

FY 26 Strategic Plan Massac County ROSC



12/15/2025

Our Mission:

Massac County Drug Awareness Coalition (MCDAC) ROSC is determined to reduce substance misuse by providing prevention and recovery education and resources to the youth and adults in our communities.

Our Vision:

A thriving, healthy community where every person is empowered to live free from substance misuse.

Needs Assessment:

Massac County is a rural county located in far southern Illinois, and has a population of 14,169 (2025 US Census estimate). The county has a total of 237 square miles. Bordering counties include Pope, Johnson, Pulaski, and McCracken County, Kentucky. Massac County is bordered on the south by the Ohio River. The county seat is Metropolis and other small towns located in the county are Joppa and Brookport. The following is data collected from the US Census 2025 estimates:

| | | | |
|--------------------------|------|-------------------------|----------|
| White | 88% | Median Income | \$62,584 |
| Black | 6.3% | Poverty | 14.9% |
| American Indian | 1% | Unemployment | 3.4% |
| Asian | 1% | Health Uninsured | 7.6% |
| Hispanic | 2% | | |
| Two or more races | 5% | | |

According to our research of county data there were at least 8 overdose deaths in 2022, the highest per capita throughout the state. According to preliminary data, the number of deaths decreased to 5 total in Massac County for 2023 through 2024. The overdose data dashboard, run by the Illinois Department of Public Health, indicates for the 12-month period from October 2024 through October 2025, Massac County has recorded 22 emergency department visits for drug overdoses.

The ROSC in Massac County has discovered several gaps across the continuum of care concerning recovery support through our community needs assessment, a public survey, and

key interviews with stakeholders and local agencies. The gaps found include: no overdose response team outside of emergency services, community stigma toward substance use and recovery, lack of gainful employment opportunities and awareness of available treatment and resources.

Through conversations with community members and survey collection, we have learned that people recognize there is a problem but do not know what is available to support people who are struggling. Individuals have indicated willingness to share information on resources available if they are aware of them.

Council Outreach and Communication Plans:

Our purpose for the Council Outreach and Communication Plan is to ensure clear, consistent, and effective engagement with stakeholders and the community. We intend to align public understanding and participation with the council's goals and initiatives.

| Target Audience | Outreach Activity |
|------------------------------------|---|
| People with Lived Experience (PLE) | <ul style="list-style-type: none">• Engage with PLEs by partnering with existing outreach (food/clothing pantries) to share ROSC goals in each of the three communities in Massac County.• Encourage participation and membership in the ROSC Council.• Host meeting twice per month for PLEs to share experiences, opinions, and ideas for the recovery community.• Hold 4 free, sober, family/friendly events to engage with the recovery community and provide ROSC materials and resource information by.• Hold a recovery friendly job fair to provide potential employment opportunities. |

| | |
|---|--|
| Substance Use Disorder/ Mental Health Treatment Providers | <ul style="list-style-type: none"> • Partner with appropriate agencies for the Overdose Response Project to disseminate information on services provided. • Engage and encourage providers to participate in ROSC monthly meetings and events. • Make all ROSC information available in local offices (brochures, newsletters, flyers, stigma reduction campaigns, and other harm reduction materials). |
| Law Enforcement | <ul style="list-style-type: none"> • Encourage participation in monthly meetings to keep officers informed on what the ROSC is doing as well as how the ROSC may support their efforts. • Provide Overdose Response Project bags including available service information and materials. |
| Faith Based Organizations | <ul style="list-style-type: none"> • Present ROSC strategic plan and information at ministerial alliance meeting. • Provide resource materials and support to the local faith community. • Collaborate on community wide events to provide support and resources. • Invite and encourage participation and involvement in the ROSC and our activities. |
| Judicial System (States Attorney, Judges, Public Defenders, and Pretrial Services) | <ul style="list-style-type: none"> • Invite and encourage participation in ROSC meetings. • Keep informed on ROSC activities as well as resources and support we can offer. |
| Business | <ul style="list-style-type: none"> • Partner with local business management to hold a recovery friendly job fair with maximum participation of employers. • Engage with and encourage participation in the ROSC. • Provide ROSC information and harm reduction materials as well as offer trainings • Make Narcan available to and offer training to local business staff. |

| | |
|--------------|---|
| Civic Groups | <ul style="list-style-type: none"> • Present ROSC strategic plan to local Kiwanis and Rotary groups. |
| Government | <ul style="list-style-type: none"> • Present ROSC strategic plan to city councils in all three Massac County communities and county commissioners. |

The roles responsible for the activities above are the ROSC Coordinator, Assistant, and/or Director. Volunteers and council members are responsible for encouraging attendance and participation in ROSC meetings and activities.

