



STRATEGIC PLAN

Fiscal Year
2026-2028+

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

Logan/Mason ROSC Mission

Improving access to health, wellness and holistic recovery options for individuals with or risk of a diagnosis of Substance Use Disorders. Educating and connecting Logan and Mason County residents to resources to reduce stigma and improve recovery outcomes.

FY26 Logan/Mason ROSC Community Needs Assessment

The table below shows key demographic information for the two-county service area. The predominant race/ethnicity in both counties is White, followed by African American in Logan County and Hispanic/Latino in Mason County. Mason and Logan Counties have similar educational attainments with around 91.5% of the Logan County population having a high school diploma and 19.9% having a bachelor's degree or higher, while Mason County reported 92.1% having a high school diploma and 17.1% having a bachelor's degree or higher. The current median household income in the service area ranges from \$62,127 in Mason County to \$64,188 in Logan County. The percentage of people below poverty ranges from 14.4% of people in Logan County to 14.9% in Mason County. Both counties are higher than state of Illinois (11.6%).

U.S. Census, 2020	Logan	Mason
2020 Population	27,987	13,086
White	89.4%	96.5%
African American	7.7%	0.8%
Hispanic/Latino	3.6%	1.6%
Asian	0.7%	0.8%
AI/AN	0.4%	0.5%
Two of More Races	1.8%	1.4%
Native Hawaiian/Pacific Islander	N/A	N/A
Name of Tribe(s)	N/A	N/A
Speak English less than "very well"	2.10%	1.42%
Male	47.89%	49.5%
Female	52.11%	50.50%
0-19	21.65%	22.41%
20-64	58.50%	54.13%
Over 65	19.85%	23.46%
High School Diploma (age 25+)	40.4%	38.1%
Bachelor's Degree (age 25+)	19.9%	12.4%
Below Poverty Level	14.4%	14.9%
Persons without Health Insurance, under the age of 65	5.4%	6.6%
On Medicaid *hfs.illinois.gov	7,519	3,943

Mental health is a critical area of concern for both counties. Mason County experiences 19 deaths by suicide per 100,000 population, compared to Logan County's 13 deaths and Illinois's state average of 11 deaths per 100,000 population (County Health Rankings, 2025).

While adult use rates have declined in Logan County, drug overdose deaths remain a concern, with 17 deaths per 100,000 population compared to the state rate of 29 (County Health Rankings, 2025).

FY26 Logan/Mason ROSC Community Survey Results

The Logan/Mason ROSC Community Survey was conducted to assess public perceptions of recovery, substance use, service availability, and community needs. Open from September 18 to December 10, 2025, the survey included 23 questions plus demographic items and was distributed widely across Logan and Mason counties in collaboration with ROSC council members and community partners. A total of 181 responses were collected.

Sixty-three percent of respondents live in Logan County and 37% live in Mason County. Respondents represented many towns in Logan County, including Atlanta, Beason, Broadwell, Chestnut, Cornland, Elkhart, Hartsburg, Lawndale, Lincoln, Mt. Fulcher, Mountjoy, Mount Pulaski, and San Jose; Mason County representation included Allen, Bath, Bishop, Easton, Eckerd, Forest City, Havana, Luther, Manito, Mason City, San Jose, Topeka, and Wolf Lake. Respondents were largely ages 35–54 (47%), with 18 and under (1%), 18–24 (6%), 25–34 (18%), 55–64 (15%), and 65+ (12%). Sixty-six percent identified as female, 32% as male, and 3% preferred not to self-identify.

The Logan/Mason ROSC community survey identifies key gaps in awareness and understanding of harm reduction, public attitudes toward substance use and mental health, and knowledge of Medicated Assisted Recovery (MAR) services. All of these gaps align with the ROSC's top three priorities: under reduce stigma, promoting Medication Assistance Recovery and other evidence-based practices, and promoting harm reduction.

The survey results show that 72% agree/strongly agree that there is stigma in the community. 21% of respondents neither agree nor disagree/neutral on if people who use drugs deserve respect, while 72% of respondents agree/strongly agree. We do see a shift where 86% of respondents agree/strongly agree that people with a mental illness deserve respect and 12% neither agree nor disagree/neutral. We also see that 25% of respondents neither agree nor disagree/neutral that a moral failing is the cause of someone's substance use disorder if they are currently using substances, where 61% disagree/strongly disagree.

