



# FY26–FY29 Strategic Plan

**Franklin/Williamson ROSC Council (FWRC)**

**Lead Agency:** Take Action Today

**Date:** 05/22/2026

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## Council Mission

We will develop partnerships that are rich and diverse in the communities we serve to provide a flexible system of services responsive to multiple pathways of recovery. Through education, we will reduce stigma and increase awareness of recovery supports.

## Council Vision

To build and sustain a vibrant recovery community empowered by intentional and unified stakeholders, allies, and those in or seeking recovery.

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## Needs Assessment

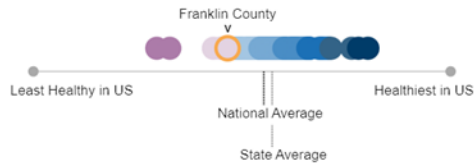
### Demographics:

	Franklin County	Williamson County	Illinois
Current Population (Estimate V2025)	37,820	67,154	12,821,814
White	96%	90%	76%
Black	1%	5%	15%
Hispanic or Latino	2%	3%	19%
Two or More Races	2%	2%	3%
Person's age > 65	21%	21%	18%
Persons with a disability <65 (2019-2023)	15%	13%	8%
Median Household Income (2019-2023)	\$53,471	\$68,415	\$81,702
People in Poverty	17%	12%	12%
Source: <a href="https://data.census.gov/">https://data.census.gov/</a>			

### Health Factors:

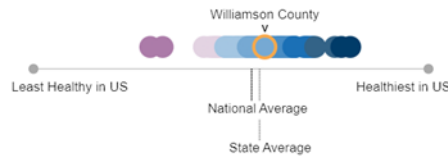
	Franklin County	Williamson County	Illinois
Excessive Drinking	21%	21%	19%
Drug Overdose Deaths (per 100,000 population)	26	25	29
Suicides (per 100,000 population)	24	15	11
Food Insecurity	17%	14%	12%
Source: <a href="https://www.countyhealthrankings.org/health-data/illinois">https://www.countyhealthrankings.org/health-data/illinois</a>			

Franklin County Community Conditions -  
2025



Franklin County is faring worse than the average county in Illinois for Community Conditions, and worse than the average county in the nation.

Williamson County Community Conditions -  
2025



Williamson County is faring about the same as the average county in Illinois for Community Conditions, and about the same as the average county in the nation.

Franklin and Williamson Counties reflect a mix of rural and semi-urban populations with identified gaps in access to behavioral health services, recovery support, and harm reduction education. Although overdose death rates are slightly below the state average, the impact on local families and communities remains devastating. Elevated suicide rates and mental health concerns highlight the strong connection between behavioral health and recovery support needs. Community survey data indicates:

- Limited awareness of available recovery resources
  - Transportation barriers preventing consistent treatment and recovery support access
  - Persistent stigma toward substance use, Medication-Assisted Recovery (MAR), and Forward Initiative (Harm Reduction)
  - Need for culturally and linguistically appropriate materials
  - Desire for increased community outreach and education
- ★ Qualitative feedback highlights the importance of lived experience voices, accessible information, and community-based engagement opportunities.
  - ★ “People want help, but they don’t know where to start.”
  - ★ “Forward Initiative approach, saves lives and gives people another chance.”
  - ★ “Recovery can feel lonely when you don’t have support around you.”
  - ★ These insights reinforce the importance of increasing awareness, creating meaningful connections, reducing stigma, and expanding recovery support opportunities throughout the region.

## **Council Outreach and Communication Plan:**

### **Purpose**

To increase awareness of recovery resources, reduce stigma, and strengthen community engagement through consistent, inclusive, and strategic communication.

### **Objectives**

- Increase visibility of FWRC and recovery resources
- Improve public understanding of recovery pathways, MAR, and Forward Initiative
- Engage diverse audiences including underserved populations
- Share accurate, evidence-based education regarding substance use and recovery
- Build trust and engagement within the community

### **Target Audiences**

- Community members
- People with Lived Experience (PLEs)
- Partner with organizations and service providers
- Healthcare providers and emergency departments
- Underserved and marginalized populations
  - ❖ FW ROSC will engage in our communities to keep them informed, bring awareness and education by way of agendas, meeting minutes, events. We will share this information through email, zoom calls, social media and one-on-one outreach.

### **Key Messages**

- Recovery is possible for everyone
- Multiple pathways to recovery exist
- Individuals in recovery deserve dignity and respect
- Collaboration strengthens community impact
- FWRC is committed to building a recovery-ready community

### **Communication Channels & Frequency**

- FWRC will produce social media posts weekly
- Plan community events monthly and quarterly
- Resource distribution will always be ongoing.
- Our monthly meetings will continue.

