



Strategic Plan

September 2023

Macoupin and Montgomery Counties ROSC (MMCR) was created in September of 2021 to support, facilitate, and advocate for the renewal and restoration of health and wellness for communities, families, and individuals who are seeking and living in recovery.

MMCR seeks to (1) reduce stigma and increase engagement among community members, (2) improve awareness of substance use and mental health through education and outreach, (3) Facilitate cooperation across sectors, perspectives, and lived experiences., (4) Increase access to multiple recovery support options and timely care, (5) Increase the number of people pursuing and maintaining recovery.

On November 5th, 2019, MCPHD's consortium members and key stakeholders met for an all-day consortium meeting, at which time several topics were discussed, including vision, impact, barriers, access, needs/gaps, communication, and action plans. More than 40 substantial and identifiable needs were presented by the consortium as potential barriers to care for individuals living with OUD in Macoupin and Montgomery Counties. The forty needs were then pared down and organized into six actionable categories: Access, Transportation, Resources, Funding, Workforce, Community.

Based on our needs assessment, community outreach, and our ROSC meeting minutes the most identified gaps/barriers in our communities are Increasing engagement in our ROSC

Council, Housing, Transportation, and Stigma. MMCR has decided to proceed and create four subcommittees and create our strategic plan to focus on these issues.

1. Increasing engagement in our ROSC Council:

Problem: There is a need to increase membership in the coalition, including people from all sectors.

Objective/Goal Statements:

Year One Plan:

A. By September 2023, we will have 2 additional people with Lived experience attending our monthly meetings.

Strategy:

- Identify and invite persons with lived experience to serve on our Coalition.
 - **Outcome Measure:** Attendance taken/Sign in Sheets.

B. By September 2023, we will have 3 local officials (e.g., mayor, city council members, local/county Police Department, Probation Dept., State’s Attorney Office, Public Defender) attending our monthly meetings regularly.

Strategy:

- Invite local officials and candidates for election to attend our meetings.
 - **Outcome Measure:** Attendance taken/Sign in sheets.
- Invite local officials and candidates for election to speak at our meetings to engage them in our coalition.
 - **Outcome Measure:** Attendance taken/Sign in sheets.

C. By September 2023, we increase our average meeting attendance from 10 to 15 additional people.

Strategy:

- Create outreach statements and scripts to clarify need for ROSC and stakeholder involvement in the ROSC
- Advertise meetings in media (newspapers, social media, & radio).
 - **Outcome Measure:** newspaper and social media clippings; request letters/emails sent to media.
- Create and disseminate Outreach Packets about our coalition to prospective members.
 - **Outcome Measure:** number of packets distributed in the community each month.
- Create and implement a retention plan for current members.
 - **Outcome Measure:** Date Retention Plan is developed.
- Challenge members to “Bring a Friend” to a meeting quarterly.
 - **Outcome Measure:** Attendance taken/Sign in sheets.
- Launch a website and additional social media sites to engage a broader segment of the Macoupin/Montgomery County population.
 - **Outcome Measure:** Site traffic, comments and “follows” by local members of the community.

- Have speakers with short relevant messages at monthly meetings to engage members and increase substance use disorder and stigma reduction knowledge.
 - **Outcome Measure:** Agendas/Minutes from Coalition meetings.
- Try to engage government officials by attending County Board Meetings and getting on agenda (speaking 3 minutes about program and need for engagement).

2. Housing

Problem: There is no transitional housing within the Counties.

Objective/Goal Statements:

Year One Plan:

A. By September 2023, Coalition Members will create a living document of landlords in Macoupin and Montgomery Counties that is felony or recovery friendly

Strategy:

- A coalition member will obtain current landlord lists and inquire with landlords if they would potentially rent to a person in recovery or a person with a felony background.
 - **Outcome Measure:** Creation of a List of Landlords and maintain it.

B. By September 2023, Coalition Member will contact Oxford House organization to determine the process for obtaining an Oxford House in Macoupin/Montgomery Counties.

Strategy:

- A Coalition Member will inquire about having an Oxford House organization representative speak at one of our Coalition meetings.
 - **Outcome Measure:** Agenda/Minutes from Coalition meetings.
- Coalition members will work with Fletcher Group and government officials to establish local solutions whenever possible.