Respondents shared that 26% agree/strongly agree that it is difficult to find harm reduction services like Narcan® and syringe service programs in their community, while 31% neither agree nor disagree/neutral, which may reflect limited knowledge about harm reduction. Similarly, 29% neither agree nor disagree/neutral that harm reduction services reduce the risks of drug use, whereas 45% agree/strongly agree. These findings indicate a need to continue educating the community about harm reduction and to promote where these services are available.

The survey results indicate that 42% neither agree nor disagree/neutral that Medicated Assisted Recovery (MAR), which is the use of medication to treat substance use disorders (e.g., methadone or buprenorphine for opioid use disorder) is an effective treatment, while

50% agree/strongly agree. Forty-one percent neither agree nor disagree/neutral that medication for substance use disorder substitutes one drug addiction for another, 38% disagree/strongly disagree, and 21% agree/strongly agree. Respondents also noted limited local access to MAR: 47% neither agree nor disagree/neutral that it is difficult to find healthcare providers who offer Medication Assisted Recovery (MAR) in the community. With only one MAR provider in Logan County, these results suggest many community members lack a clear understanding of MAR and point to the need for continued education and promotion of MAR services.

FY26 Logan/Mason ROSC Communication and Outreach Plan

Target Audiences

The following groups represent the key audiences Logan/Mason ROSC seeks to inform, engage, and collaborate with in support of the coalitions work.

Community Sector	Purpose	Resources to Share	Method(s) of Distribution
ROSC Council Members & Distribution List	Engage and inform members and partners of ROSC activities and planning.	1. Council agendas & minutes 2. Initiatives 3. Events 4. Promotional materials 5. Deliverables (<i>strategic plan, community resource list, etc.</i>)	1. Email 2. Hybrid ROSC Meetings 3. Social Media
People and Families with Lived Experience	Increase access to and awareness of recovery supports, MAR, and harm reduction; engage in ROSC leadership and activities.	1. Educational resources on harm reduction, MAR, and stigma. 2. Community Resource List 3. Local peer-support groups 4. ROSC activities/events flyers 5. ROSC promotional materials 6. Reframing Recovery Materials	1. Email 2. Hybrid ROSC meetings 3. Community partners 4. Community outreach events 5. Social media 6. Jail Resource Bags 7. Reframing Recovery Educational Boxes & Frames 8. Posting on community boards

Local Medical Providers (SUD, MH, Primary Care, Public Health)	Expand access to harm reduction and MAR by increasing options and engaging more providers.	<ol style="list-style-type: none"> 1. Educational resources on harm reduction, MAR, and stigma. 2. Community Resource List 3. Training Opportunities 4. ROSC activities/events 5. ROSC promotional materials 6. Reframing Recovery Materials 	<ol style="list-style-type: none"> 1. Email 2. Direct Outreach 3. Hybrid ROSC meetings 4. Community outreach events 5. Reframing Recovery Educational Boxes & Frames
Law Enforcement, Drug Courts, & Local Government	Support jail-based MAR initiatives, peer-support groups in the jail, harm reduction access, and strengthen collaboration.	<ol style="list-style-type: none"> 1. Educational resources on harm reduction, MAR, and stigma. 2. Community Resource List 3. Training Opportunities 4. ROSC activities/events 5. ROSC promotional materials 6. Referral Pathways 	<ol style="list-style-type: none"> 1. Email 2. Direct Outreach 3. Hybrid ROSC meetings 4. Community outreach events 5. HMA/Jail staff meetings
Faith Communities	Reduce stigma, strengthen access to recovery and harm reduction supports, and increase awareness of ROSC.	<ol style="list-style-type: none"> 1. Educational resources on harm reduction, MAR, and stigma. 2. Community Resource List 3. Training Opportunities 4. ROSC activities/events 5. ROSC promotional materials 6. Reframing Recovery Materials 	<ol style="list-style-type: none"> 1. Email 2. Direct Outreach 3. Hybrid ROSC meetings 4. Community outreach events 5. Reframing Recovery Educational Boxes & Frames

