



MCLEAN COUNTY RECOVERY-  
ORIENTED SYSTEM OF CARE (ROSC)

# FY26 STRATEGIC PLAN

*FY2026-FY2028+*

FUNDED IN WHOLE OR IN PART BY THE ILLINOIS  
DEPARTMENT OF HUMAN SERVICES, DIVISION OF  
BEHAVIORAL HEALTH & RECOVERY

## Council Mission:

“Collaborating to Build and Empower Communities of Recovery.”

## Council Vision:

- **Recovery is possible** – People can and do recover.
- **Person-driven care** – Individuals and families determine the support and services they need.
- **Continuous and coordinated support** – Services are cohesive across all phases of care and agencies.
- **Community responsibility** – Recovery support is a shared community value.
- **Flexible and inclusive** – The system adapts to different recovery pathways and offers diverse programs and support groups.
- **Outcome-focused** – Measuring quality and outcomes is a system priority.

## McLean County Community Recovery Needs Assessment

McLean County is the largest county by area in Illinois, spanning approximately 1,185 square miles. It features a mix of urban, suburban, and rural communities. According to U.S. Census estimates, the county is home to 170,441 residents, including those in Bloomington, Normal, and surrounding rural areas. Bloomington, the largest city, has a population of 78,587, while Normal has 52,618 residents. The Bloomington-Normal Metropolitan area houses 131,205 people, with the remaining 39,236 living in the rural parts of the county. McLean County includes the cities, towns, and villages of Bloomington, Chenoa, El Paso, LeRoy, Stanford, Lexington, Normal, Anchor, Arrowsmith, Towanda, Bellflower, Carlock, Colfax, Cooksville, Danvers, Downs, Ellsworth, Gridley, Heyworth, Hudson, McLean, and Saybrook.

### McLean County, IL Demographics (U.S. Census Bureau QuickFacts: McLean County, Illinois, 2024)

Category	Data
Age Distribution	21% under 18, 15% aged 65+
Female Population	51%
Median Household Income	\$78,329
Persons in poverty	11%
High school graduate or higher (25 yrs.+)	96%
Bachelor’s degree or higher (25 yrs.+)	47%
Caucasian	82%
African American/Black	9%
Hispanic or Latino	7%
Asian	5%
Two or more races	3%

### Drug-Related Deaths 2024 (McLean County Coroner, 2024)

Category	Data
Total Drug-Related Deaths	37
Opioid-Related	57%
Stimulant-Related	43%
Males	70%
Females	30%
Average Age	44
White	84%
Black	16%

### **McLean County ROSC FY26 Community Survey Findings**

The McLean County ROSC FY26 Community Survey was created to measure public opinion on issues related to recovery and identify areas for improvement for McLean County. The survey was open to the public on September 1st and closed December 1<sup>st</sup>, 2025. The survey consisted of 15 questions plus demographic information. The survey could be completed in paper format or online. The McLean County ROSC partnered with Council members, Planning Committee members, and community partners to make the paper and online copies of the survey widely available in McLean County. We received a total of 242 survey responses.

About 97% of survey respondents lived in McLean County, IL, with the remainder from neighboring counties including Peoria (1.2%), Woodford (0.6%), Logan (0.6%), and Livingston (0.6%). Survey participation was strongest among adults ages 25–44, who made up nearly half of all responses (25–34 at 22.6% and 35–44 at 23.7%). Engagement was moderate among ages 45–54 (20.3%) and 55–64 (14.7%), with older adults 65+ representing 11.9% of responses. Younger age groups were underrepresented, with only 6.8% from ages 18–24 and no responses from individuals under 18. Overall, the data shows solid engagement from middle-aged adults and clear gaps among youth and young adults, indicating an opportunity for targeted outreach.

Majority of respondents identified as female (70%), followed by male (23%). A small portion identified as nonbinary (3.4%) or gender fluid (1.1%), and 2.3% preferred not to self-identify. Most respondents identified as Caucasian/White (81%). Additional representation included African American/Black (9.6%), two or more races (6.2%), Asian (2.3%), and a small percentage Pacific Islander (0.6%). No respondents identified as Native American.

