



DuPage Recovery-Oriented System of Care (ROSC) Strategic Plan for Fiscal Year 2026

Council Mission Statement

DuPage ROSC will collaborate to build and empower communities of recovery, helping people of all ages to overcome life's challenges and achieve goals through personalized behavioral health and services. We will develop a sustainable ROSC council comprised of persons with lived experience and their allies in the community. DuPage ROSC will help to reduce stigma associated with substance use and co-occurring disorders, dispel fear and enhance the love of self and others through education. ROSC will embrace the philosophy that recovery is comprised of countless pathways that contribute to a healthy quality of life.

Council Vision Statement

ROSC builds upon the strengths and resiliencies of individuals, families, and communities to take responsibility for their sustained health, wellness, and recovery from substance use and co-occurring disorders and improved quality of life. ROSC will provide the community frameworks necessary to increase access/capacity, ensure proper placement and quality of care, retention, perception of care, cost-effectiveness and use of evidenced-based practices.

III. Needs Assessment and Background

DuPage County, Illinois: Community Demographic and Mortality Profile (2024)

DuPage County, Illinois, with an estimated population of 930,000 residents, is a wealthy community within the greater Chicago metropolitan area. Here's a snapshot of the demographics:

White/Caucasian: 63%

Asian: 14%

Hispanic/Latino: 15%

Black: 6%

Two or more races: 10%

The county's median household income is around \$110k, and around 73% of residents are homeowners with much higher median income than surrounding counties. The schools in DuPage County are highly-rated in the state, and one city, Naperville, has consistently been ranked among the Nicest Place To Raise A Family in the country. Despite the wealth of the county at large, there are still 6% of residents, or roughly 60k people, living under the poverty line according to the 2023 US Census data. This is lower than the State/National averages, but is not an insignificant number.

DuPage County Coroner's Office Reports: Key Findings

In 2024 the DuPage Coroner issued her annual report on overdose deaths in the county. Some of those key findings:

- 114 overdose deaths were reported in 2023, and projections see a further decrease for this year
- Fentanyl was the major drug causing death, present in 80 of the 2023 deaths. The presence of multiple types of Fentanyl, including Carfentanyl, was a recurring trend.
- Non-opioid drugs, specifically cocaine and prescription meds, also contributed to deaths, with toxicology screens finding evidence of polypharma, or multiple drugs in the system
- Average age of overdose victims has actually been increasing, with the 30-40 year old demographic seeing the most overdose deaths

In addition to the overdose stats, it's also important to see how many members of the community are dealing with a substance use challenge. Some of this data is hard to pinpoint, but from recent Impact DuPage numbers we can see that 6% of the households in DuPage had at least one person who received treatment for substance use and an adjusted rate of hospitalizations due to substance use at roughly 9 in every 10k adults. Opioid use is still the biggest concern.

DuPage County's response to substance use and at-risk populations includes: The DuPage Council On Strengthening the System (formerly DuPage Opioid Taskforce), The DuPage Continuum of Care, The DuPage Narcan Program, DuPage County Overdose Fatality

Review Board, DuPage Behavioral Health Collaborative, DuPage Metropolitan Enforcement Group, DuPage PADS, etc

The DuPage ROSC has completed a number of Community Needs Assessments as well as focus groups touching on: finding services in early recovery, finding employment in recovery, and services available to the formerly incarcerated in recovery. For our work over the coming year(s), the following numbers from our most recent survey stick out:

- Almost 70% of respondents say harm reduction services including Narcan and needle exchange, can reduce the risks of drug use
- Around 42% of respondents say they disagree that everyone in the community can get help for mental health regardless of income level, insurance status, race, ethnicity, primary language, disabilities, gender identity, sexual orientation, or citizenship status.
- 45% said the same was true for substance use help
- 80% said that language that labels people (e.g., “addict,” “crazy,” “junkie” etc.) contributes to stigma around substance use in DuPage County, and another 83% said those stigmas can keep folks from accessing services.

Some of the other topics of note that respondents mentioned: lack of transportation, child-care, sober living, housing for mental health, and more.

Council Outreach and Communication Plan

DuPage County ROSC has Communication Plan in place to regularly communicate with our council members, sub-committees, volunteers, event planners, etc about internal ROSC planning as well as promotion in the community of all the things DuPage ROSC is doing.