Civic Organizations	Strengthening access to recovery and harm reduction supports, reduce stigma, and increase awareness of ROSC.	1. Educational resources on harm reduction, MAR, and stigma. 2. Community Resource List 3. Training Opportunities 4. ROSC activities/events 5. ROSC promotional materials 6. Reframing Recovery Materials	1. Email 2. Direct Outreach 3. Hybrid ROSC meetings 4. Community outreach events 5. Reframing Recovery Educational Boxes & Frames 6. Social Media 7. Posting on community boards
Business Owners	Engage and inform of ROSC initiatives and activities, reduce stigma, increase access to harm reduction supports.	1. Educational resources on harm reduction, MAR, and stigma. 2. Community Resource List 3. Training Opportunities 4. ROSC activities/events 5. ROSC promotional materials 6. Reframing Recovery Materials	1. Email 2. Direct Outreach 3. Hybrid ROSC meetings 4. Community outreach events 5. Reframing Recovery Educational Boxes & Frames 6. Social Media 7. Posting on community boards
Education/Schools & Colleges/Universities	Increase harm reduction supports, reduce stigma, and engage and inform of ROSC initiatives and activities.	1. Educational resources on harm reduction, MAR, and stigma. 2. Community Resource List 3. Training Opportunities 4. ROSC activities/events 5. ROSC promotional materials	1. Email 2. Direct Outreach 3. Hybrid ROSC meetings 4. Community outreach events 5. Reframing Recovery Educational Boxes & Frames 6. Social Media 7. Posting on community boards

		6. Reframing Recovery Materials	
Media Outlets	Engage and inform of ROSC initiatives and activities and to create partnerships that strengthen initiatives.	1. Event announcements 2. Reframing Recovery Materials 3. Training Opportunities 4. ROSC promotional materials	1. Email 2. Direct Outreach 3. Hybrid ROSC meetings 4. Community outreach events 5. Reframing Recovery Educational Boxes & Frames 6. Press release 7. Radio ads 8. Newspaper
General Community Members	Increase awareness and access to recovery resources and improve community understanding of SUD and recovery.	1. Educational resources on harm reduction, MAR, and stigma. 2. Community Resource List 3. Training Opportunities 4. ROSC activities/events 5. ROSC promotional materials 6. Reframing Recovery Materials	1. Community outreach events 2. Reframing Recovery Educational Boxes & Frames 3. Social Media 4. Posting on community boards 5. Local Media

FY26 Logan/Mason ROSC Communication Channels, Frequency, and Responsibilities

The Logan/Mason ROSC will use the following channels to consistently communicate the work and activities of the ROSC coalition to stakeholders and community members.

Communication Channel	Frequency	Responsibilities
Monthly Council Meetings	Monthly	Logan/Mason ROSC Staff
Facebook and Instagram Social Media Posting	Weekly (2-3 times per week); paid/boosted posts as needed (approx. 2-4 times per fiscal year)	Logan/Mason ROSC Staff and Chestnut Health Systems Interns
Email- Council Updates	Council meeting agendas/reminders will be sent 7 days before meeting and day of the meeting; Council meeting minutes will be sent 7 days after the meeting.	Logan/Mason ROSC Staff
Email-Agenda Updates & Resource Sharing	As Needed/Requested	Logan/Mason ROSC Staff
Peer-Support Group Meeting Cards	Will update monthly/as needed; Will promote and/or distribute at each monthly council meeting, outreach events, around the community, etc.	Logan/Mason ROSC Staff
Outreach Materials (flyers, brochures, one pagers, etc.)	Will update monthly/as needed; Will promote and distribute at each outreach event	Logan/Mason ROSC Staff, ROSC Council, and Recovery in Action Subcommittee Members
Community Outreach Events (direct outreach)	As identified/requested; quarterly at minimum	Logan/Mason ROSC Staff, ROSC Council, Recovery in Action Subcommittee Members
Logan/Mason ROSC Strategic Plan Reviews	Quarterly at Monthly Council Meetings	Logan/Mason ROSC Staff

Evaluation and Feedback

Logan/Mason ROSC will assess outreach and communication effectiveness across several key areas: council meeting attendance and member diversity; number of partnerships and volunteers; participation in ROSC activities, outreach events, and trainings; social media reach and engagement; and use of peer-support group meeting cards. Ongoing feedback from council members, partners, and people with lived experience will be gathered to evaluate communication and outreach effectiveness and efficiency, and events and trainings will be tracked to monitor impact.

FY26 Logan/Mason ROSC- Council Goals, Objectives, and Outcome Measures

Goal #1 (Year One)

To address stigma of individuals who use substances in Logan and Mason Counties, the ROSC will increase awareness and recovery education by: hosting one PLE-focused event annually; assisting the Recovery in Action (RIA) committee to deliver one workshop on sharing recovery stories; supporting recovery groups to coordinate at least two community events; and implementing the Reframing Recovery (RR) campaign by distributing 50 RR Boxes, educational materials, and planning one training on the three RR topics, by June 30, 2026.

