

# FY26 Strategic Plan

Bond County Recovery Council

Chestnut Health Systems

December 30, 2025



**Council Mission:** Working together to build and maintain safer and healthier communities of recovery and hope.

**Council Vision:** To empower the Bond County communities to support prevention and recovery through awareness, policy, education, stigma reduction and access to quality services.

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

## Needs Assessment

### Community Demographics and Overdose Data:

Bond County is described by many citizens as a conservative, service-minded, and generous community used to pulling itself up by its bootstraps and being self-reliant. In terms of land use, Bond County is largely agricultural with just over 70% of its 245,100 acres zoned as agricultural. Interestingly, because of Bond County's geographic adjacency to Madison and other counties with much larger populations, it is often considered to be a "metro-urban county" as defined by the state of Illinois; however, many citizens of Bond county would define their community as rural which is further supported by the role agriculture has played in their economy, lifestyle, and culture over the last several decades.

#### County Data

|                                          |                    |
|------------------------------------------|--------------------|
| County Name:                             | <b>Bond County</b> |
| Total Population 2024                    | 16,576             |
| Total Population 2010                    | 17,768             |
| Percentage Population change 2010 - 2023 | -7%                |
| Urban- Suburban- Rural                   | 59.6% Rural        |
| County Seat                              | Greenville         |

Source: U.S. Census Quick Facts, 2023 (<https://www.census.gov/quickfacts/fact/table/>)

#### 2024 Census Data

| Race & Ethnicity                              | County: Bond | Illinois   |
|-----------------------------------------------|--------------|------------|
| American Indian/Alaskan Native                | .7%          | 1.3%       |
| Asian                                         | .7%          | 6.4%       |
| Black or African American                     | 6.7%         | 13.7%      |
| White                                         | 89.9%        | 75.3%      |
| Two or More Races                             | 1.9%         | 3.1%       |
| Hispanic/Latino                               | 3.9%         | 19.5%      |
| Other Data                                    |              |            |
| Median Household Income                       | \$61,603     | \$78,538   |
| Households with Internet                      | 85.1%        | 89.7%      |
| Persons without Health Insurance              | 6.4%         | 9.5%       |
| Veterans                                      | 897          | 16,569,149 |
| Rental Units (% of housing considered rental) |              |            |

Source: U.S. Census Quick Facts, 2024

#### Overdose Data

| Overdose Data       | 2018 | 2019 | 2020 | 2021 | 2022 | 2023 | 2024 |
|---------------------|------|------|------|------|------|------|------|
| Fatal – Bond County | 4    | 2    | 3    | 6    | 3    | 2    | 3    |

Source: Opioid Data Dashboard, 2024, Bond County Coroner Data (<https://idph.illinois.gov/opioiddatadashboard/>)

#### Other Data

|                                              | County: Bond |
|----------------------------------------------|--------------|
| Is there a Drug Court?                       | No           |
| Is there a Safe Passages/Deflection Program? | No           |
| Is there a Juvenile Detention Center?        | No           |
| Is there a Juvenile Justice Council?         | No           |
| Drug Task Force Coverage?                    | Yes          |

### Gaps Highlighted by FY26 Community Survey:

Since October 2025, lead agency ROSC staff, council members and community partners have gathered information from residents in Bond County. Efforts were made to collect data from a variety of communities and individuals, resulting in 218 completed surveys. Gaps identified by our community survey let us know that we need more education about the reduced risks to those who use drugs through harm reduction. Only 39% of those surveyed believe that harm reduction efforts reduce risks. We plan to be able to expand harm reduction and provide additional community education through work with the Next Network RCO. Stigma also continues to be a barrier as 25% of the people surveyed believe that people who use drugs deserve respect. By reducing community stigma more people will understand that they do deserve respect.

### Qualitative Data Collected from Community Stakeholders:

Based on our review of community surveys, participant interviews, other county needs assessments and gap analysis, the Bond County Recovery Council members identified strengths, weaknesses, opportunities and threats in the county. Some of the weaknesses were harm reduction beyond Narcan and lack of education on where to find help. Through our partnership with the Next Network we turn these into strengths in Bond County. Among the threats in Bond County were stigma against those with SUD and mental health issues, misinformation, and denial of the schools that there is a problem. Through our Anti-Stigma campaign, we hope to create a recovery ready community in Bond County.

## **Outreach and Communication Plans FY26:**

### Purpose:

1. Increase awareness of the ROSC Council and publicize opportunities for involvement in the work of the Council.
2. Promote Stigma reduction and education.
3. Continue to strengthen relationships with existing Council members and Community partners.

