



STRATEGIC PLAN

Fiscal Year
2026-2028+

*Funded in whole or in part by the Illinois Department of Human
Services, Division of Substance Use Prevention and Recovery*

FY26 Livingston County Needs Assessment

Livingston County is in central Illinois and covers approximately 1,046 square miles. Its county seat is Pontiac, which serves as the hub for government and community services. The county has a population of 35,521 residents, with Pontiac being the largest city, home to 11,400 people. Livingston County has a mix of rural and small-town communities, with agriculture playing the key role in the local economy. Corn and soybean farming are major industries, along with livestock production.

Livingston County Demographics	County Percentages
Non-Hispanic White	89%
Hispanic	5.5%
Non-Hispanic Black	3.7%
Asian	0.7%
American Indian or Alaskan Native	0.5%
Population under 18 years of age	22%
Population over 65 years of age	20%
Median Household Income	\$70,796
Residents Living in Poverty	11.1%
Adults (25 yrs. +) with high school diploma	90%
Adults (25 yrs. +) with bachelor's degree or higher	19%

In 2024, there were 10 overdose-related deaths. Autopsy results show opioids were involved in six of them. Fentanyl was detected in four cases, and three of those also included other opioids such as morphine and hydrocodone. Additional substances identified across these cases included topiramate, cyclobenzaprine, citalopram, cocaine, diphenhydramine, nortriptyline, benzodiazepines, methamphetamine, and delta-9 THC.

FY26 Livingston ROSC Community Survey Findings

The Livingston County ROSC FY26 Community Survey was created to measure public opinion on issues related to recovery and identify areas for improvement for Livingston County. The survey was open to the public on September 1st and closed December 1st. The survey consisted of 15 questions plus demographic information. The Livingston County ROSC partnered with Council members and community partners to make copies of the survey widely available in Livingston County. We received a total of 274 survey responses.

About 86% of survey respondents lived in Livingston County, IL, with the remainder from neighboring counties including McLean (10%), Ford (0.7%), Woodford (0.7%), and Iroquois (0.7%). Respondents spanned all age ranges, with the fewest under 18 (1.49%) and the most between 45-54. Of the 274 participants, 73.23% identified as female, 24.16% as male, 0.74% as nonbinary, and 1.86% preferred not to self-identify; none identified as gender fluid. Most were non-Hispanic (96.54%), and 3.46% were Hispanic or Latino. In terms of race, 95.47% identified as Caucasian/White, 2.26% as African American/Black, 1.89% as two or more races, and 0.38% as Native American, with no respondents identifying as Asian or Pacific Islander.

The Livingston County community survey highlights key gaps in understanding, access, and attitudes related to substance use and mental health, and these gaps closely align with ROSC's three strategic priorities: stigma reduction, expanding harm reduction supports, and increasing effective service delivery.

Attitudes toward different populations revealed a clear stigma divide: while more than 60% strongly agreed that people with mental illness deserve respect, only 27% said the same for people who use drugs, and the much higher neutral responses in the latter group signal greater uncertainty and bias. This highlights the need for targeted stigma-reduction efforts that center empathy and understanding for people who use drugs.

Perceptions of harm reduction also showed significant gaps. When asked whether services like NARCAN and syringe programs reduce drug-use risks, most respondents were neutral (31%), disagreed (19%), or strongly disagreed (6%). Similarly, when asked if harm reduction services are difficult to find locally, 40% remained neutral, with smaller portions agreeing (19%) or strongly agreeing (5%). Together, these patterns point to the need for expanded community education, stronger awareness and visibility of harm reduction resources, and continued stigma-reduction work across the county.

Although a strong majority (80.3%) supported increased government funding for treatment, far fewer felt confident that community members can access substance use care (44%) and mental health care (45%) regardless of income level, insurance status, race, ethnicity, primary language, disabilities, gender identity, sexual orientation, or citizenship status. Nearly 40% of respondents report having difficulty accessing mental health and substance use services in their community, both pointing to ongoing barriers in effective service delivery. Confidence in local treatment resources was also low, with less than 35% viewing them as effective and more than three-quarters agreeing that stigma prevents people from seeking help, further underscoring gaps in both stigma reduction and service delivery.

FY26 Livingston County ROSC – Communication & Outreach Plan

Purpose

This plan outlines how Livingston County ROSC communicates with stakeholders, people with lived experience, families, providers, and the general community. The goal is to strengthen recovery support, reduce stigma, increase access to services, and advance the ROSC Strategic Plan for FY26 and beyond.

