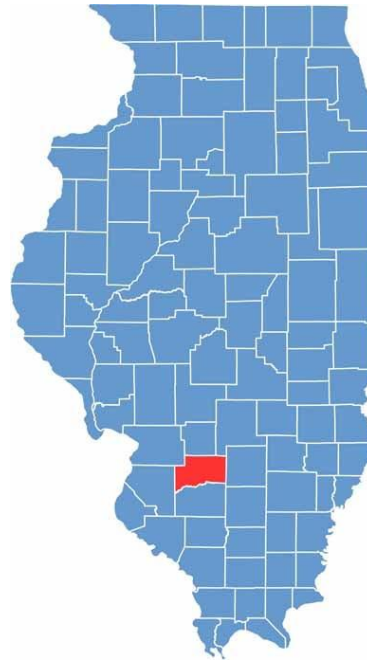


# FY26 Strategic Plan

Take Action Coalition of Clinton County

Chestnut Health Systems

December 30th, 2025



## **Council Mission:**

Cohesive partners developing comprehensive strategies involving education & prevention, law enforcement, family support, treatment and recovery services.

## **Council Vision:**

Reduce the impact and stigma of substance use and mental health among the residents of Clinton County

*Funded in whole or part by the Illinois Department of Human Services, Division of Behavioral Health and Recovery*

## Needs Assessment

- Clinton County Demographics:

<b>Total Population</b>	36,899
Male	19,338
Female	17,749
<b>Population by Age</b>	
Under 18 years	7,831
18 to 24 years	2,533
25 to 34 years	4,790
35 to 44 years	4,991
45 to 54	4,222
55 to 64 years	5,131
65 years and over	7,589
<b>Population by Race</b>	
White alone	33,085
Black Alone	1,151
American Indian/Alaskan Native	106
Asian Alone	180
Hispanic/Latino	1,191
Two or more	1,582
<b>Median Household Income</b>	\$82,314
<b>Persons in poverty, percent</b>	7.5%
<b>Data for Clinton County taken from <a href="http://www.census.gov">www.census.gov</a></b>	

- Overdose Data:

According to most recent data from the Illinois Department of Public Health, Clinton County recorded 3 opioid-involved overdose deaths in 2022, reflecting a rate of 8.2 deaths per 100,000 residents. While this is lower than the statewide average, the small population size means that even one additional death significantly shifts the rate. More importantly, fatal overdoses represent only a fraction of the problem: non-fatal overdoses, emergency naloxone administrations, and polysubstance-involved incidents are not fully captured in state-level reporting, leaving much of the local burden invisible.

- Gaps highlighted by FY26 Community Survey:

Since October 2025, lead agency ROSC staff, council members and community partners have gathered information from residents in Clinton County. Efforts were made to collect data from a variety of communities and individuals, resulting in 168 completed surveys. This data shows gaps in the community's awareness of and access to mental health, substance use, and recovery support services with only 14% of respondents reporting they know where to access substance use and mental health services. Additionally, only 3% of responders reported knowing where to find MAR services. Another gap/challenge highlighted in the survey data is the community's attitudes and beliefs that result in negative stigma being directed at people who use substances or have mental health problems and need

supportive services. Data shows 93% of respondents feel alcohol use is a problem in the county and 78% reported knowing someone with a substance use disorder. This points out a persisting issue, however 70% of responders reported feeling that people who use substances deserve respect, meaning that 3 out of 10 people feel they do not deserve respect. The data shows us a higher rate of acceptance of people experiencing mental health problems but there remains a significant amount of stigma associated with people experiencing problems with alcohol and other substance use.