Objectives

- Finalize distribution plan, recipient list, and educational materials for the next Reframing Recovery campaign by March 30, 2026.
- Hold campaign planning meetings at least twice a month through June 30, 2026.
- Launch and promote Reframing Recovery materials through social media, local media, and community events by March 30, 2026.
- Assemble and distribute the first round of the 50 Reframing Recovery Boxes to existing stakeholder organizations by June 30, 2026.
- Record the Reframing Recovery video highlighting box recipients by June 30, 2026.
- Plan, host, and promote at least one training based on one of the three RR topics by June 30, 2026.
- Identify at least one training for each of the three remaining Reframing Recovery topics by June 30, 2026, including the target audience for each.
- Host one event (either in-person, hybrid, or virtually) with a focus on PLE having an increased voice in the direction of the recovery work and of the obstacles people in recovery face in Logan/Mason counties by June 30, 2026.
- Encourage and assist recovery groups to coordinate different events to promote unity and have at least two of these types of events by June 30, 2026.

- Host one workshop on sharing personal recovery stories through the Recovery in Action (RIA) committee by June 30, 2026.

Progress Achieved:

- Established a messaging timeline for the Reframing Recovery content topics (MAR and Harm Reduction) and started to create messaging.
- Purchased all materials for the RR boxes and working with the RIA group to set a date to assemble the boxes.
- Reached out the local MAR provider to set up meeting to discuss the planning of an MAR training that aligns with the first topic that will be highlighted with our Reframing Recovery campaign.
- Working with the RIA group on a Valentines Day party to have a pro social event for the recovery community in Logan and Mason County.

Outcome/Output Measures:

- # of Reframing Recovery Boxes distributed (Q4).
- Reframing Recovery video recorded and promoted (June 2026).
- Virtual pledge wall launched; 10 pledges achieved by June 2026.
- Development plan of second round of materials by Feb 2026.
- # of Campaign messages posted via social/local media and events (ongoing FY26).
- # of Campaign planning meetings through June 2026.
- Number of training courses identified for FY27 and FY28 planning.
- Hosting one event for PLE's to share their story (June 2026).
- Assisting recovery groups on two events (Feb 2026, June 2026).
- Hosting one workshop on sharing personal recovery stories (June 2026).
- Date of MAR training and attendance with pre/post survey results of knowledge gained (June 2026).

Goal #1 (Year Three)

To address stigma of individuals who use substances in Logan and Mason Counties, the ROSC will continue increase awareness and recovery education by: hosting three PLE-focused events annually; assisting the Recovery in Action (RIA) committee to deliver one workshop on sharing recovery stories; supporting recovery groups to coordinate at least three community events annually; and continued updates and implementation of the Reframing Recovery (RR) campaign by distributing RR Boxes, educational materials, and planning one training on the three RR topics, by June 30, 2028.

Objectives

- Conduct an annual Logan and Mason County community survey to evaluate community understanding of SUD, Mental Health, recovery, Medication-Assisted Recovery (MAR), and harm reduction (yearly, ongoing).

- Identify a method to track community engagement through social media, flyer distribution, and event interactions, and use the data to increase engagement by 10% by June 30, 2028.
- Identify and target 2 community sectors for Reframing Recovery Box distribution reaching all community sectors by June 30, 2028.
- Share Reframing Recovery messaging through social media, local media, and community events at least quarterly to promote understanding of SUD and Mental Health issues (ongoing, yearly).
- Identify and implement quarterly (4) community trainings aligned with Reframing Recovery campaign messaging (yearly, ongoing).
- Record and promote 2 Reframing Recovery videos annually featuring community partners and box recipients to reinforce campaign messaging (yearly, ongoing).
- Monitor and evaluate campaign reach, engagement, and community impact annually to inform adjustments, updates, and planning by utilizing a process evaluation surveys and marketing evaluation surveys. (yearly, ongoing).
- Host 3 events annually (in-person, hybrid, or virtually) with a focus on PLE having an increased voice in the direction of the recovery work and of the obstacles people in recovery face in Logan/Mason counties.
- Encourage and assist recovery groups to coordinate different events to promote unity and have at least 3 of these types of events annually.
- Host an annual workshop on sharing personal recovery stories through the Recovery in Action (RIA) committee.