The McLean County FY26 Community Survey highlights key gaps in understanding, access, and attitudes related to substance use and mental health, and these gaps closely align with ROSC's three strategic priorities: stigma reduction, expanding harm reduction supports, and ensuring effective service delivery.

FY26 survey data showed that community attitudes toward people with mental health conditions and substance use disorders are generally supportive, though gaps remain. A strong majority of respondents believe that people who use drugs deserve respect, with 85.95% agreeing or strongly agreeing and fewer than 8% expressing disagreement. Support is even higher for mental illness, with 94.56% agreeing or strongly agreeing that people with a mental illness deserve respect.

At the same time, responses to the statement, “There is a stigma in my community about people who have a substance use disorder,” indicate that stigma continues to be a significant concern. Among respondents, 88.21% agreed or strongly agreed, including nearly four in ten who strongly agreed, showing that stigma is both prevalent and strongly perceived. Only 4.62% disagreed or strongly disagreed, and 7.18% remained neutral, reflecting potential denial or uncertainty.

Promoting harm reduction remains a critical need in the community. FY26 survey results show strong recognition of the benefits of harm reduction services, such as NARCAN® distribution and syringe service programs, with 68.23% of respondents agreeing or strongly agreeing that these services reduce the risks associated with drug use. However, awareness and accessibility remain challenges. While most respondents did not strongly disagree, a significant portion, nearly 33%, either disagreed or were neutral about the benefits, indicating some uncertainty or skepticism. Additionally, many community members perceive these services as difficult to access with one-third (33%) agreeing or strongly agreeing with the statement that “harm reduction services are hard to find”, and 41% remaining neutral. These findings highlight the dual need to both increase community understanding of harm reduction’s life-saving benefits and improve the visibility and accessibility of these critical services.

FY26 survey results reveal significant gaps in the availability and accessibility of treatment services for mental health and substance use in the community. Access to healthcare providers offering Medication Assisted Recovery (MAR), such as methadone or buprenorphine for opioid use disorder, is a notable challenge: 41% of respondents agreed or strongly agreed that it is difficult to find these providers, while nearly 43% were neutral, suggesting uncertainty or limited knowledge about local options. Broader mental health and substance use treatment services face similar accessibility issues, with nearly half of respondents (48.79%) agreeing or strongly agreeing that these services are hard to find.

Awareness of where to seek help is also limited. More than 46% of respondents disagreed or strongly disagreed that people in the community know where to go for mental health support, and a comparable 42% expressed the same regarding substance use treatment. These findings highlight that gaps exist not only in service availability but also in community knowledge, underscoring the need for strategies that improve both the reach of services and public awareness of where to access them.

## **McLean County ROSC Council Outreach & Communication Plan:**

### **Purpose**

To communicate the status and progress of ongoing McLean County Recovery-Oriented System of Care (ROSC) Council strategic goals in order to coordinate efforts and work on these goals with council members, stakeholders, community partners, planning committee members, volunteers, the various recovery communities of McLean County, the media, and the general McLean County community at large.

### **Objectives**

1. To inform and educate on recovery-related topics to reduce stigma surrounding co-occurring substance use and mental health disorders.
2. To advocate for the development and promotion of innovative initiatives that support multiple pathways to recovery.
3. To coordinate and align with already existing community efforts to ensure effective service delivery and usage.

### **Key Messages**

A Recovery-Oriented System of Care (ROSC) council is a group of community members, organizations, and individuals with lived experience in recovery who come together to support people recovering from substance use and mental health disorders. The council works to identify recovery needs and gaps, problem-solve, share resources, and develop strategies that strengthen recovery supports across McLean County.

