

## FY26 Strategic Plan

### Franklin/Williamson ROSC Council (FWRC)

#### Take Action Today



#### **FWRC Vision:**

To build and sustain a vibrant recovery community empowered by intentional and unified stakeholders, allies and those in or seeking recovery.

#### **FWRC Mission:**

We will develop partnerships that are rich and diverse in the communities we serve, to provide a flexible system of services that is responsive to multiple pathways of recovery. Through education, we can reduce the stigma surrounding substance use and other co-occurring disorders.

---

## **Needs Assessment**

#### **Demographics:**

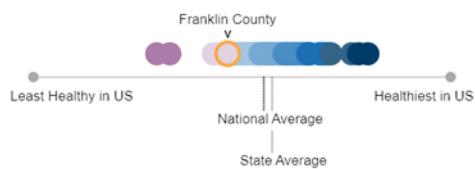
|   | Franklin County | Williamson County | Illinois   |
|---|-----------------|-------------------|------------|
| Current Population (Estimate V2025)                                     | 37,820          | 67,154            | 12,821,814 |
| White alone   | 96%             | 90%               | 76%        |
| Black   | 1%              | 5%                | 15%        |
| Hispanic or Latino  | 2%              | 3%                | 19%        |
| Two or More Races   | 2%              | 2%                | 3%         |
| Person's age > 65   | 21%             | 21%               | 18%        |
| Persons with a disability <65 (2019-2023)                               | 15%             | 13%               | 8%         |
| Median Household Income (2019-2023)                                     | \$53,471        | \$68,415          | \$81,702   |
| Persons in Poverty  | 17%             | 12%               | 12%        |
| Source: <a href="https://data.census.gov/">https://data.census.gov/</a> |                 |                   |            |

## **Health Factors:**

|  | Franklin County | Williamson County | Illinois |
|--|-----------------|-------------------|----------|
| Excessive Drinking   | 21%             | 21%               | 19%      |
| Drug Overdose Deaths (per 100,000 population)  | 26              | 25                | 29       |
| Suicides (per 100,000 population)  | 24              | 15                | 11       |
| Food Insecurity  | 17%             | 14%               | 12%      |
| Source:<br><a href="https://www.countyhealthrankings.org/health-data/illinois">https://www.countyhealthrankings.org/health-data/illinois</a> |                 |                   |          |



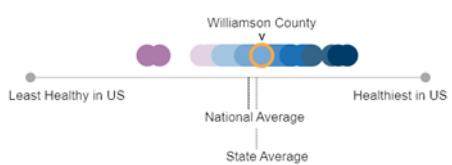
Franklin County Community Conditions - 2025



Franklin County is faring worse than the average county in Illinois for Community Conditions, and worse than the average county in the nation.



Williamson County Community Conditions - 2025



Williamson County is faring about the same as the average county in Illinois for Community Conditions, and about the same as the average county in the nation.

Franklin and Williamson Counties are rural communities in Southern Illinois with small populations, limited transportation, and reduced access to healthcare and social services, especially in outlying areas. These factors contribute to ongoing challenges related to economic stability, health equity, and access to behavioral health and recovery support, impacting all areas of the continuum of care due to limited infrastructure and economic opportunity.

Information gathered through community surveys, discussions with individuals in recovery, ROSC Council meetings, and a SWOT analysis identified significant gaps across the continuum of care. Stigma surrounding substance use, mental health, and homelessness, combined with a lack of awareness of available resources among community members and partners, creates substantial barriers to care. These findings highlight the need for coordinated, community-driven efforts to reduce stigma and improve access to support for individuals and families affected by substance use.

# Outreach and Communication Plan

## **Objectives**

- Increase awareness of FWRC and its role
- Reduce stigma and increase education related to MAR and harm reduction
- Increase engagement across FWRC communication platforms
- Strengthening council growth and sustainability through participation, lived experience leadership, and partner visibility

## **Target Audiences**

- Community members of Franklin & Williamson Counties
- People with Lived Experience (PLEs) and individuals in recovery
- Families and allies
- Recovery, harm reduction, healthcare, behavioral health, and social service providers
- Law enforcement and first responders
- Local leaders, stakeholders, and potential council members

## **Key Messages**

- Recovery is possible and unique to each person
- MAR is an evidence-based pathway to recovery
- Harm reduction saves lives and connects people to care
- Everyone deserves dignity, respect, and support
- Lived experience leadership strengthens recovery systems
- FWRC is a collaborative hub for recovery resources

## **Communication Channels & Frequency**

- Social media (FWRC ROSC Page): 2–3 posts/week (recovery stories, education, events, partner highlights)
- FWRC Meetings: Monthly (education, resources, stigma reduction, partner updates)
- Community Events/Outreach: Quarterly/as available (resource tables, Recovery Month, harm reduction education)
- Email & Partner Sharing: Updates (FWRC news, surveys, events, resources)

## **Roles & Responsibilities**

- PLE Subcommittee: Lived experience storytelling and recovery messaging
- Communications Lead: Social media posting, scheduling, and analytics
- Council Members/Partners: Outreach and content sharing
- Evaluation Support: Data collection and reporting

## **Evaluation & Impact Tracking**

Quantitative: Social media analytics, meeting/event attendance, survey results- community and council

Qualitative: Focus groups, interviews, PLE feedback, community comments, review from council

## **Strategic Goals**

**Goal A: Increase FWRC council membership and average meeting attendance by 10% within 12 months to strengthen a stable, engaged, and representative ROSC council.**

### **Objectives**

- Within 12 months, implement a standardized onboarding and engagement process for new council members to improve retention and participation.
- By the end of the 12-month period, assess council member satisfaction, needs, and engagement through a structured survey process.
- Ensure that at least 5% of the targeted 10% membership increase includes People with Lived Experience (PLEs).

