



## FY26 Strategic Plan

### Perry/Jackson ROSC Council (PJRC)

#### Take Action Today

**PJRC Vision:** The primary vision of the Perry/Jackson ROSC Council is to sustain recovery support within the community through unity and intentional collaboration among allies, stakeholders, and those in or seeking recovery.

**PJRC Mission:** We will build and empower communities of recovery by developing a council comprised of recovery allies, community leaders and people with lived experience working together to reduce the stigma surrounding substance use and other co-occurring disorders, while embodying the philosophy that there are countless pathways to recovery.

### Needs Assessment

| <b><u>Demographics:</u></b>   | Perry County | Jackson County | Illinois   |
|---|--------------|----------------|------------|
| Current Population (Estimate V2025)                                     | 20,272       | 52,974         | 12,719,141 |
| White   | 88%          | 78.7%          | 75.5%      |
| Black   | 8.6%         | 17%            | 14.5%      |
| Hispanic or Latino  | 4%           | 5.3%           | 19%        |
| Two or More Races   | 2%           | 4.7%           | 2.4%       |
| Person's age > 65   | 21%          | 16.5%          | 17.9%      |
| Persons with a disability <65 (2020-2025)                               | 16.6%        | 19.1%          | 8.2%       |
| Median Household Income (2020-2024)                                     | \$62,118     | \$48,763       | \$83,390   |
| Persons in Poverty  | 15.2%        | 21%            | 11.6%      |
| Source: <a href="https://data.census.gov/">https://data.census.gov/</a> |              |                |            |

**Health Factors:**

|  | Perry County | Jackson County | Illinois |
|--|--------------|----------------|----------|
| Excessive Drinking   | 21%          | 16%            | 19%      |
| Drug Overdose Deaths (per 100,000 population)  | 21           | 18             | 29       |
| Suicides (per 100,000 population)  | 17           | 17             | 11       |
| Food Insecurity  | 16%          | 14%            | 12%      |
| Source:<br><a href="https://www.countyhealthrankings.org/health-data/illinois">https://www.countyhealthrankings.org/health-data/illinois</a> |              |                |          |



Perry County Community Conditions - 2025

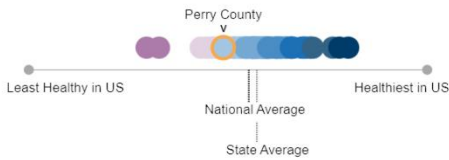


Diagram summarizes data released on 03/19/2025

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



Jackson County Community Conditions - 2025

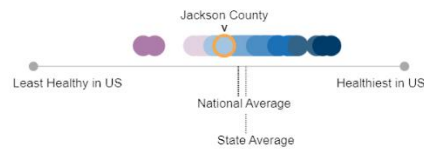


Diagram summarizes data released on 03/19/2025

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

Perry and Jackson Counties are rural communities in Southern Illinois characterized by small populations, limited transportation options, and constrained access to healthcare and social services—particularly in more remote areas. These conditions contribute to persistent challenges related to economic stability, health equity, and access to behavioral health and recovery supports, ultimately affecting all aspects of the continuum of care due to limited infrastructure and economic opportunities.

Data collected through community surveys, engagement with individuals in recovery, ROSC Council meetings, and a SWOT analysis revealed critical gaps across the continuum of care. Widespread stigma associated with substance use, mental health, and homelessness—alongside limited awareness of available resources among both community members and service providers—continues to create significant barriers to care. These findings underscore the need for coordinated, community-driven strategies

to reduce stigma and enhance access to support for individuals and families impacted by substance use.