The council meets monthly to plan and coordinate activities, learn about recovery-related topics, and carry out strategic goals. Any community member or organization can join, ensuring diverse perspectives to effectively address community needs. Recovery is possible, especially when supported by a strong and connected community. Reducing stigma is essential, as it encourages individuals to seek help and improve outcomes for those impacted by substance use and mental health challenges. Community partners play a critical role in building local recovery capital and strengthening the overall recovery environment in McLean County.

### **Target Audiences**

<b>Community Sector</b>	<b>Purpose</b>	<b>Resources to Share</b>	<b>Methods of Distribution</b>
Council Members, Stakeholders, and Community Partners	To engage in dialogue and planning to address community recovery needs, coordinate efforts, and support strategic health initiatives.	1. Council meeting agendas and minutes 2. Events and initiatives 3. McLean ROSC promotional materials 4. McLean ROSC deliverables (strategic plan, resource list, etc.)	1. Email 2. GSU Website 3. Social Media 4. Virtual Resource App 5. Phone Calls 6. In-person or virtual meetings
Planning Committee Members & Volunteers	To coordinate implementation of strategic plan goals	1. Meeting times for committee meetings 2. Volunteer opportunities	1. Email, phone calls, or virtual meetings

	& to equip volunteers with the tools and skills necessary to help implement strategic plan strategies and activities	3. Educational opportunities 4. McLean ROSC deliverables and resources (strategic plan, resource list, ROSC 101 binder, etc.)	2. Social Media 3. Virtual Resource App
Recovery Communities of McLean County	To keep informed of ROSC efforts and progress toward achieving strategic goal and to engage in dialogue to address substance use and mental health recovery gaps and needs in McLean County	1. Council meeting agendas and minutes 2. Events and initiatives 3. McLean ROSC promotional materials 4. McLean ROSC deliverables and resources (strategic plan, resource list, etc.) 5. Volunteer opportunities	1. Email 2. GSU Website 3. Social Media 4. Virtual Resource App 5. Phone Calls 6. In-person or virtual meetings 7. Outreach events/tabling events
General McLean County Community/Public	To keep the public and general community informed of ROSC strategic plan efforts and progress; to educate the public and increase community knowledge of recovery-related topics in order to reduce stigma around co-occurring disorders; and to advocate for and promote innovative initiatives that support multiple pathways to recovery	1. Educational resources on harm reduction, Medication Assisted Recovery, stigma, etc 2. Community Resource Lists 3. ROSC activities/events flyers 4. ROSC promotional materials 5. ROSC impact report	1. Email 2. GSU Website 3. Social Media 4. Virtual Resource App 5. Local Media Outlets 7. Outreach events/tabling events
Local Media Outlets in McLean County	To keep the media informed of ROSC strategic plans efforts and progress and promote the work being done to	1. Flyers/save the dates/announcements for local community events and ROSC activities	1. Email 2. Phone Calls 3. In person or virtual meetings 4. Press releases 5. Story pitches

	the wider community	2. ROSC promotional materials (i.e. annual community survey) 3. McLean ROSC successes and annual impact report 4. Community collaborations/partnerships	
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### **Communication Methodology**

<b>Communication Method</b>	<b>Frequency</b>	<b>Person Responsible</b>
Council Meeting Agendas & Minutes	Monthly	Joint Responsibility – Main ROSC Coordinator & Community Health Specialist
Social Media Campaigns & Posts	Weekly, monthly, and quarterly	Joint Responsibility – Main ROSC Coordinator & Community Health Specialist
Media Interviews	Quarterly or twice yearly	Joint Responsibility – Main ROSC Coordinator and Project Supervisor
1:1 Meeting with Project Team Staff	Monthly and quarterly	Joint Responsibility – Main ROSC Coordinator, Community Health Specialist and Project Supervisor
Community Outreach Events	Quarterly	Joint Responsibility – Main ROSC Coordinator & Community Health Specialist
Outreach Materials	Quarterly, monthly	Joint Responsibility – Main ROSC Coordinator, Community Health Specialist, and Project Supervisor
Virtual Resource App	Quarterly	Joint Responsibility – Main ROSC Coordinator & Project Supervisor

### **Evaluation & Feedback**

The McLean County ROSC project team will track how well their communication and outreach efforts are working by monitoring key metrics. These include the number of community events attended, interactions at resource tables, social media engagement and posts, community trainings and participants, outreach materials distributed, media interviews, QR code scans, ROSC Council meetings, and one-on-one meetings with the project team. The Council and project team will also gather feedback from community stakeholders through these communication channels.