### **Activities**

- Conduct a new member orientation within two weeks of a member's first meeting (in person, phone, or Zoom), pairing each new member with an active council member for guidance and engagement.
- Administer a council member survey at the end of the 12-month period to assess member needs, satisfaction, and opportunities for improvement.
- Utilize survey findings to implement targeted improvements that support council stability and consistent participation.
- Recruit new members, including People with Lived Experience (PLEs), through partnerships with community agencies such as Centerstone, TASC, Gateway, Carbondale Warming Center, SIH, and the Carbondale Police Department.

### **Outcome Measures**

- Percentage increase in council membership and average meeting attendance
- Number of new members oriented within two weeks of initial attendance
- Percentage of new members identifying as People with Lived Experience (PLEs)
- Council member survey completion rate and satisfaction results
- Documentation of implemented improvements based on survey feedback

**Goal B: Reduce stigma and increase awareness of Medication-Assisted Recovery (MAR) and harm reduction services by 5% within 12 months among community members.**

### **Objectives**

- Use council and community survey data to identify baseline levels of stigma and gaps in knowledge related to MAR and harm reduction services.
- Increase positive attitudes toward recovery, MAR, and harm reduction services as measured through surveys and qualitative feedback over the 12-month period.

## **Activities**

- Engage People with Lived Experience (PLEs) to share recovery stories during Recovery Month and at scheduled intervals throughout the year.
- Utilize social media platforms to increase engagement and followers on the FWRC ROSC page and regularly share recovery-focused and educational content.
- Host monthly educational presentations during FWRC meetings highlighting local recovery resources, MAR services, and harm reduction strategies.
- Conduct annual focus groups, one-on-one interviews, and council and community surveys to collect qualitative and quantitative data related to stigma and awareness.

## **Outcome Measures**

- Percentage change in survey respondents reporting reduced stigma toward MAR and harm reduction services
- Number of recovery stories shared and educational presentations conducted
- Social media engagement metrics (followers, reach, interactions)
- Focus group and interview feedback reflecting changes in knowledge and attitudes

**Goal C: FWRC will coordinate an annual Recovery Month campaign utilizing the ROSC Council to elevate lived experience voices, reduce stigma, and increase awareness of recovery supports by featuring at least 10 People with Lived Experience (PLEs) sharing their recovery stories through a minimum of 12 Recovery Month–focused Facebook posts on the FWRC ROSC page during September, resulting in increased community engagement and positive shifts in stigma-related survey responses.**

## **Objectives**

- Center People with Lived Experience (PLEs) as leaders and storytellers during Recovery Month to promote hope, dignity, and multiple pathways to recovery.
- Use Recovery Month as a focused, coordinated outreach effort to address stigma, lack of awareness, and disconnect from recovery resources identified in the needs assessment.
- Increase visibility of FWRC, council partners, and recovery support through consistent, planned social media messaging.
- Strengthening council collaboration and participation by engaging members and partners in campaign planning, content sharing, and outreach.

## **Activities**

- Identify, recruit, and support at least 10 PLEs through the PLE Subcommittee and council partners to participate in Recovery Month storytelling.
- Develop and schedule a minimum of 12 Recovery Month Facebook posts (approximately 3 posts per week) featuring PLE stories, recovery messages, partner highlights, and educational content related to MAR and harm reduction.
- Utilize council meetings prior to Recovery Month to plan messaging, review content, and coordinate partner involvement.
- Collaborate with council member agencies and community partners to amplify Recovery Month posts through shared networks and platforms.

- Monitor social media engagement throughout Recovery Month and collect qualitative feedback from PLEs, council members, and the community.

### **Outcome Measures**

- Number of PLEs participating in Recovery Month storytelling
- Number of Recovery Month posts published on the FWRC ROSC Facebook page
- Social media engagement metrics (reach, likes, shares, comments) during Recovery Month
- Council and partner participation in Recovery Month planning and promotion
- Community survey or feedback indicating increased awareness of recovery supports and reduced stigma toward individuals in recovery

## **Conclusion**

The FY26 FWRC ROSC Strategic Plan serves as a comprehensive roadmap for strengthening a coordinated, inclusive, and recovery-oriented system of care across Franklin and Williamson Counties. Grounded in community and council needs assessment findings, this plan identifies key barriers to recovery, including stigma, limited awareness of services, transportation challenges, and the need for stronger collaboration and meaningful involvement of People with Lived Experience (PLEs).

By aligning targeted strategic goals with a comprehensive communication and outreach plan, the FWRC Council will leverage data-informed decision-making, cross-sector partnerships, and lived experience leadership to reduce barriers, increase engagement, and promote equitable access to recovery supports. The strategic goals, including council growth and engagement, stigma reduction, and the annual Recovery Month PLE storytelling campaign—provide clear, measurable objectives that will guide council activities, outreach efforts, and community engagement over the 12-month period.

Through ongoing evaluation using quantitative and qualitative measures such as surveys, focus groups, attendance records, and social media analytics, FWRC will continuously monitor progress, identify areas for improvement, and adjust strategies to maximize impact. This iterative, data-driven approach ensures that the council remains responsive to community needs and effectively addresses barriers to recovery.

Ultimately, the FY26 strategic plan positions FWRC to advance sustainable system change, enhance community awareness, strengthen cross-system collaboration, and uphold Illinois Statewide ROSC principles. By fostering a resilient, person-centered, and stigma-free recovery ecosystem, FWRC continues to empower individuals, families, and communities on the path to long-term recovery and wellness.