## **Outreach and Communication Plan**

### **Objectives**

- Increase awareness of PJRC and its role
- Reduce stigma and increase education related to MAR and harm reduction
- Increase engagement across PJRC communication platforms
- Strengthening council growth and sustainability through participation, lived experience leadership, and partner visibility

### **Target Audiences**

- Community members of Perry & Jackson Counties
- People with Lived Experience (PLEs) and individuals in recovery
- Families and allies
- Recovery, harm reduction, healthcare, behavioral health, and social service providers
- Faith Based Organizations and first responders
- Local leaders, stakeholders, and potential council members

### **Key Messages**

- Recovery is possible and unique to each person
- MAR is an evidence-based pathway to recovery
- Harm reduction saves lives and connects people to care
- Everyone deserves dignity, respect, and support
- Lived experience leadership strengthens recovery systems
- PJRC is a collaborative hub for recovery resources

### **Communication Channels & Frequency**

- Social media (PJRC ROSC Page): 2–3 posts/week (recovery stories, education, events, partner highlights)
- PJRC Meetings: Monthly (education, resources, stigma reduction, partner updates)
- Community Events/Outreach: Quarterly/as available (resource tables, Recovery Month, harm reduction education)

- Email & Partner Information Sharing: Updates (PJRC news, surveys, events, resources)

### **Roles & Responsibilities**

- PLE Subcommittee: Lived experience storytelling and recovery messaging
- Communications Lead: Social media posting, scheduling, and analytics
- Council Members/Partners: Outreach and content sharing
- Evaluation Support: Data collection and reporting

### **Evaluation & Impact Tracking**

Quantitative: Social media analytics, meeting/event attendance, survey results- community and council

Qualitative: Focus groups, interviews, PLE feedback, community comments, review from council

## **Strategic Goals**

**Goal A Increase community understanding and acceptance of MAR from 56.6% to 61.6% and harm reduction from 51.3% to 56.3% by June 30, 2027.**

### **Objectives for year 1:**

- By November 2026, deliver at least four educational trainings through PJRC meetings and/or community outreach events. Sessions will focus on topics including, Medicated assisted recovery (MAR), Harm reduction strategies, as well as stigma and its impact on individuals, families, and the community.
- By February 2027, improve positive perceptions of MAR and harm reduction by 5%, based on survey data. Through collaboration with local experts and providers to lead presentations on MAR, harm reduction practices (e.g., naloxone use), and strategies to reduce stigma in healthcare and community settings.
- By December 2026, establish a baseline measure of community knowledge and stigma. By developing and conducting pre/post-surveys at each training to measure changes in knowledge, attitudes toward MAR and harm reduction, and awareness of stigma and its effects.
- Throughout the year share educational materials (flyers, infographics, short videos) that explain MAR, harm reduction approaches, and how stigma affects access to care and recovery outcomes.

### **Progress Achieved:**

- Delivered educational training and outreach presentations focused on MAR, harm reduction, and stigma reduction;
- Increased community exposure to evidence-based recovery practices and naloxone education;
- Expanding public access to educational materials and recovery information;
- Building partnerships with community organizations and outreach providers to strengthen education and engagement efforts.

### **Next Steps:**

- Continue to expand educational Outreach opportunities and community presentations
- Continue to Increase integration of MAR education into harm reduction through outreach activities.
- Continue to enhance visibility of recovery services and recovery pathways
- Continue to strengthen survey and data collection to better evaluate knowledge and perceptions over time.

### **Outcome Measures:**

- Number of educational trainings conducted
- Number attendance rates of monthly meetings
- Number Pre/post survey results
- Track the number of resources and materials given during outreach activities.

**Goal A Three-Year Goal: Increase community understanding and acceptance of Medication Assisted Recovery (MAR) and Harm Reduction by 10% from baseline through education, outreach, collaboration, and stigma reduction efforts by June 2029.**

### **Objectives:**

- Host or co-host yearly trainings and outreach events on Medication Assisted Recovery (MAR), harm reduction, naloxone education, and stigma reduction for community members and partner organizations.
- By February 2028, increase positive community understanding and perceptions of MAR and harm reduction by 10% from baseline survey results.