- Qualitative data collected from community members via key informant interviews:

Numerous key community stakeholders identified stigma as a barrier to individuals and families reaching out for the help they need. Comments included:

- “Stigma is a big roadblock for loved ones getting help or reaching out.”  
(Family member of an individual with a substance use disorder)
- “There is a lot of stigma connected to substance use, recovery and anyone trying to get clean...they care ONLY when it affects someone close to them or a family member. THEN they care!” (Community member)
- “I can’t describe it very well...there are those for supporting substance use education, awareness, etc. and those who are not. The entire country has lost perspective of the impact of substance use on their own communities.”  
(Law Enforcement stakeholder)

## **Council Outreach and Communication Plan**

### **Purpose:**

- Ensure stakeholders, council and community members countywide receive clear and consistent information regarding ROSC initiatives: (1) Increase awareness of Medication Assisted Recovery (MAR), mental health, and substance abuse services, (2) Reduce stigma connected to people who use substances, people experiencing mental health problems, and those seeking treatment or recovery support services, and (3) work to support the launch of a Recovery Community Organization (RCO).
- Enhance community sector collaboration and connections within our council meetings and strategic work groups to drive the work of the council and its strategic plan.

### **Objectives:**

- Increase engagement and participation from underrepresented community sectors.
- Strengthen and/or maintain connection existing sectors that have been attending council meetings.
- Foster trust, transparency, and open communication channels so all community partners feel heard and empowered to help drive the work outlined in the strategic plan.

**Target Audiences:**

TAC identified 4 different sectors to engage with for our community outreach plan: These sectors will be a priority in building partnerships and working together this upcoming year.

- **People with lived experience (PLE) and families:** PLE's/Families are integral to TAC. Their attendance and voice at monthly council meetings, work groups, and events is important because their insight is an invaluable resource to increase awareness of substance use and mental health and the strengths and gaps in accessing resources for these issues in the community. We will have group emails, text message groups for the entire advisory board, text message groups for workgroups, and messaging/events shared through Facebook. We will do this by inviting these individuals to our monthly council meetings and to support our efforts for Community outreach.
- **Medical & Treatment Agencies:** TAC recognizes all services offering health options are necessary to aid our community. We are building communications and partnerships with local mental health and substance use agencies. Their involvement is important because people often turn to hospitals for treatment in times of need. Partnering with health care organizations will help those with these issues be connected to all available recovery support resources. We will engage this sector by making sure they are informed of all meetings, initiatives, and events through personal communication, emails, flyers, outreach calls, and social media.
- **Judicial & Law Enforcement:** Collaborations with probation, law enforcement, drug court, and the coroner would create a significant change in our efforts to support the community and reduce stigma. Their involvement is important because these entities are often involved heavily with those who use substances and their families. We will continue to invite these officials to collaborate and join our council meetings, events and our work efforts. We will continue to share our information, events and meeting invitations through phone calls, emails, social media, and personal contact.
- **Faith Base Community:** TAC has attended, supported and co-hosted various Faith-aligned events in Clinton County. Sharing with these groups is important because to many, they are trusted and regarded as a "safe place" for community members to reach out to in times of need. Engaging with faith-based organizations can lead to significant positive outcomes and connection in communities. TAC will work to build relationships with local faith-based organizations by conducting in person outreach, sharing information such as resources, council meetings invitations, meeting summaries, and event flyers. We also aim to join the Clinton County Ministerial Alliance and collaborate with Patrick Miller of Center for Community Engagement.

**Key Messages:**

- TAC messaging emphasizes collaborative initiatives, stigma reduction efforts, substance use and mental health resource awareness, TAC project updates, and sharing information about the work of our community partners.

**Communication Channels and Frequency:**

- TAC effectively disseminates our work to the community and stakeholders through a variety of channels, including daily Facebook posts, email blasts, newspaper articles, event flyers, posters, work group cards and personal outreach efforts, with updates shared mutually by lead agency team members.

**Roles and Responsibilities:**

- Currently, lead agency staff are taking points on all aspects of the work. TAC plans to recruit council members, including PLE's, to engage in roles such as correspondence, someone who will assist in gathering and disseminating information to the council, assist in taking notes during monthly council meetings, etc.

