

# FY26 Strategic Plan

## Macoupin & Montgomery County ROSC Council

Lead Agency: Macoupin County Public Health Department

Date: December 30, 2025

### Council Mission

To build a recovery-oriented system of care that promotes long-term recovery, reduces stigma, and ensures equitable access to services for all residents of Macoupin and Montgomery Counties.

### Council Vision

A community where every individual and family affected by substance use and mental health challenges has the support and resources needed to thrive.

### Needs Assessment (Community Survey)

Survey Distribution: The survey link was shared on social media, via email chains, and paper copies were later entered into Qualtrics for analysis.

### Summary of Survey Results

Macoupin County – estimated population for 2024: 43,895

Montgomery County – estimated population for 2024: 27,615

Total (Macoupin + Montgomery Counties): 43,895 + 27,615 = 71,510

### Community Survey results from 510 (~1%) of the population respondents:

Item	N	% Agree/Strongly agree
Respect: mental illness	295	88.8%
Respect: people who use drugs	295	72.2%
MAR is effective	295	52.2%
Hard to find MAR locally	295	31.9%
Hard to find harm reduction	293	28.7%
Hard to find MH/SUD services	293	51.5%
Hard to find <b>youth</b> MH/SUD services	292	60.3%
Hard to find social services	290	49.3%
MH help is equitable	295	28.8%
SUD help is equitable	295	25.4%

**Top Reported Barriers (by frequency):**

<b>Barrier</b>	<b>Count</b>
Access to transportation	480
Cost of services	362
Insurance status	351
Distance to Providers	349
Appointment times available	213
Stigma/Afraid of what others think	213
Finances	177
Awareness of Services	170
Distance to Services	152
Not enough motivation	151

**Respondent Demographics:****Age:**

<b>Age</b>	<b>Count</b>
45-54	67
35-44	66
55-64	56
25-34	47
65 and up	38
18-24	16
Under 18	1

**Income Level:**

<b>Income Level</b>	<b>Count</b>
Under \$24,999	64
\$25,000-\$49,999	53
\$50,000-\$99,999	77
\$100,000 and up	48
Prefer not to say	46

**Gender:**

<b>Gender</b>	<b>Count</b>
Female	220
Male	58
Prefer not to self-identity	10
Gender-Fluid	2

**Location - County:**

<b>Location - County</b>	<b>Count</b>
Macoupin	171
Montgomery	58

**Ethnicity:**

<b>Ethnicity</b>	<b>Count</b>
Non-Hispanic	266
Hispanic or Latino	5

**Race:**

Race	Count	Overall % represented of that race
Caucasian / White	269	.39%
Two or more races	10	.76%
African American / Black	2	.16%
Native American	1	.57%
Asian	1	.40%

**Primary Language:**

Primary Language	Count
English	290

**Council Outreach and Communication Plans**

**Purpose:** Increase awareness of the Macoupin and Montgomery County ROSC and reduce stigma around mental health and substance use disorders; target the top barriers identified (cost/insurance, transportation/distance, provider availability).

**Objectives of the Communication Plan:****1. Increase Awareness of the Macoupin and Montgomery County ROSC and service providers of MH/SUD**

Ensure residents know how to access mental health and substance use disorder (MH/SUD) services, including financial assistance and transportation options.

**2. Reduce Stigma**

Promote positive, recovery-focused messaging to normalize conversations around mental health and substance use.

**3. Educate on Harm Reduction and Recovery Support**

Share information on MAR, harm reduction strategies, and recovery-friendly practices through targeted campaigns.

**4. Engage Key Community Sectors**

Build partnerships with civic groups, housing agencies, local officials, and media outlets to expand outreach and referral networks.

**5. Address Barriers to Care**

Provide clear, accessible information on cost, insurance coverage, and transportation assistance to improve service accessibility.

**Target Sectors:** Civic groups, housing agencies, local government officials, and media outlets.

**Message/Statement of Inclusivity:** “We believe that recovery and wellness are community-wide efforts. Your voice matters. By joining our council, you can help shape solutions that remove barriers, reduce stigma, and create a stronger support network for every resident. Together, we can build a healthier, more connected Macoupin and Montgomery Counties.”

**Channels:** Social media, local newspapers/radio, community events, school partnerships, faith-based outreach, business partnerships, flyers throughout the community.