## **McLean County ROSC FY2026 – FY2028+ Strategic Goals**

### **12-Month Goals (7/1/2025 – 6/30/2026)**

#### **Goal #1:**

Collaborate with community partners to offer 1 community training/quarter related to co-occurring substance use and mental health disorders and schedule 1 weekly Facebook and Instagram social media posts on co-occurring disorders to increase community evidence-based knowledge of co-occurring disorders by 6/30/2026.

#### **Objectives for Year 1:**

- Identify 3 training topics and contact potential subject matter experts (SMEs) for FY26 Q4 training by January 30, 2026.
- Identify and secure event logistical details and resources (time, date, location) for FY26 Q4 training by February 16, 2026.
- Create registration form and marketing materials and work with community stakeholders to help promote the trainings by March 9, 2026.
- Host, implement, and evaluate at least 2 community trainings by June 30, 2026.
- Determine social media goals based on FY26 McLean ROSC Community Survey needs by January 15, 2026.
- Curate posts from trusted sources and create original content posts to share on Facebook and Instagram (ongoing through June 30, 2026).
- Evaluate overall monthly performance for both Facebook and Instagram (ongoing through June 30, 2026).

#### **Progress Achieved**

- Held 2 community trainings in September 2025 (~25 attendees each).
- Ran National Recovery Month campaign with 11 recovery stories and 8 Paint McLean County Purple submissions.
- Delivered 1 virtual training on Drug-Endangered Children & Family Trafficking in November 2025; planning an in-person follow-up for Jan 2026.
- Updated social media strategy to focus on anti-stigma content with clear calls to action.

#### **Next Steps**

- Yearly, work with McLean ROSC Council to identify yearly community training needs.
- Based on training needs, work to identify 2 potential training topics and subject matter experts per quarter for FY27 and FY28.
- Work to develop training evaluation survey.
- Develop revised weekly social media plan based upon FY26 McLean ROSC Community survey needs.



## **Outcome/Output Measures**

- # of training topics identified and # of speakers confirmed
- # of training dates, of training participants, and of evaluation forms collected
- # of marketing materials distributed
- Total number of social media posts
- Engagement (reach, impressions, etc.) for respective social media posts

## **Goal #2:**

Collaborate with community partners to increase distribution of NARCAN® to 150 individual boxes per quarter, support 1 NARCAN® administration training per quarter, and decrease stigma related to harm reduction by sharing 1 harm reduction education social media post per week by 6/30/2026.

## **Objectives for Year 1:**

- Develop a coordinated NARCAN® distribution plan (tabling events, unhoused outreach, office hours, etc.). by January 30, 2026.
- Coordinate with NARCAN® project staff to establish streamlined process for evaluating effectiveness of NARCAN® distribution efforts through shared data tracking form (ongoing through June 30, 2026).
- Identify host organizations for quarterly NARCAN® administration trainings by January 30, 2026.
- Secure event logistics (date, time, location) for FY26 Q4 NARCAN® training 9 by January 15, 2026, and FY26 Q4 NARCAN® training by February 15, 2026.
- Create the registration form, develop the marketing materials, and implement the full marketing plan for NARCAN® trainings by February 15, 2026.
- Create a training evaluation tool by January 30, 2026 – monitor effectiveness of NARCAN® trainings (ongoing – through June 30, 2026).
- Conduct end-of-year audit on which community sectors have been trained and which still need training by June 30, 2026.
- Curate posts from trusted sources and create original content posts to share on Facebook and Instagram (ongoingly through June 30, 2026).
- Evaluate overall monthly performance for both Facebook and Instagram (ongoingly through June 30, 2026).