- By June 2028, increase community awareness of how stigma affects treatment, recovery, and mental health through education and outreach activities.
- Strengthen yearly collaboration among healthcare providers, behavioral health agencies, recovery organizations, housing services, and community partners through active participation in PJRC meetings and outreach efforts.
- By June 2028, maintain a consistent evaluation process using surveys, attendance records, outreach data, and participant feedback to measure changes in knowledge, attitudes, and awareness related to MAR and harm reduction.
- Increase community awareness of how stigma affects treatment, recovery, and mental health through educational materials, trainings, and outreach activities.

### **Outcome Measures:**

- Number of educational trainings and outreach events conducted annually
- Number of participants attending PJRC meetings, trainings, and outreach events
- Number of community presentations conducted on MAR, harm reduction, and stigma reduction
- Percentage increase in participant knowledge and awareness based on pre/post survey results
- Number of active partnerships with healthcare providers, behavioral health agencies, recovery organizations, and community partners
- Number of educational materials distributed through outreach and community events
- Annual review of survey, attendance, and outreach data to measure progress toward the 10% improvement goal by June 2028

### **Goal B Increase awareness of recovery resources from 31.6% to 36.6% by June 30, 2027**

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

- By January 2027, update, maintain, and distribute a standardized PJRC Resource Guide in partnership with lead agencies, highlighting local, regional, state, and national supports.
- Increase community awareness and access to support services through “Recovery First Aide” kits with resource guides, naloxone information, crisis hotline contacts in community based and informal settings.
- By June 2027, host or cohost at least four outreach events (one per quarter) in partnership with community organizations, to increase awareness of recovery supports in rural and underserved areas.
- Throughout the year, distribute educational materials and resource information during outreach activities, tabling events, trainings, and public events to increase community knowledge of recovery supports and harm reduction services.

### **Progress Achieved:**

- The ROSC Council has collaborated during monthly meetings to share resources, strengthen partnerships, and coordinate community events aimed at increasing awareness of recovery resources.
- Educational materials and recovery resources were distributed during outreach activities to improve access to care and increase awareness of available support.
- Resource sharing included information on recovery pathways, treatment services, crisis supports, naloxone access, and harm reduction education.
- Efforts also included increasing community access to “Recovery First Aide” kits containing resource guides, naloxone information, and crisis hotline contacts to support individuals and families in community-based and informal settings.
- Resource guide updates are in progress
- Outreach partnerships have been and are being established with local stake holders including Gateway, Centerstone, and Oxford house, as well as many others.

### **Next Steps:**

- Continue updating and maintaining the PJRC Resource Guide to ensure accurate and accessible information.
- Continue to improve survey and data collection efforts to better measure changes in community.
- Continue to expand distribution of Recovery First Aid kits and Naloxone education materials with recovery resources to ensure awareness.
- Continue to increase community engagement through additional tabling events, presentations, and educational opportunities focused on recovery resources and stigma reduction.
- Continue to strengthen collaboration with partnering agencies to improve cross-referrals and increase visibility of MAR, harm reduction, and recovery services.

### **Outcome Measures:**

- Number of outreach events hosted or attended
- Number of community members reached through outreach activities
- Number of PJRC Resource Guides distributed
- Number of Recovery First Aid kits distributed
- Number of educational materials distributed
- Number of rural and underserved communities engaged
- Number of partnerships and collaborative outreach efforts completed
- Pre/post survey results measuring awareness of recovery and harm reduction resources

**Goal B Three Year Goal: Increase awareness of recovery resources from 36.6% to 46.6% by June 2028.**

**Objectives:**

- Increase community awareness of local recovery, MAR, and harm reduction resources by 10% through yearly surveys, outreach, and educational efforts.
- Update and distribute yearly print and digital resource guides that include recovery, mental health, MAR, harm reduction, and support services.
- Conduct 4–6 outreach events annually in rural, underserved, and high-need communities through partnerships with healthcare providers, schools, libraries, and community organizations.
- Increase awareness of recovery services, harm reduction, and stigma reduction through social media, educational materials, and recurring community outreach activities.
- Strengthen collaboration with community agencies and service providers while conducting yearly surveys and feedback activities to improve outreach efforts and identify service gaps.