Objectives: Facilitate seamless information flow among council members, committees, and workgroups, inform and involve community partners in council work, promote ROSC principles, promote events, new programs, etc., and provide timely internal communication during unexpected events

Target Audiences & Key Contacts

Communications are tailored to specific audience segments. The following table identifies each segment, the key organizations or representatives, and the primary contact method. This directory is maintained and updated regularly.

Audience Segment	Key Organizations/Representatives	Primary Contact Method
Internal Council	All voting members, committee chairs, workgroup leads, Council Chair/Co-chair, Project Coordinators	Email, Internal Chat/text, WhatsApp, Monthly Meetings
Core Service Partners	DuPage Health Department, DuPage Narcan Program, DuPage Council on Strengthening the System, Behavioral Health Collaborative, Addison Township, DuPage Crisis Center, DuPage PADS, Gateway Foundation, Abraxas, SHARE, Banyan Treatment, Central DuPage Hospital	Email Newsletter, Partner Meetings, ROSC reporting at meetings
Recovery & Housing Supports	Serenity House Counseling Services, Oxford House Inc, Evergreen Shared Sober Living, Way Back Inn, Guildhaus, Gateway Foundation, Abraxas, Share	Email, Resource Directories, events
Judicial & Law Enforcement	DuPage Probation, DuPage Problem Solving Courts (MICAP, Drug, and DUI), DuPage Sheriff's Dept, DuPage County Jail/JUST DuPage, Glendale Heights PD, Wheaton PD, Downers Grove PD	Formal Email, Briefings, updates at meetings
Government & Funders	DuPage County Board, DuPage Council on Strengthening The System, Addison Township Mental Health Board, Bloomingdale Township Mental Health Board, Downers Grove Chamber of Commerce	Formal Reports, Grant Updates, reporting at meetings

Community & Safety Net	Outreach House, DuPage PADS, People's Resource Center, Willowbrook Corners Foundation, Catholic Charities, DuPage Continuum of Care, 211 DuPage	Email Newsletter, Community Forum Invites
Education & Prevention	College of DuPage, Elgin Community College, Elmhurst College, North Central University, DuPage Prevention Leadership Team, Glenbard Parent's Series	Presentations,
Persons with Lived Experience (PLE) & Families	Reps from: AA, NA, SMART Recovery, Refuge, Dharma, Families Anonymous, re-entry fellowship	Peer Networks, Support Meetings
Media & Public	Daily Herald, Chicago Tribune, WGN News, podcasts	Press Releases, social media kits

Our biggest focus this year will be on Stigma Reduction, harm reduction, advocacy, unhoused outreach, and more, and a majority of messaging this year will be on those topics

Roles & Responsibilities

- Council Chair: Responsible for final approval of major external communications and serves as primary media spokesperson.
- Project Coordinator: works with chair to execute communications along various channels
- Social Media Lead: Creates and posts content, engages with followers, and monitors comments and insights on social platforms.
- Crisis Communication Lead: Activates crisis protocols and coordinates urgent internal and external messaging.

Tools & Platforms

- Whatsapp: used to communicate with members, as well as uses for referrals in the Referral Hub
- Canva / Adobe: Used for creating social media graphics, flyers, and simple reports.
- Facebook / YouTube/Tik Tok/Instagram: Tools for social media scheduling and monitoring.
- Zoom: Platforms for hosting virtual meetings and public webinars.

Evaluation & Feedback

- Monthly: social media engagement metrics, and website traffic to assess communication effectiveness.
- Bi-Annually: Assess alignment and reporting for DBHR Strategic Plan requirements.
- Annually: Conduct a comprehensive communication audit, review feedback trends, and update the plan as needed.

DuPage ROSC Council Strategic Plan: FY26 Goals & Objectives

Integrated Strategic Plan

Goal A: Develop and Strengthen DuPage County membership

Goal: The Kane ROSC Council will have

Objective 1: Have members from all suggested ROSC Sectors by June 2026

- Utilize previous years roles to determine sectors still underrepresented by Feb 1 2026
- Confirm sectors of need with council leadership and members by Feb 15th 2026
- Perform targeted outreach to those sectors starting on Feb 15th 2026
- Utilize member contacts and networks—invite members to bring a new attendee to each month's meeting

Objective 2: Enhancing leadership skills of ROSC Council members

- Conduct annual SWOT analysis by Feb 1, 2026
- Report back to Council members at February and March 2026 Council meetings
- Creation of Planning and Sustainability Committees, led by members not employed by lead agency, by March 1 2026