## **Progress Achieved**

- Partnered with rural libraries to distribute 108 boxes during National Recovery Month in September 2025.
- Participated in 3 community outreach events distributing 126 boxes of NARCAN® in August and September 2025.
- Collaborated with partners to deliver 2 NARCAN® administration trainings October and November 2025.

- Participated in 4 community outreach events distributing 93 boxes of NARCAN® in October and November 2025.

### **Next Steps**

- Work with the McLean ROSC Council, key harm reduction community stakeholders, and NARCAN® project staff to develop a coordinated NARCAN® distribution plan for the rest of FY26 by January 30, 2026.
- Engage key harm reduction community stakeholders and assign roles for implementation of NARCAN® distribution plan through establishment of formal MOUs by March 15, 2026.
- Collaborate with NARCAN® project staff to develop a shared NARCAN® distribution data tracking form and system by February 28, 2026.
- Work with the McLean ROSC Council, NARCAN® project staff, and key harm reduction community stakeholders to develop a training plan for NARCAN® administration training for the rest of FY26, and both FY27 and FY28, with a key focus on scheduling half of yearly trainings in the surrounding rural communities of McLean County.
- Work with NARCAN® project staff to develop a shared Narcan administration evaluation survey to evaluate and monitor the effectiveness of Narcan administration trainings.
- Develop revised weekly social media plan based upon FY26 McLean ROSC Community Survey needs.

### **Outcome/Output Measures**

- # of partners engaged
- # of NARCAN® boxes distributed
- # of marketing materials created and distributed
- # of trainings hosted
- # of participants that attended trainings
- # of community sectors reached
- Total number of social media posts
- Engagement (reach, impressions, etc.) for respective social media posts

### **Goal #3:**

By June 30, 2026, establish formal MOUs with at least one additional agency to begin expanding collaborative service delivery.

### **Objectives for Year 1:**

- By January 30, 2026, identify gaps that are reported in the ROSC Needs Assessment, 2025 Joint McLean County Community Health Needs Assessment, McLean County Behavioral Health Action Plan, soon-to-be updated 2026-2028 McLean County Community Health Improvement Plan, and other community resources.

- By February 15, 2026, analyze the FY26 McLean ROSC Council Membership Roster and select one priority organization to begin the MOU process.
- By March 30, 2026, initiate meetings with at least 3 prospective agencies to discuss potential partnerships and gauge interest.
- By April 30, 2026, develop a MOU template.
- By June 30, 2026, have at least 1 new partner agency sign the MOU and work towards collaboration efforts.

### **Progress Achieved**

- Collaborated with Allies Against Trafficking, NFP on a formalized partnership to offer community training on Drug-Endangered Children and Family Trafficking.
- Engaged 1 new community member representing the family/parents sector in relationship-building efforts.
- Engaged a street outreach mission in relationship-building efforts to increase harm reduction support within the county.

### **Next Steps**

- Develop a MOU template by April 30, 2026.
- Conduct end-of-year membership roster analysis to determine which community sectors have and have not been engaged by June 30, 2026.
- Analyze FY26 McLean ROSC Community Resource List for any new community resources or organizations that have not been engaged by McLean ROSC in membership recruitment efforts by March 30, 2026.

### **Outcome/Output Measures**

- Number of agencies identified for collaboration efforts
- Number of outreach meetings held
- Number of MOU signatures

### **Three-Year Long-Term Goals (FY2027 – FY2028+)**

#### **Goal #1:**

Increase to 2 community trainings per quarter (one virtual and one in-person) on topics related to co-occurring substance use and mental health disorders and increase to scheduling 2 social media posts a week of the following topics: co-occurring disorders and promotion of McLean County recovery resources and services, by June 30, 2028.

### **Objectives**

- Yearly, work with McLean County ROSC Council and community stakeholders to identify yearly community training needs.