Outcome/Output Measures:

- Needs assessment results.
- Number of community sectors targeted for Reframing Recovery Boxes (min. 2/year).
- Number of Reframing Recovery Boxes distributed annually (min. 100).
- Number of social/local media posts and community events per quarter.
- Number of trainings hosted annually (1/quarter).
- Number of Reframing Recovery videos recorded/promoted annually (2/year).
- Percent increase in community engagement (target 10%).
- Number of annual PLE focused events (3/year).
- Number of events assisting recovery groups (3/year).
- Number of workshops held (1/year).

Goal #2 (Year 1)

By June 30, 2026, Logan/Mason ROSC will continue to increase awareness and accessibility to Medicated Assisted Recovery (MAR) services by continuing to partner with of the Logan County Jail MAR Learning Collaborative Meetings, creating 50 resource bags, which includes materials about MAR services, education, and MAR Now resources, for each

county jail, continue to update and distribute recovery meeting cards, and host at least one MAR training.

Objectives

- Continue to have a presence on the Logan County Jail MAR Learning Collaborative Meetings to help support implementation of MAR in the county jail.
- Expand MAR awareness and accessibility for individuals in the Mason County Jail by providing 50 resource bags and newly created in-cell MAR materials containing information on local MAR services, general MAR education, and MAR Now resources by March 2026.
- Work with the RIA Community to identify content and approve all updated MAR materials by February 2026.
- Assemble 100 resource bags (50-Mason County Jail & 50-Logan County Jail) with the support of the RIA Community by March 2026.
- Deliver 100 resource bags to each jail by March 2026.
- Adjust MAR materials (if needed) by June 2026.
- Review resource bag distribution with Logan County and Mason County Jail staff in December 2025 and June 2026 to confirm stock and ensure MAR materials remain available to individuals in the jail.
- Keep updated recovery meeting cards to raise awareness of existing meetings, support organizations, and dates/times of current options by June 2026.
- Plan, host, and promote at least one MAR training by June 30, 2026.

Progress Achieved:

- Established new partnership with the Mason County Jail by having them hand out the resource bags.
- Created 50 resource bags for Mason County Jail and gave them 20 to start with and will continue to supply them with the rest when needed.
- RIA group has met and is coming up with a date to assemble the 50 bags for the Logan County jail.
- Recovery meeting cards have had a design update to show the recent updates with the cards and have been sent to the printers and will be distributed to the community once available.
- Reached out the local MAR provider to set up meeting to discuss the planning of an MAR training.

Outcome/Output Measures:

- Number of resource bags assembled and delivered (June 2026).
- Number of MAR materials approved (March 2026).
- Number of resource bags distributed monthly (June 2026).
- Conducted and documented resource bags distribution reviews with Logan and Mason County Jail staff by June 2026.
- Number of recovery meeting cards printed and distributed (June 2026).

- Date of MAR training and attendance with pre/post survey results of knowledge gained (June 2026).

Goal #2 (Year 3)

By June 30, 2028, Logan/Mason ROSC will continue to increase awareness and accessibility to Medicated Assisted Recovery (MAR) services by continuing to partner with of the Logan County Jail MAR Learning Collaborative Meetings, update MAR resources annually, continue to update and distribute recovery meeting cards annually, and host at least three MAR trainings.

Objectives

- Continue to have a presence on the Logan County Jail MAR Learning Collaborative Meetings to help support implementation of MAR in the county jail.
- Utilize the annual Logan County and Mason County community survey to assess understanding of Medication Assisted Recovery (MAR), perceptions of MAR, and knowledge of where to access MAR services (yearly, ongoing).
- Update MAR resources annually to ensure accurate and accessible information (yearly, ongoing).
- Keep updated recovery meeting cards to raise awareness of existing meetings, support organizations, and dates/times of current options (yearly, ongoing).
- Plan, host, and promote at least three MAR trainings by June 30, 2028.

Outcome/Output Measures:

- Needs assessment results.
- Tracking of when we updated MAR resources.
- Number of recovery meeting cards distributed and when.
- Number of MAR trainings hosted (3/year).
- Number of social/local media posts and community events per quarter.
- Number of bags distributed to each county jail.

Goal #3 (Year 1)

By June 30, 2026, the Logan/Mason ROSC will develop a Community Awareness Campaign to increase awareness of harm reduction services being offered, adding two additional locations to provide harm reduction materials, assist the Public Health Departments and Lincoln Memorial Hospital with outreach, promotion, and advocating for identified locations to host harm reduction materials, include NARCAN®, fentanyl test strips, and educational materials in jail resource bags, assemble addition RR boxes with NARCAN®,

fentanyl test strips, and educational materials, and promote harm reduction strategies and where to access resources through 2-3 social media posts per month/one community event (host/attend) quarterly/local media channels.