**Evaluation:** Track engagement metrics (event attendance, social media reach) and annual feedback surveys (DBHR Deliverable) where we can compare the survey results from each year to track improvements.

**Roles and Responsibility:** The ROSC Coordinators, designated as full-time staff under the grant, will lead and manage the majority of outreach and communication activities. Consortium members will be invited to support these efforts periodically by assisting with specific tasks and participating in targeted communication initiatives.

## **Council Goals, Objectives, and Outcome Measures**

### **Goal 1: (1-year strategic direction)**

**SMART Goal:** By June 30, 2026 (Q4 FY26), establish a partnership with at least one organization that provides insurance navigation services to coverage or financial assistance for mental health and substance use disorder (MH/SUD) care, and distribute 500 cost and coverage guides throughout Macoupin and Montgomery counties.

**Q1 Accomplishments:** Macoupin County Public Health Department received a grant through IPHCA to assist with this initiative. They have hired staff to begin advertising and assisting community members sign up for insurance throughout the two counties.

**Next Steps:** Partner with an organization that provides insurance navigation and financial assistance programs. Outreach will include social media, flyers, and community events to promote navigation services, while guides will be placed in high-traffic locations.

**Outcome Measures:** partner with at least 1 organization that can conduct this service, at least 20 residents enrolled in an insurance service; distribute more than 100 guides on these services and insurance education.

### **Goal 2: (1-year strategic direction)**

**SMART Goal:** Release 3 social media messages on MAR, other harm reduction, or recovery support by June 30, 2026. The purpose of this messaging is to decrease stigma on these subjects, educate the community, to show support to those individuals in the community who are using these programs, and to bring awareness of the services that exist in our communities for PWUD and their loved ones.

**Q1 Accomplishments:** Collaborated with local coffee shops in Macoupin and Montgomery Counties to promote recovery awareness. Each participating shop received a “We Support Recovery” sticker to place on 30 coffee cups distributed to customers that day. This initiative aimed to raise awareness about recovery, demonstrate community support for individuals in recovery, and reduce stigma surrounding the topic. The campaign generated strong engagement on social media, with many individuals and businesses sharing photos of their cups, amplifying the message online. Community members expressed that the effort inspired them and made them feel recognized and supported.

**Next Steps:** Partnerships with MAR providers, civic groups, and media will be secured to amplify outreach. Campaign materials such as social media content, flyers, and ads will be created and scheduled for release throughout FY26. A community marketing event will be organized to engage stakeholders and the public.

**Outcome Measures:** # messages released; # partner commitments; # event participants; % increase in “know where to find MAR/harm reduction”.

### **Goal 3: (1-year strategic direction)**

**SMART Goal:** Partner with transportation assistance program for recovery-related appointments by June 30, 2026 (Q3 FY26). Partnerships with Macoupin County Public Transit and the Next Network (RCO) would assist community members in Macoupin and Montgomery County to provide at least 300 rides to community members in need of these services.

**Q1 Accomplishments:** Secured initial vendor(s); drafted program guidelines; number of rides.

**Next Steps:** Referrals to Macoupin County Public Transportation as well as The Next Network (RCO) to assist with this population. We will also investigate additional options to assist with any overflow or monetary assistance programs to help with ride cost.

**Outcome Measures:** rides provided; # referrals; on-time arrival rate; client satisfaction.

### **Long-Term Goal (3-Year Strategic Direction)**

**SMART Goal:** By June 30, 2028 (FY28), expand access to recovery-oriented services by building on insurance navigation, stigma reduction, and transportation initiatives. Specifically:

- Establish partnerships with at least 1 organization that provide insurance navigation and financial assistance for MH/SUD care.
- Distribute 1,000 cost and coverage guides across Macoupin and Montgomery counties.
- Integrate insurance navigation into recovery housing and transportation programs to ensure comprehensive support for individuals in recovery.

### **Next Steps:**

- Build collaborative agreements (MOUs) with housing providers, transit agencies, and insurance navigation organizations.
- Secure funding streams for integrated services through grants and local resources.
- Develop a shared referral and tracking system to monitor engagement across all services.

**Outcome Measure:** At least 1 organization providing insurance navigation and financial assistance, 1,000 insurance guides distributed by FY28, increase in insured individuals accessing MH/SUD service