- Yearly, based on training needs, collaborate with community partners and subject matter experts to plan, implement, and evaluate 2 community trainings per quarter (one virtual and one in-person).
- Quarterly, evaluate results of community training attendance and post-training evaluation survey.
- Yearly, develop a social media plan with at least 2 posts per week on co-occurring disorders and promotion of McLean County recovery resources and services.
- Monthly, schedule out curated and original McLean ROSC developed social media posts based on monthly themes and evaluate monthly performance of both McLean ROSC Instagram and Facebook social media accounts.

### **Outcomes Measures**

- Number of training topics identified and # of speakers confirmed
- Number of training dates, of training participants, and of evaluation forms collected
- Number of training marketing materials distributed
- Total number of social media posts per month
- Social media engagement metrics for respective content-specific posts and themed monthly performance
- Increased evidence-based community knowledge regarding co-occurring disorders based upon annual Community Survey results

### **Goal #2:**

Increase to 2 community NARCAN® administration and/or harm reduction focused trainings per quarter with at least 1 being hosted in the surrounding rural communities, increase NARCAN® distribution to 225 individual boxes per quarter (average of 75 individuals boxes per month), and increase harm reduction education social media posts to 2 per week in McLean County by June 30, 2028.

### **Objectives**

- Yearly, work with McLean County ROSC Council, NARCAN® project staff, and key harm reduction community stakeholders to develop a training plan with 2 planned trainings per quarter, with at least 1 of these trainings being held in 1 of the surrounding rural communities in McLean County.
- Yearly, work with McLean County ROSC Council, NARCAN® project staff, and key harm reduction community stakeholders to develop a NARCAN® distribution plan and assign roles and responsibilities accordingly.
- Quarterly, evaluate results of NARCAN® administration training attendance and post-training evaluation surveys.
- Quarterly, evaluate NARCAN® distribution efforts with community partners
- Yearly, conduct end-of-year audit and evaluate which community sectors have been trained in NARCAN® administration and determine which community sectors still need to be trained.

- Yearly, develop a social media plan with at least 2 posts per week on harm reduction education.
- Monthly, schedule out curated and original McLean ROSC developed social media posts on the topic harm reduction education and evaluate monthly performance of both McLean ROSC Instagram and Facebook social media accounts.

### **Outcomes Measures**

- Number of NARCAN® administration trainings held
- Number of training participants
- Number of post-training evaluation surveys collected
- Number of training marketing materials distributed
- Number of community sectors reached
- Total number of social media posts per month
- Social media engagement metrics for respective content-specific posts
- Increased evidence-based community knowledge surrounding harm reduction based upon annual Community Survey results
- Reduced opioid-related overdose death rates based upon annual data from McLean County coroner

### **Goal #3:**

By June 30, 2028, engage and establish collaborative service delivery partnerships with at least one new community organization per quarter through targeted recruitment efforts, resulting in a more coordinated recovery support network that improves service delivery, reduces gaps, and increases access to services.

### **Objectives**

- Yearly, identify gaps that are reported in the ROSC Needs Assessment, McLean County Community Health Needs Assessment, and other community resources.
- Yearly, analyze the McLean County ROSC Membership Roster and Community Resource List to select 3 prospective agencies per quarter to schedule meetings with to discuss interest in establishing a formal MOU. (yearly/ongoing).
- Work to establish at least 4 formal MOUs per year with new partner community organizations and/or agencies. (yearly/ongoing).
- By December 2026, Partner with and utilize information from the States Attorney's Office, Probation Department, and other local stakeholders to ensure their clients and families are aware of all available resources.
- Welcome diverse perspectives that will lead to informed and effective decision making when expanding/building services (yearly/ongoing).

**Outcomes Measures**

- Number of community organizations and/or agencies identified and engaged in collaboration conversations
- Were gaps identified and efforts made to make changes?
- Have gaps in the ROSC Needs Assessment changed?
- Number of outreach meetings held
- Number of formal MOUs established