**Evaluation & Feedback:**

- To evaluate the effectiveness of the outreach and communication plan, we will track attendance at monthly council meetings to determine if there is an increase in involvement from underrepresented sections, track engagement on social media (including the number of new "Friends", the number of people interacting with our posts, the number of people sharing content, etc.), and review the plan quarterly with the council to determine if adjustments need to be made.

**Goals to Address Community Challenges**

**Goal #1 Year One:** Increase awareness about how to access MAR, mental health, and substance use services by hosting or co-hosting 12 educational public awareness events by June 30, 2026.

**Objectives- Year One:**

- Develop and conduct community surveys to determine baseline knowledge by December 30, 2025.
- Analyze survey data to assess gaps in awareness of services and identify priority areas of focus by January 15, 2026.
- Develop a workgroup (comprised of council members, key stakeholders, peers, etc.) that will meet monthly to drive planning and implementation of educational campaigns/events to promote awareness by September 30, 2025.
- Update social media page (Facebook) to share and promote MAR, mental health, substance use, and recovery support messaging and educational events weekly through June 30, 2026.
- Partner with at least 5 service providers for informational interviews by April 30, 2026.
- Develop plans, messaging, and host or co-host four educational public awareness events with one event occurring during each month of the fiscal year, June 30, 2026.
- Promote recovery meetings once monthly by June 30, 2026.

#### Progress Achieved:

- Facilitated email correspondence and discussion between TAC and New Life Midwest, MAR provider in Clinton Co., to highlight services.
- Community Survey was developed and approved by August 30, 2025, and surveys were collected through December 15, 2025.
- ROSC council workgroup was proposed and developed during monthly council meetings and have met monthly since July 2025.
- Regularly (at least weekly) updates and interactions with the community through Facebook.
- Have conducted monthly events to highlight/showcase service providers and resources.
- Have promoted recovery meetings monthly via Facebook and through email blasts.

#### Next Steps:

- Continue planning and development of upcoming community educational public awareness events for remaining months.
- Continue key informant interviews to gather additional insights and evaluate impact current efforts to increase awareness of services.
- Continue to grow presence on social media, including increasing the number of contacts (friends) and regularly posting content relevant to the established goals.
- Continue to recruit new workgroup (and council) membership and active participation to help drive planning and implementation of the work.

#### Outcome/ Output Measures:

- Collected 168 surveys.
- Hosted or engaged in monthly events to promote services. Events like Overdose awareness day included promotion of 8 local service and recovery support providers. Recovery month event was comprised of over 20 local providers, groups, and recovery support groups
- Facilitated monthly council and workgroup meetings.
- Distributed resource and service information across available medias (including local newspaper, social media, email groups, digital and physical flyers. TAC's Facebook page has over 1,400 followers who have the ability to view, interact with, and share posted content.

**Goal #1 Three-Year:** To address gaps in awareness of MAR, mental health, substance abuse, and recovery support services, TAC will increase community knowledge of services available by hosting or co-hosting 36 educational public awareness events and increase awareness of how to access services by 10% each of the next three years for a total increase of 30% by June 30, 2028.

#### Objectives:

- Yearly, develop, host, or co-host four educational public awareness events informed by the community survey data to promote available services and resources.
- Yearly, create and disseminate messaging to promote each educational public awareness event.

- Monthly, engage the council work groups to drive planning, promotion, and execution of events.
- Yearly, conduct four focus groups to review effectiveness of events held.
- Yearly, conduct community surveys to collect data on community awareness.

Outcome Measures:

- Number of educational public awareness events hosted or co-hosted.
- Number of messaging campaigns to promote events conducted.
- Number of work group team meetings held.
- Focus group feedback results/summaries.
- Increase of awareness of services reported in community surveys.

**Goal #2 Year One:** To reduce stigma connected to people who use substances, people experiencing mental health problems, and those seeking treatment or recovery support services, TAC will host or co-host public awareness events once per quarter, totaling 4 events, by June 30, 2026.