### Objectives:

1. Develop at least five different communication methods (press release, social media blasts, email blasts, radio interviews & YouTube Channel videos) for distribution by June 2026.
2. Increase the Social Media presence on Facebook of BCRC by June 2026 by 20%. Continue building our YouTube Channel videos by adding monthly meetings, quarterly Anti-Stigma Campaign videos, Council activities, and educational information.
3. Increase average attendance by 25% (from 16 to 20) at ROSC Council meetings by June 2026.

### Target Audiences:

BCRC members identified five different sectors in the community for focus of our Communication and Outreach Plan. These groups will be our focus for the upcoming year.

1. Faith Communities – There are extensive opportunities with churches and faith groups in Bond County that are becoming engaged in the work of the ROSC Council and we will continue to provide resource materials, trainings and engage the Faith Community in our work. To many in our rural communities, the faith-based community is considered a “safe-place” to reach out when they need help. Engaging the faith community will lead to significant positive outcomes and connection with community. We will continue to partner in efforts such as community meals, clothing closets, and transportation assistance. We will participate in the monthly Ministerial Alliance meetings and provide support for their events. We will also continue to work with

Patrick Miller from the Center for Community Engagement to establish “Recovery Certified Churches” in the community.

2. Persons with Lived Experience (PLE’s)/Families - We will continue with our monthly Advisory Board (PLE’s) meetings to guide the work of the council. They will share ideas and provide time and effort into projects of the council. The Advisory Board has grown over the last year, and we continue to add new members. We have group emails, text message groups for the advisory board, for subcommittees working on specific projects, and messaging/events shared through Facebook. Several members of this group help with disseminating messages to others and making sure social media outlets are kept up to date. This group is vital to the work of the ROSC. It is extremely important for us to ensure that decisions made on the work of the ROSC is guided by those who have lived experience.
3. Substance Use Disorder and Mental Health Providers – We will make sure all providers in Bond County and surrounding areas are aware of the efforts of the ROSC Council and how they can be involved. We will communicate through our monthly meeting attendance, monthly meeting minutes, meeting videos shared on our YouTube channel, Facebook posts, email groups, in person conversations, and event flyers. We will continue to build and support our relationships with existing providers. These providers are extremely important to the ROSC as they provide direct services to individuals that the ROSC does not provide.
4. Medical Community – We will continue to make physicians and other medical personnel aware of our efforts and how they can support individuals in recovery and their families. We have formed a close relationship with the local HSHS hospital (the only hospital in the county). They attend meetings regularly and help to support the council’s efforts and projects. They have also provided financial support for several of the events we have hosted. We make sure they are informed of all meetings, initiatives, and events through personal communication, emails, flyers, zoom calls, social media. They are an important part of our efforts in Bond County because they are often the point of contact by individuals who are seeking help. We can provide them with the resources needed to guide individuals to care.
5. Law Enforcement/Probation Dept./State’s Attorney/Coroner - Officers/Probation Dept./Coroner are aware of the work of the ROSC Council and how they can be involved. Although we do not have consistent attendance at monthly meetings by this group (due to small staff and scheduling), we remain committed to keeping them up to date on the work of the council through emails, one-on-one outreach, meeting minutes, event flyers, and social media posts. It has been very important to keep this group informed as they have supported many of our efforts in the community. We often get emails or calls replying to events we need help with and comments about the work we are doing. Law enforcement is often the first ones to respond to a crisis involving people with mental health/substance use issue with little formal training on how to handle these situations. Partnering with them allows another avenue for the ROSC to distribute resource lists.

#### **Key Messages:**

Messaging will be about collaboration efforts on projects, updates on planning events, stigma reduction and education, sharing information on other organizations projects, and communicating progress to members of the council. All messaging will be inclusive.

#### **Communication Channels & Frequency:**

We will continue to communicate about the work of the Bond County Recovery Council through our Facebook page, our YouTube channel, local radio interviews, event posters, emails blasts, and group text messages. We will communicate at least 3 times a week. Toni Randall and

Monique Brunious take the lead on communication, with members of the council often helping by sharing information within their organizations or their social media platforms about meetings, agendas, and events.

**Roles and Responsibilities:**

In the future we hope to have some members from our Advisory Board who have technological knowledge to help with social media platforms. It is the expectation of all people in the council to use non-stigmatizing language.