## **Roles and Responsibilities**

- FWRC Council will chair, give oversight and leadership
- Lead FWRC Members in outreach and engagement
- Partnering resource sharing and collaboration
- Form PLE Subcommittee: for storytelling, peer engagement, and outreach planning

## **Evaluation & Feedback**

- Social media analytics
  - Event attendance tracking – clickers and sign-in forms
  - Survey data (pre/post awareness and stigma)
  - Quarterly review of communication efforts through outreach events
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## **Council Goals, Objectives, and Outcome Measures:**

### **Goal A: (Annual Goal)**

**Improve community awareness and equitable access to Recovery Services and other Recovery information. By December FY 2027. FW ROSC will increase awareness in Recovery, Mental and Behavioral Health from 65.8% to 70.8% by December 2026.**

### **Objectives & Activities:**

- Develop and distribute a bilingual (English/Spanish) FWRC Resource Guide by February 2027
- Conduct at least 2 outreach events (resource fairs, community engagement events) by December 2026
- Develop and distribute resource cards in public locations (e.g., ER's ancommunity centers)
- Increase social media presence with consistent recovery-focused messaging
- Engage and support PLEs to share recovery stories throughout the year.

### **Progress Achieved:**

- FW ROSC will bring measurable progress toward increasing community awareness and reducing stigma related to substance use and recovery services. This will be done by partnering and participating in community events, focus groups and survey data.

## Next Steps:

- Develop and distribute culturally responsive recovery resource materials, including bilingual resources where appropriate annually.
- Expand outreach efforts into rural and underserved communities to improve awareness and access to recovery supports.
- Strengthen partnerships with faith-based organizations, schools, healthcare providers, local law enforcement and local employers to broaden community engagement.

## Outcome Measures:

- Number of resource guides distributed
  - Number of outreach events conducted by way of Quarterly Reports.
  - Number of PLEs engaged
  - Social media engagement metrics (reach, shares, interactions)
  - Survey-based increase in awareness levels
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## Goal A (3-Year Goal)

**Increase community awareness and equitable access to recovery services from 70.8% to 80.8% by December 2029.**

## Yearly Objectives:

- Annually update and redistribute bilingual resource guides
- Conduct at least 4 outreach events per year
- Grow partnerships with healthcare providers and community organizations e.g. (law enforcement and ER Dept)
- Increase PLE storytelling participation annually

## Outcome Measures:

- Annual increase in awareness (survey data)
  - Number of outreach events and participants
  - Number of active partnerships
  - Distribution and utilization of materials
  - Tracking number of PLE stories done through social media
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## **Goal B: (Annual Goal)**

In 12 months reduce stigma by bringing education related to Medication Assisted Recovery (MAR) and Forward Initiative (harm reduction) services to Franklin and Williamson counties from 60.7%-65.7%.

### **Objectives & Activities:**

- Conduct pop-up outreach and “Taking It to the Streets” initiatives
- Share recovery stories and educational content via social media
- Host educational presentations and share materials such as educational info and flyers, during FWRC monthly meetings
- Conduct surveys, focus groups, and interviews to assess stigma

### **Progress Achieved:**

- Yearly, we will provide educational presentations on MAR and Forward Initiative, overdose prevention, and Narcan administration at places like libraries, community events, public outreach activities and partner organization meetings.

### **Next Steps:**

- We will recruit additional community organizations willing to host/co-host training and educational events on Forward Initiative program
- We will continue to distribute materials throughout both counties, expanding education and accessibility to information and materials by way of attending partnering events and meetings
- We will strengthen the collaboration between healthcare providers, ER’s, schools, law enforcement etc. to improve referrals and MAR education.

## **Outcome Measures**

- Percentage change in stigma perception (survey results)
  - Outreach events attendance and feedback through surveys and “word of mouth”. Community and monthly meetings and Quarterly Reports, It is our goal to gather outcome measure. This will enable FW ROSC to be able to monitor progress toward goals and allow for adjustments as needed.
  - Social media engagement metric
  - Qualitative feedback from focus groups/interviews
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## **Goal B: (3-Year Goal)**

**Strengthen awareness and reduce stigma related to recovery, MAR, and harm reduction from 65.7% to 75.7% by June 2029.**

### **Yearly Objectives**

- Develop and release ongoing stigma-reduction messaging campaigns
- Conduct at least 4 focus groups annually
- Expand educational outreach efforts each year

## **Outcome Measures**

- Increase in positive survey responses
  - Number of campaigns and materials distributed
  - Focus group feedback trends
  - Number of individuals reached
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