Objectives – The Livingston ROSC Communication & Outreach Plan is designed to achieve the following:

1. Strengthen and diversify ROSC Council membership, including people with lived experience.
2. Ensure consistent, clear communication of ROSC activities and resources.
3. Promote recovery-oriented language and reduce stigma across the community.
4. Share and update the Strategic Plan regularly and integrate community data.
5. Expand partnerships with providers, courts, health systems, businesses, faith communities and the general community.

Key Messages - The Livingston County ROSC communicates several core messages throughout its outreach efforts. Recovery is possible, especially when supported by a strong and connected community. The ROSC coalition operates as a collaborative, inclusive, and community-driven effort that values the contributions of all partners. Reducing stigma is essential, as it encourages individuals to seek help and improve outcomes for those impacted by substance use and mental health challenges. Community partners play a critical role in building local recovery capital and strengthening the overall recovery environment in Livingston County.

Target Audiences - The following groups represent the key audiences Livingston ROSC seeks to inform, engage, and collaborate with in support of the coalition's work:

Community Sector	Purpose	Resources to Share	Method(s) of Distribution
Coalition Members & Livingston ROSC Email Distribution List	To engage and inform of ROSC activities and community events	1. Council meeting agendas and minutes 2. Events and initiatives 3. Livingston ROSC promotional materials 4. Livingston ROSC deliverables (strategic plan, resource list, etc.)	1. Email and Virtual 2. Resource Guide (Jotform)
People and Families with Lived Expertise	To engage and inform of ROSC initiatives and activities; Aim to reduce stigma and increase access to recovery supports	1. Educational resources on harm reduction, Medication Assisted Recovery, and stigma 2. Community Resource Lists 3. Support group/local provider promotional materials 4. ROSC activities/events flyers 5. ROSC promotional materials	1. Email 2. Virtual Resource App 3. In-person at events 4. Local recovery meetings 5. Community partners offices (i.e. IHR)
Local Medical Providers	To ensure effective service delivery, improve access to health and recovery services, and collaboration efforts	1. Educational resources on harm reduction, Medication Assisted Recovery, and stigma 2. Community Resource Lists 3. ROSC activities/events flyers 4. ROSC promotional materials	1. Email 2. Virtual Resource App 3. Direct Outreach 4. Community Outreach Events
Faith Communities	To strengthen local support networks; Aim to reduce stigma and to increase awareness of ROSC	1. Educational resources on harm reduction, Medication Assisted Recovery, and stigma 2. Community Resource Lists 3. ROSC activities/events flyers 4. ROSC promotional materials	1. Email 2. Virtual Resource App 3. Direct Outreach 4. Community Outreach Events
Law Enforcement, Drug Courts, Local Government	To engage and inform of ROSC initiatives and activities; Aim to reduce stigma and increase collaboration efforts	1. Educational resources on harm reduction, Medication Assisted Recovery, and stigma 2. Community Resource Lists 3. ROSC activities/events flyers 4. ROSC promotional materials	1. Email 2. Virtual Resource App 3. Direct Outreach 4. Community Outreach Events
Media Outlets	To engage and inform of ROSC initiatives and activities; Aim to reduce stigma and increase access to recovery supports	1. Flyers/save the dates/announcements for local community events and ROSC activities 2. ROSC promotional materials (i.e. annual community survey)	1. Press Release 2. Radio ads 3. Newspaper
Local Businesses	To engage and inform of ROSC initiatives and	1. Educational resources on harm reduction, Medication Assisted Recovery, and stigma	1. Email 2. Virtual Resource App 3. Direct Outreach

	activities; To create partnerships that strengthen initiatives	2. Community Resource Lists 3. ROSC activities/events flyers 4. ROSC promotional materials	4. Community Outreach Events
General Community Members	To engage and inform of ROSC initiatives and activities; Aim to reduce stigma and increase access to recovery supports	1. Educational resources on harm reduction, Medication Assisted Recovery, and stigma 2. Community Resource Lists 3. ROSC activities/events flyers 4. ROSC promotional materials	1. Email 2. Virtual Resource App 3. Direct Outreach 4. Community Outreach Events

Communication Channels, Frequency, and Responsibilities - Livingston ROSC will use the following channels to consistently communicate the work and activities of the ROSC coalition to stakeholders and community members:

Channels	Frequency	Person Assigned
Monthly Council Meetings	Monthly	Livingston ROSC Staff
Facebook and Instagram Social Media Posting	Weekly (4-6 times per week); paid/boosted posts as needed (approx. 2-4 times per fiscal year)	Livingston 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.	Livingston ROSC Staff
Email – Agenda Updates & Resource Sharing	As Needed/Requested	Livingston ROSC Staff
Jotform Virtual Resource Guide/Resource Cards	Will update monthly/as needed; Will promote and/or distribute at each monthly council meeting, outreach events, etc.	Livingston ROSC Staff
Outreach materials (flyers, brochures, one pagers, etc.)	Will update monthly/as needed; Will promote and distribute at each outreach event	Livingston ROSC Staff, Recovery in Action Subcommittee Members, and Educating for Change Subcommittee Members
Community Outreach Events (direct outreach)	Average attendance of 2 events per month	Livingston ROSC Staff, Recovery in Action Subcommittee Members, and Educating for Change Subcommittee Members
Livingston ROSC Strategic Plan Reviews	Quarterly at Monthly Council Meetings	Livingston ROSC Staff

Evaluation and feedback – Livingston ROSC will focus on several key areas: attendance at council meetings and the diversity of its members (averaging 10-12 engaged community sectors); the number of partnerships, volunteers, and participation in ROSC activities and outreach events; social media performance, including reach, engagement, clicks, and followers. Additionally, ongoing feedback from the council will be gathered regarding communication and outreach efforts and efficiency, outreach activities such as events and presentations will be tracked, and updates and utilization of JotForm will be monitored to ensure ongoing engagement and effectiveness.

FY26 Livingston County ROSC – Council Goals, Objectives, and Outcome Measures

Goal #1 (Year 1 – Short-Term Progress): To reduce stigma and increase understanding of substance use disorder, Livingston ROSC will host and/or attend at least 20 outreach events and/or trainings, foster more use of our virtual app by 10%, and grow social media engagement by 10%, by June 30, 2026.

Objectives for Year 1:

- Participate in at least 20 community events and/or trainings to educate the public about substance use disorders and highlight available recovery resources by June 30, 2026.
- Develop and post at least 12 stigma-reduction focused social media posts, targeting a 5% increase in overall engagement (likes, shares, comments) by March 30, 2026.
- Establish or strengthen partnerships with at least 2 local organizations (faith communities, medical providers, businesses) to co-host events or share resources by April 30, 2026.
- By June 30, 2026, host a minimum of one educational training event designed to reduce substance use stigma for key audiences, including local providers, individuals and families with lived experience, businesses, and faith communities.

Progress Achieved:

- Attended 10 amount of outreach events from July 2025-December 2025
- Reviewed community survey data in December 2025 to determine educational training needs
- Reviewed and tracked social media engagement metrics to ensure continued success

Next Steps:

- Expand outreach through community events and partnerships
- Assign appropriate staff to build out social media content
- Identify a specific topic and speaker for educational events

Outcome/Output Measures

- Count of attended and/or hosted events and/or trainings
- Number of stigma reduction posts created and published
- Engagement metrics, aiming for at least a 5% increase
- Number of new or enhanced community partnerships

Goal #1 (3 Year Goal - Long-Term Direction): Establish a series of recurring community workshops and/or speaker series by June 30, 2028 to educate the public and local organizations about substance use disorder and recovery.

Objectives:

- By July 1, 2027, complete a comprehensive review of compiled ROSC community survey data and identified needs and knowledge gaps.
- By July 30, 2027, conduct a minimum of 15 key informant interviews with community stakeholders to identify educational needs and work to finalize workshop topics, speakers, and locations.
- By August 15, 2027, establish and start an outreach and promotion plan for the workshops.
- By August 15, 2027, establish a registration process for each respective workshop.
- By June 20, 2028, engage a minimum of 10 participants per session.
- During each workshop, collect pre- and post-event surveys to measure a 20% increase in participants understanding of substance use.
- Gather participant feedback after each session, targeting 80% positive satisfaction.
- Provide educational materials at each event, aimed at 100% of attendees leaving with resources on recovery support and local services.

Outcome Measures

- Knowledge gain and attitude shifts measured through pre- and post-event surveys
 - Number of event attendees, including diversity of sectors
 - Number of new or strengthened partnerships with community groups, local businesses, etc. because of the events
 - Number of new Livingston ROSC Council members garnered as a result of the workshops
-

Goal #2 (Year 1 – Short-Term Progress): Implement at least one new harm-reduction initiative in the next 12 months to support long-term expansion of harm-reduction work.