**Evaluation and Feedback:**

We will track impact through analytic engagement on social media and social media insights. We will also ask individuals who attend our events “how did they hear about the event”. We will also track the number of people who are watching the YouTube Videos that we post. For communication within the Council, we ask members what their preferred method of communication is. We also track the number of email addresses that are receiving our email blasts.

## **Goals To Address Community Challenges**

**Goal #1 12-Month Plan:** Address stigma associated with people who use substances, people with mental health concern, and people in or seeking recovery. To do this, the ROSC will conduct a stigma reduction campaign consisting of dissemination of educational/awareness materials and a 4-part video series (one video per quarter) by June 30, 2026.

***Objectives for Year 1:***

- Continue meeting monthly with the Anti-Stigma Work Group throughout FY26
- Develop a campaign name and imagery by July 31, 2025
- Develop 5 different graphic design messages by July 31, 2025.
- Create a YouTube Channel for the Bond County Recovery Council by July 31, 2025
- Finalize campaign design and messaging for Kickoff campaign at the “Overdose Awareness” Event on August 31, 2025.
- Conduct and record at least 10 interviews with people with lived experience to be used in our campaign videos that will be released quarterly by September 1, 2025.
- Release 4 campaign message videos by September 30, 2025, December 31, 2025, March 30, 2026 and June 30, 2026.
- Use 5 graphic designs to develop yard signs, buttons, and other items to be displayed in Bond County by March 31, 2026
- Continue planning (during Spring 2026) for next round of messages to be released during FY27.

***Progress Achieved:***

- Developed a campaign name, logo, and 5 draft messages informed by survey and Anti-Stigma Work Group.
- Created a YouTube Channel for the Bond County Recovery Channel.
- Kicked off the campaign at “Overdose Awareness” Event on August 31, 2025
- Conducted 10 interviews with people with lived experience about how they have been impacted by stigma.

- Released our first Anti-Stigma video on September 30, 2025 on our YouTube channel featuring local people with lived experience.

***Next Steps:***

- Edit and develop the second campaign video to be released by December 31, 2025
- Release graphic messages through yard signs and buttons.
- Expand outreach through social media, community events and partnerships.
- Continue meeting monthly with the Anti-Stigma work group to develop additional campaign materials.

***Outcome/Output Measures:***

- Number of meetings held by the Anti-Stigma work group.
- Number of videos released on YouTube Channel.
- Number of yard signs put up.
- Number of buttons handed out.

**Goal #1 3-Year Strategic Plan (Long-Term Direction):** Continue the campaign, with 4 stigma-reduction campaign videos released (through social media, our YouTube channel and other distribution methods), and 5 more graphic messages developed and released yearly in FY27 and FY28; with the campaign concluding by June 30, 2028.

***Objectives:***

- Yearly, develop at least 5 stigma-reduction campaign messages informed by Anti-Stigma work group and annual surveys.
- Yearly, create at least 4 videos with people with lived experience sharing about how they have been impacted by stigma.
- Measure increases in number of community survey respondents indicating they believe individuals who use substances deserve respect.

***Outcome Measures:***

- Number of campaign messages developed and released
- Number of videos released on our YouTube channel and how many views they have.
- Increase in number of community survey respondents who indicate that they believe individuals who use substances deserve respect.
- Documentation of campaign materials distributed
- Measure increases in community awareness by conducting an annual community survey to gauge level of awareness, seeing an increase of 5% each year.

**Goal #2 12-Month Plan:** The ROSC will enhance the Next Network's efforts to expand their RCO services into Bond County (to facilitate partnerships and awareness of available services) by continuing monthly work group meetings (12 meetings by June 30, 2026).

***Objectives for Year 1:***

- Have 12 meetings with the Director and staff at "The Next Network" by June 30, 2026
- Have Jon Magnuson from the Next Network present at a Bond County Recovery Council meeting about what an RCO is and services they provide by January 31, 2026

- Identify the services that are currently being provided by the Next Network in Montgomery and Macoupin County by January 31, 2026.
- Our “ROSC Development Work Group”, through the results of our Community Survey will determine which services would be most beneficial in Bond County to start out with by June 30, 2026.
- Have conversations with local stakeholders to educate them on the positive changes that will be made by having a RCO providing services to Bond County.
- Present to the Bond County Board information on the Next Network and the projects that they are doing in Macoupin and Montgomery counties that could benefit Bond County.

***Progress Achieved:***

- We have formed an RCO Development Work Group that meets monthly to discuss how an RCO in Bond County might look.
- We have held a work group meeting each month.
- Jon from Next Network presented information on the Next Network at the Bond County Recovery Council meeting on November 12, 2025.