**Outcome Measures:**

- Percentage increase in community awareness of recovery, MAR, harm reduction, and support services as measured through annual surveys.
- Number of outreach events, educational activities, and community members reached annually.
- Number of PJRC Resource Guides, Recovery First Aid kits, and educational materials distributed throughout the community.
- Number of rural, underserved, and high-need communities engaged through outreach and awareness efforts.
- Number of partnerships and collaborative outreach efforts completed with community organizations and service providers.

**Goal C Reduce Stigma related to substance use from 30.3% to 25.3% by June 30, 2027.**

**Objectives for Year 1:**

- Increase awareness of substance use, recovery, and available support through social media, recovery stories, and community partnerships.
- Reduce stigma by promoting person-first language and sharing stories from People with Lived Experience (PLEs).
- Strengthen partnerships with community organizations, council members, and recovery partners to support outreach efforts.
- Increase community participation in recovery activities, including a recovery celebration bowling event.

- Improve outreach efforts by tracking engagement, gathering feedback, and using results to guide future activities.

### **Progress Achieved:**

- Began planning the Recovery Month awareness campaign, including social media and community outreach activities.
- Started recruiting People with Lived Experience (PLEs) to share recovery stories and participate in Recovery Month activities.
- Collaborated with council members, community organizations, and recovery partners to support outreach and shared messaging.
- Developed educational and recovery-focused social media content to increase awareness and reduce stigma.
- Started planning a recovery celebration bowling event to promote community engagement and support for recovery.
- Began identifying ways to track social media engagement and gather community feedback to improve future efforts.

### **Next Steps:**

- Launch the Recovery Month storytelling campaign featuring People with Lived Experience (PLEs).
- Continue to share educational and recovery-focused social media content to increase awareness and reduce stigma.
- Continue working with community partners to expand outreach and promote Recovery Month activities.
- Host a recovery celebration bowling event to encourage community connection and support for recovery.
- Continue to track social media engagement and gather community feedback to improve future efforts.
- Continue to conduct community surveys to measure changes in stigma and awareness.

### **Outcome Measures:**

- Number of Increased social media engagement, including post views, shares, and comments.
- Number of recovery stories shared by People with Lived Experience (PLEs).
- Increased number of attendance and participation in recovery-focused events.
- Number of community survey results showing reduced stigma and increased understanding of recovery.
- Number of community organizations and partners involved in outreach efforts.
- Increased use of person-first, non-stigmatizing language in outreach materials and messaging.
- Increased reach of positive recovery messaging through social media and community partnerships.

**Goal C Three Year Goal: Reduce Stigma related to substance use from 30.3% to 25.3% by June 30, 2027.**

**Objectives:**

- Increase community awareness and normalize recovery and help-seeking behaviors through ongoing stigma-reduction messaging, public health campaigns, and positive social media outreach.
- Promote positive representation of individuals in recovery by highlighting success stories, long-term recovery journeys, and collaborating with media and community partners.
- Establish and sustain annual community engagement activities, including Recovery Awareness Month events and other educational outreach opportunities focused on reducing stigma related to substance use and recovery.
- Institutionalize stigma-reduction practices across partnering organizations through refresher trainings, collaborative education efforts, and sustainability planning.
- Reduce stigma related to substance use and recovery from 25.3% to 20.3% by June 2028 as measured through community surveys and feedback activities.

**Outcome Measures:**

- Final community stigma survey showing reduction to **20.3% or lower**.
- Number of organizations adopting stigma-reduction practices or policies.
- Media coverage and reach of positive recovery messaging.
- Sustained or increased engagement across platforms.
- Increased self-reported willingness to seek help or support others in recovery