Objectives for Year 1:

- Identify community harm reduction needs through pre-existing community partnerships by February 15, 2026
- Select the harm reduction initiative based on community feedback, council input, and stakeholder engagement by March 30, 2026
- Develop and finalize outreach materials for the initiative by April 30, 2026
- Establish at least two collaborating partners by May 30, 2026
- Launch the harm reduction initiative by June 30, 2026

Progress Achieved:

- Have completed 6 engagements with 3 sectors to identify harm reduction needs
- Reviewed community survey data in December 2025 to determine attitudes, beliefs, and awareness of harm reduction supports

Next Steps:

- Evaluate impact of the initiative through data collection and feedback from partners
- Continuous refinement of the initiative based on what's working well, what barriers have been identified, etc.
- Strengthen education and awareness efforts by creating additional harm reduction messaging, trainings, and community outreach efforts

Outcome/Output Measures:

- Documentation of identified community harm reduction needs by February 15, 2026
- At least two MOU's with partnering agencies for the initiative by March 30, 2026
- Completed outreach and educational materials by April 30, 2026

Goal #2 (3 Year Goal - Long-Term Direction): Expand community harm-reduction efforts by implementing at least two additional harm-reduction initiatives, increasing collaboration across sectors, and improving access to harm-reduction supplies, education, and support by June 30, 2028.

Objectives:

- By August 30, 2026, expand the first initiative by increasing outreach locations or partner agencies by at least 25%.
- By December 30, 2026, work with community partners to strengthen tracking tools for distribution, reach, and impact.
- By April 30, 2027, develop and plan a second harm reduction initiative based on community data and year 1 feedback.
- By July 30, 2027, launch the second harm reduction initiative that was developed in year 2.
- By December 30, 2027, conduct at least four focus groups or key informant interviews to evaluate the effectiveness and sustainability of harm-reduction efforts
- Increase the number of harm-reduction access points (ex: partner agencies, community events, distribution sites, crisis centers) by at least three by June 2028.

Outcome Measures

- Number of harm-reduction initiatives launched (target: at least two by FY28).
 - Number of community access points offering harm-reduction supplies or education.
 - Number of trained community partners, providers, or PLEs.
 - Number of collaborating agencies engaged in harm-reduction activities.
 - Improved community understanding of harm-reduction concepts as measured through survey responses.
 - Increased requests for harm-reduction materials or trainings.
-

Goal #3 (Year 1 – Short-Term Progress): Within 12 months, establish formal MOUs with at least one additional agency to begin expanding collaborative service delivery, moving from 2 to 3 participating agencies.

Objectives for Year 1:

- By January 30, 2026, identify gaps that are reported in the ROSC Needs Assessment, Livingston County Health Department I-Plan, and other community resources.
- By February 15, 2026, compile a list of agencies that provide complementary services and could benefit from collaboration.
- By March 30, 2026, initiate meetings with at least 3 prospective agencies to discuss potential partnerships and gauge interest.
- By April 30, 2026, develop a MOU template.
- By June 30, 2026 have at least 1 new partner agency sign the MOU and work towards collaboration efforts.

Progress Achieved:

- Identified the major gaps that were presented in the FY26 Livingston Needs Assessment
- Internal discussions on potential partner agencies for collaboration

Next Steps:

- Finalize list of potential partner agencies
- Work to schedule meetings with agencies/stakeholders
- Develop a draft MOU template for agency collaboration

Outcome/Output Measures:

- Number of agencies identified for collaboration efforts
- Number of outreach meetings held
- Number of MOU signatures

Goal #3 (3 Year Goal - Long-Term Direction) Ensure Effective Service Delivery - Strengthen the county's Recovery-Oriented System of Care by expanding formal partnerships from 2 to 5 agencies, creating a more coordinated network that improves service delivery, closes gaps, and enhances access to recovery support.

Objectives:

- Yearly, identify gaps that are reported in the ROSC Needs Assessment, Livingston County Health Department I-Plan, and other community resources.
- By December 2026, engage with elected representatives regarding needs, gaps, funding, and education needs surrounding the community.
- By December 2026, Partner with and utilize information from the States Attorney's Office, Probation Department, and other local stakeholders to ensure their clients and families are aware of all available resources
- Support the goals of community partners/stakeholders to foster a reciprocally upbuilding partnership (ongoing)
- Assess satisfaction of all events, meetings, communication and volunteers and evolve accordingly (ongoing)

- Welcome diverse perspectives that will lead to informed and effective decision making when expanding/building services (ongoing)

Outcome Measures

- Were gaps identified and efforts made to make changes?
- Have gaps in the ROSC Needs Assessment changed?
- Number of meetings held with community partners/collaborating agencies
- Have elected representative(s) been engaged with ROSC?
- Is the recovery community more or less engaged than previously?
- Are more individuals in recovery housed and employed?