Council Goals, Objectives, and Outcome Measures

Goal #1:

Reduce emergency department visits for overdoses by 30% by December, 2026 by increasing awareness of available resources for substance use treatment.

Objectives for Year 1:

- Gather materials on local substance use treatment resources available
- Assemble Overdose Response bags to include resource material and Narcan
- Partner with local crisis teams, and law enforcement to disseminate bags
- Check in with participating partners to track amount given out monthly
- Check Overdose Data Dashboard and Emergency Department Data monthly
- Meet at the end of FY26 to get feedback on the success of the project and brainstorm ways to improve if necessary.
- Develop an educational campaign on Good Samaritan Law.

Progress Achieved:

- Materials for substance use treatment resources have been gathered
- Bags have been assembled
- Partnerships made with Massac Mental Health Crisis team, Metropolis Police Department, and Massac County Sheriff's Department
- We have checked in each month to track the amount given out and replenished as necessary.

Next Steps:

- Develop survey to determine satisfaction of the project with partners
- To ensure data is accurately represented, collaborate with EMS to develop a tracking system of calls for overdose survivors that decline to go to the emergency department.
- Develop an educational campaign on the Good Samaritan law to ensure individuals know they are protected if they call for emergency services.

Outcome Measures:

- Number of bags distributed
- Number of emergency department visits for overdoses
- Feedback on Good Samaritan Law educational campaign.

Long-term Goal: Continue this project through FY28, tracking bags disseminated and emergency department visits or emergency calls for overdose adjusting as necessary. Develop and launch a good samaritan law campaign by the end of FY27 to run through FY28.

Objectives:

- Yearly, track monthly distribution of bags from each participating partner
- Yearly, track monthly emergency department overdose visits
- Yearly, obtain feedback from partners and local treatment providers on project.

Goal #2:

Host one recovery-friendly job fair with 10 local participating employers by April 2026 to aid in individuals' increase of recovery capital.

Objectives for Year 1:

- Establish partnership with General Assistance
- Gain participation of local employers through outreach
- Gather hiring information from all participating employers
- Have interview clothing fair prior to the job fair with resume building opportunities
- Host recovery-friendly job fair
- Begin developing educational campaign for employers on a recovery-friendly workplace
- Obtain feedback on project from both employers and participants

Progress Achieved:

- General Assistance partnership established for this project
- Started collecting interview clothing donations
- Planning for recovery friendly job fair underway
- Four employers interested in participating

Next Steps:

- Continue outreach with local employers
- Continue collecting interview clothing donations
- Finalize recovery friendly job fair plans
- Develop an educational campaign for employers on becoming a recovery friendly workplace

Outcome Measures:

- Track how many participants are included in the job fair
- Feedback from employers and participants based on their satisfaction
- Track numbers of participants who are able to obtain employment through project
- Feedback results from the educational campaign developed

Long-term Goal: Continue this project through FY28 tracking success and satisfaction with both employers and participants of the job fair, making any necessary adjustments for events in future fiscal years (27 &28). Develop and launch an educational campaign on employers becoming a recovery friendly workplace by FY28.

Objectives:

- Yearly, continue regular outreach to regular employers to increase participation
- Yearly, host 1 recovery friendly job fair
- Develop educational campaign for employers on becoming a recovery friendly workplace
- Obtain feedback on the recovery friendly campaign prior to launching

Goal #3:

Provide educational materials on substance use, prevention, and recovery at 10 community events through presentations, sober social events, and participating in other local events to reduce stigma.

Objectives for Year 1:

- Remain up to date on the latest information by attending trainings relevant to our work
- Updating our education material to stay current
- Provide presentations based on what the community is interested in
- Remain active in the community to be aware of any community events we are able to participate in

Progress Achieved:

- Actively participate in trainings available
- Completed one presentation
- Participated in five community events
- Hosted two sober social events

Next Steps:

- Develop additional education presentations for the community
- Expand outreach to gain more attendance at presentations
- Analyze survey data to determine future presentations

Outcome Measures:

- Amount of presentations and events participated in
- Community survey results gauging attitudes towards substance use and recovery

Long-term Goal: Continue the community education efforts on prevention and recovery at 30 community events through presentations, sober social events, and presenting other materials at community events regularly in FY27 and FY28.

Objectives:

- Participate regularly in community events to provide educational materials and presentations available to the holistic community.
- Continue staying current on latest information to provide community education on substance use prevention and recovery through FY28.