***Next Steps:***

- Go over Community Survey to determine which services might be most beneficial by June 30, 2026.
- Plan for and schedule meetings with community stakeholders to discuss the benefits of having an RCO in Bond County.
- Contact Bond County Board and Jon to set up a time that is mutually convenient to discuss RCO services in Bond County.

***Outcome/Output Measures:***

- Keep meeting notes for our monthly meetings about the discussions that were held.
- The list of services that are currently being provided by the Next Network in Macoupin/Montgomery counties.
- The list of services that have potential to be provided in Bond County.
- How many stakeholders have we had conversations about RCO development with?
- Ask for feedback from the Bond County Board about RCO expansion.

**Goal #2 3-Year Strategic Plan (Long-Term Direction):** Through our relationship with the Next Network, we will learn where their funding comes from, how Bond County can create funding streams and open a physical location in Bond County for the Next Network to provide services from by the end of FY28.

***Objectives:***

- Meet with Next Network and learn about how their funding is received by June 30, 2027.
- Create a detailed budget of expenditures we could expect to provide services through a physical location in Bond County by June 30, 2027
- Identify possible grants that could be applied for that would support the efforts of the Next Network to expand into Bond County by June 30, 2027
- Request a meeting the Bond County Board to discuss the potential use of Opioid Settlement funds to support RCO development by June 30, 2027.
- Have a physical location for the Next Network in Bond County by June 30, 2028.

**Outcome Measures:**

- A list of funding streams that the Next Network has access to.
- The budget is created for a physical location in Bond County.
- How many potential grants have been identified as possible funding streams.
- Feedback from County Board about the Opioid Settlement funds.
- The physical location of the Next Network in Bond County.
- Increased community awareness

**Goal #3 12-Month Plan:** Increase equity (related to access of services, transportation, and overall wellness) for those with substance use disorders or mental health problems by launching and promoting educational campaign and distributing public awareness messaging at least 4 times by June 30, 2026.

**Objectives for year 1:**

- Create 100 flyers, 100 pamphlets and 50 posters by February 29, 2026.
- Develop a QR link which guides community, stakeholders, PLE's to updated agenda by March 31, 2026.
- Develop a monthly BCRC equity and inclusive workgroup by September 30, 2025.
- Join four community monthly groups to build networks by October 31, 2025
- Host or co-host quarterly equity and inclusion events, totaling 4 events by June 30, 2026.
- Host or co-host one community town hall meeting by May 30, 2026.
- Join and sponsor "JUST LOVE "transportation and food sub- groups by December 2025.

**Projects Achieved:**

- Developed monthly Equity and Inclusion Workgroup October 31, 2025
- Partnered with "Just Love" a community equity group November 29, 2025
- Joined 2 of four community equity and inclusion groups November 29, 2025

**Next Steps:**

- Create 100 flyers, 100 pamphlets and 50 posters for community awareness.
- Design a QR code to link community current Equity and Inclusion updates and events.
- Disseminate flyers, pamphlets and posters throughout Bond County communities.
- Plan Town Hall meet & greet with community partners, peers and council.
- Disseminate 200 awareness invitations and flyers for town hall event
- Establish one-on-one collaboration with community stakeholders.
- Create 100 community volunteer forms for transportation, housing and food sources

**Outcome/Output Measures:**

- Measure by documentation new memberships of Equity and Inclusion workgroup.
- Measure by documentation submitted volunteer forms returned to "Just Love and BCRC
- Measure by documentation new memberships from workgroup and Town Hall meeting.

**Goal #3 3-Year Strategic Plan (Long-Term Direction):** Continue to support and promote equitable and inclusive housing, transportation and food access for persons living with substance use and mental health conditions, by ongoing strategic collaborations with community partners, hosting or co-hosting quarterly educational public awareness events (totaling 12), and promoting these events through all available communication channels (email, social media, YouTube) to ensure sustainable outcomes by June 30, 2028.

***Objectives:***

- Yearly awareness materials throughout community
- Host or co-host quarterly equity and inclusion awareness events.
- Host or co-host two community town-hall meetings each year.
- Host and attend other equity and inclusion community meetings
- Sponsor “Just Love” community events, monthly meeting and subgroups
- Increase volunteers and memberships in annual workgroups

***Outcome Measures:***

- Documentation of increased membership and volunteers
- Number of awareness materials shared
- Number of engagements to QR link
- Number of attendees per town hall and events
- monitoring engagement of social media