Objectives for Year 1:

- By June 30, 2026, TAC will plan and host, or co-host at least four public awareness events focused on stigma reduction related to substance use, mental health, harm reduction, and recovery.
- By June 30, 2026, at least 50% of events will include individuals with lived and living experience (PLE) as speakers, panelists, or facilitators.
- By June 30, 2026, TAC will collaborate with a minimum of four community partners to support outreach, planning, or implementation of stigma reduction events.

Progress Achieved:

- Collaboration between TAC and the Breese City Park to host International Overdose Awareness Day. This event was publicized and promoted in available media outlets in the county to bring awareness to substance use, overdoses, and how to combat the stigma and shame associated with using substances and asking for help.
- ROSC Coordinator participated in a media interview.
- Volunteer guest speakers were lined up to bring a face and a voice to this issue. Bringing light to these tragedies and giving a platform for those impacted helped combat “Not in my backyard” mentalities that are present in our service area.

Next Steps:

- Schedule and meet with workgroup for remaining stigma reduction events to meet quarterly targets.
- Expand promotion through social media, print materials, and partner networks to increase attendance.
- Continue recruitment of PLE speakers and volunteers.

Outcome/ Output Measures:

- Number of stigma reduction events hosted or co-hosted.
- Number of attendees per event.
- Number of community partners involved.
- Participant feedback indicating increased awareness or reduced stigma.

**Goal #2 Three-Year:** To reduce stigma connected to people who use substances, people experiencing mental health problems, and those seeking treatment or recovery support services TAC will host or co-host public awareness events once a quarter, totaling 12 events, and see a 10% reduction in reported stigma each year, by June 30, 2028.

Objectives:

- Yearly, develop, host, or co-host four educational public awareness events informed by the community survey data.
- Yearly, create and disseminate messaging to promote each educational public awareness event.
- Monthly, engage the council workgroup to drive planning, promotion, and execution of events.
- Yearly, conduct four focus groups to review effectiveness of events held.
- Yearly, conduct community survey to collect and assess data on stigma.

Outcome Measures:

- Number of educational public awareness events hosted or co-hosted.
- Number of messaging campaigns to promote events conducted.
- Number of workgroup meetings held.
- Focus group feedback results/summaries.
- Reduction of stigma reported in community surveys.

**Goal #3 Year One:** In an effort to launch an RCO in Clinton County, TAC will develop a plan and timeline for RCO development by June 30, 2026.

Objectives for Year 1:

- Educate the council on what an RCO is and why these services are valued by July 30, 2025.
- Recruit members and establish an RCO Development workgroup by August 30, 2025.
- Connect with existing RCO's in neighboring counties for insights and mentorship by September 30, 2025.
- Facilitate monthly meetings to drive planning and identification of needed steps to develop an RCO through June 30, 2026.

Progress Achieved:

- Discussion of this priority focus area in July TAC council meeting (also discussed in each subsequent meeting).
- Establishment of RCO Development workgroup.
- Reached out to RCO leadership (at Amare, Next Network, and Take Action Today) in an effort to schedule discussion sessions.

Next Steps:

- Continue workgroup meetings with lead agency staff and work to recruit community stakeholders who could be instrumental in this work.
- Finalize scheduling of mentor meetings with other RCO leadership, participate in these meetings, and report back to the council.

Outcome/ Output Measures:

- Number of RCO subcommittee meetings held.
- Completion of a written RCO development plan and timeline.
- Number of stakeholders and PLE engaged in the planning process.

**Goal #3 Three-Year:** Continue efforts to support the launch of an RCO in Clinton County, potentially having RCO services active by June 30, 2028.

Objectives:

- Monthly, engage the council workgroup to drive planning, promotion, and execution of the work.
- Continued work with RCO mentors.
- Identify local entity who can take the lead on RCO establishment duties, including things like physical location of services.
- Assist said (future) entity with notice of funding opportunities related to RCO work.

Outcome Measures:

- Number of workgroup meetings held.
- Review of mentorship meetings and workgroup “to do” lists that result from these meetings.
- Development of RCO services.