Objectives

- Plan/create/launch a Community Awareness Campaign to increase awareness of the harm reduction services being offered in Logan and Mason counties and general education around harm reduction by June 30, 2026.
- Increase harm reduction availability by adding two additional locations providing NARCAN®/naloxone in Logan and Mason counties.
- Assist the Public Health Departments and Lincoln Memorial Hospital with outreach, promotion, and advocating for identified locations to host harm reduction materials through June 2026.
- Include NARCAN®, fentanyl test strips, and educational materials in jail resource bags for justice-impacted individuals by March 2026.
- Assemble additional Reframing Recovery boxes with NARCAN®, educational materials, and other harm reduction tools for local agencies and businesses by June 2026.
- Promote harm reduction strategies, their effectiveness, and where to access resources through 2-3 social media posts per month, one community event (host/attend) quarterly, and local media channels through June 2026.

Progress Achieved:

- Lincoln Memorial Hospital is updating their resource card and collaborating with the Logan/Mason ROSC on the design and how to showcase the different harm reduction material locations. Resource Cards will be launched by March 2026.
- Working with Logan County Health Department to get Elkhart Library to get NARCAN® administration trained and hosting materials by June 2026.
- Logan/Mason ROSC brainstormed different locations to contact to provide harm reduction materials.
- Jail resource bags for Mason County have NARCAN®, fentanyl test strips, and educational materials and were distributed to jail December 2025.
- Purchased all materials for the RR boxes and working with the RIA group to set a date to assemble the boxes.

Outcome/Output Measures:

- Launching of the Community Awareness Campaign (June 2026).
- Number of locations added to provide NARCAN®/naloxone (2/year).
- Number of resource cards provided by the Lincoln Memorial Hospital distributed.
- Number of scans on the QR code that provides a list of identified locations to host harm reduction materials (June 2026).
- Number of resource bags distributed monthly (June 2026).

- Number of NARCAN® trainings hosted and individuals trained (June 2026).
- Number of outreach and awareness efforts conducted through social media (June 2026).
- Number of community events hosted/attended that the community awareness campaign was promoted (June 2026).

Goal #3 (Year 3)

To increase awareness of harm reduction services, the Logan/Mason ROSC will continue to implement an awareness campaign, through disseminating information about available resources and how to access resources through 2-3 social media posts per month/one community event (host/attend) quarterly/local media channels by June 30, 2028.

Objectives

- Utilize the annual Logan and Mason County community survey to assess understanding of harm reduction, perceptions of risk reduction, and knowledge of where to access harm-reduction resources (yearly, ongoing).
- Conduct outreach to at least 1-2 sectors per quarter to ensure they are aware of harm reduction resources and supports, reaching all targeted sectors (yearly, ongoing).
- Provide partner sectors with clear information on where to access NARCAN® through community boxes and harm reduction vending machines by distributing maps, directories, and resource guides (yearly, ongoing).
- Increase harm reduction availability by adding six additional locations providing NARCAN®/naloxone in Logan and Mason counties.
- Identify a method to track community engagement through social media, flyer distribution, and event interactions, and use the data to increase engagement by 10% by June 30, 2028.
- Share Community Awareness Campaign messaging through 2-3 social media posts per month, local media, and one community event at least quarterly to promote understanding NARCAN®/naloxone and other harm reduction resources. (ongoing, yearly).
- Monitor and evaluate campaign reach, engagement, and community impact annually to inform adjustments, updates, and planning by utilizing a process evaluation surveys and marketing evaluation surveys. (yearly, ongoing).
- Share evidence-based information on harm reduction through social media, flyers, events, and the Reframing Recovery campaign to increase understanding of harm reduction and inform the community where to access resources (yearly, ongoing).
- Host/attend one community event quarterly each year (workshops, webinars, or local events) to increase understanding of harm reduction practices and overdose prevention (yearly, ongoing).

Outcome/Output Measures:

- Needs assessment results.
- Number of sectors informed about harm reduction resources and supports (1-2/quarter).
- Number of locations added to provide NARCAN®/naloxone (2/year).
- Increased community awareness of where to access NARCAN® and harm reduction resources, as measured by the annual survey.
- Number of community events host/attended quarterly that promote the Community Awareness Campaign.
- Number of community events host/attended quarterly that increase understanding of harm reduction practices and overdose prevention.
- Number of outreach and awareness efforts conducted through social media (2-3 posts per month).