Objective 3: Publicize the ROSC Mission and Resources

- Specific: Launch Kane County ROSC social media channels (Facebook, YouTube, Tik Tok, Linkedin, Instagram) by Q3 2026
- Grow the Facebook group to 100 members by June 2026
- Grow the Tik Tok to 100 followers by June 2026
- Grow the YouTube to 50 subscribers by June 2026
- Leverage volunteer expertise and utilize free or low-cost digital platforms.
- Collaborate with community stakeholders on social media posts

Goal B: The DuPage ROSC Council will work to decrease stigmas related to substance use and mental health challenges in the county

Objective 1: Execute Stigma Reduction Campaign around sober living by Feb 1 2026

- Submitted ideas for stigma reduction campaign to partners at DuPage Health Department and Behavioral Health Collaborative by November 1st 2025 (completed)
- Identify and secure involvement from three different sober living organizations by December 1st 2025 (completed)
- Write scripts and organize filming of the campaign by Dec 15th 2025 (completed)
- Work with partners to complete video shoots by Dec 30th 2025 (completed)
- Coordinate launch of the campaign on social media with DuPage Health Department, Evergreen Sober Living, Oxford House Inc, and Serenity House on Jan 15th 2026 (ongoing)
- Engagement on social media will be collected and reported back to council by March 15th, 2026

Goal C: DuPage ROSC will work to improve access to harm reduction materials for DuPage County Residents

Objective 1: Coordinating the launch of collaborative mobile harm reduction outreach by June 2026

- DuPage ROSC will collaborate with key community stakeholders through interviews to determine overdose hot spots in the county by Feb 1 2026

- DuPage ROSC will collaborate with local police departments, the Sheriff's office, to determine areas where drug arrests and sales are happening frequently by Feb 1 2026
- DuPage ROSC will form a Harm Reduction Subcommittee by March 1 2026, which will meet to collaborate on areas of need.
- DuPage ROSC will report to the council on these areas for feedback and updating by April 1 2026
- DuPage ROSC will help secure two DuPage locations for the Serenity House mobile harm reduction unit to provide their services at weekly by June 1 2026

Goal D: DuPage ROSC Council will improve access to recovery services for justice-involved people in recovery in DuPage County

Objective 1: Complete focus group around workforce development for the justice-involved by May 2026

- DuPage ROSC leadership will engage with council members on potential topics covered in focus group by Feb 15, 2026
- ROSC will formulate the content of the focus group questions by March 1, 2026
- ROSC leadership will collaborate with members to solicit for participants via email, social media, personal networks, etc by March 1, 2026
- ROSC will conduct the focus group with at least six participants by April 1, 2026
- ROSC will formulate findings in a report form, reported back to council at May 2026 council meeting

Objective 2: Complete outreach to area employers to collect information on DuPage County's readiness for Recovery Ready Workplaces

- DuPage ROSC leadership will identify ten local employers to conduct outreach to by Jan 1 2026 (completed)
- ROSC will form a temporary advisory group to formulate the information being shared with employers by Feb 15 2026

- Recovery Ready Workplace Advisory Team will conduct in-person outreach to six employers by April 1 2026
- DuPage ROSC will report back monthly to the council on the progress of the outreach
- ROSC will ultimately use the information gathered to write recommendations on the readiness of Recovery Workplaces by June 1 2026

VII. Key Performance Indicators (KPIs)

- Council Health: Average meeting attendance; number of sectors represented; number of new members oriented.
- Stigma Reduction: Engagement levels (click thrus, likes, comments etc) on Campaign posts, from all organizations taking part
- Justice-involved initiatives: qualitative data from focus group, number of employers that we meet with, number of employers then willing to adopt new recovery-ready policies for their staff
- Harm Reduction: number of Harm Reduction subcommittee members, number of locations secured for mobile outreach, and eventually data from the mobile outreach (residents seen, items donated, harm reduction supplies distributed, etc)

Governance & Membership

- Membership protocols and expectations are adopted as outlined in the DuPage ROSC GSU site, including member responsibilities, orientation, and commitment to the strategic plan.
- The ROSC Coordinator manages daily operations, reporting, and assumes a public role as one of the faces of the ROSC
- The ROSC Council provides strategic oversight, with feedback gathered from members directly
- People with Lived Experience (PLEs) play a central role in all committees, planning efforts, and are crucial in public visibility! This is essential for stigma reduction.