who are in Recovery to take part in important advisory meetings.

Goals 8. Increase and Maintain ROSC Council

Objective: Continue to meet and outreach to potential ROSC Council Organizations and Individuals.

Activity A. Hold ROSC Council meetings the second Tuesday of each month.

Activity B. Invite those who will assist increase the growth of the ROSC.

Goal 9. Establish Recovery Support Services for Winnebago County

Objective: Establish a Recovery Support Services Program in Winnebago County.

Activity A. Provide Recovery Coaching and Peer Coaching to individuals in Recovery from SUD in Winnebago County.

Activity B. Provide Employment Training to individuals in Recovery from SUD in Winnebago County.

Goal 10. Build Rapport with youth

Objective: Establish a relationship with youth of Winnebago county meeting them where they are at for the purpose of reducing and eliminating drug and alcohol use

Activity A. **Collaborate with local schools, parents, and youth organizations:** Obtain insights from adults who are close to the youth to understand their concerns and areas of opportunity.

Activity B. **Identify key influencers:** Recognize youth leaders, role models, and trusted community figures who can positively influence peers.