C. By September 2023, create a list of collaborative resources for individuals to obtain basic requirements to seek housing i.e. ID, License, address, and Social Security Card.

Strategy:

- Coalition members would create living document/plan of action to be able to connect individuals and resources.
 - **Outcome Measure:** List created of Resources to share with Council.

D. By September 2023, reach out to Housing Authorities, CEFS, Illinois Valley and obtain information regarding HUD, and requirements of individuals seeking housing.

- Coalition members would reach out to Housing Authorities, CEFS, Illinois Valley, etc. to gain insight on how individuals with a criminal background/in recovery could utilize their services.
 - **Outcome Measure:** Agenda/Minutes from Coalition meetings.

Year Two Plan:

A. By September 2024, Coalition Member will research grant funding available for recovery housing.

Strategy:

- Coalition Members to begin searching for funding opportunities to purchase/lease property for a recovery housing.
 - **Outcome Measure:** Report to coalition on available funds.

B. By September 2024, Coalition Member to research Zoning Board requirements and potential property availability for an Oxford House or Recovery Housing.

Strategy:

- Coalition Member will talk to Macoupin/Montgomery County Zoning Boards to see what the requirements and restrictions would be for putting a recovery residence in one of our communities.
 - **Outcome Measure:** Agendas/Minutes from Coalition meetings where information was presented to Coalition.
- Coalition Member to research available properties suitable for use as a recovery home and report on cost and expenses projected to bring home up to code as a recovery residence.
 - **Outcome Measure:** List of potential properties and quotes for repairs if applicable.

C. By September 2024, Coalition to develop a plan to reduce stigma surrounding an Oxford House or Recovery Housing in a community.

Strategy:

- Coalition to continue efforts to reduce stigma specifically around a recovery home in a neighborhood.
 - **Outcome Measure:** Agendas/Minutes from Coalition meetings, newspaper and social media clippings, photos of other media used to reduce stigma.

3. Transportation

Problem: There is a lack of affordable, consistent public transportation within Macoupin/Montgomery Counties outside of traditional business hours.

Objective/Goal Statements:

Year One Plan:

A. By September 2023, Coalition Member will compile a list of existing transportation options within Macoupin/Montgomery Counties, including schedules, costs, and contact information.

Strategy:

- Contact CEFS, Macoupin County Transit, Central Illinois Public Transportation, regional cab services, rideshare services, and other regional transportation services for information, schedules, and barriers to services in Macoupin/Montgomery Counties.
 - **Outcome Measure:** Meeting notes, schedules, promotional materials from agencies, contact information gathered from meetings. MMCR will also add information to its website & social media.

B. By September 2023, Coalition Members will find committed faith community partners for meeting transportation needs for PLE's and individuals with SUD including medical, court, and counseling appointments.

Strategy:

- Coalition Member to meet with Macoupin/Montgomery County Ministerial Alliances to discuss churches providing transportation services.
 - **Outcome Measure:** Commitment by churches to provide transportation to programs located on their property. Commitment by one church to provide transportation to in-patient treatment and medical appointments. Commitment by two churches to provide in-County transportation to recovery groups. Commitment by one church to provide transportation to courts. List of church provided transportation options for PLE's and individuals with SUD on church websites and MMCR website and social media.

C. By September 2023, Coalition Members will develop a plan for expanding utilization of Macoupin/Montgomery County Transit by PLE's and individuals with SUD.

Strategy:

- Coalition Member will contact Macoupin County Transit and CEFS about ways to expand evening transportation options and shortening the time necessary to schedule a ride.
 - **Outcome Measure:** Increased use of Macoupin County Transit and CEFS by PLE's and individuals with SUD as reported by MMCR partners. Expanded evening and weekend hours and shortened reservation timelines stated on the Macoupin/Montgomery County transit websites and publications.

E. By September 2023, Coalition Members will develop a plan with HSHS St. Francis Hospital to provide transportation services for individuals with SUD to recovery services.

Strategy

- Coalition Member will identify transportation services provided by HSHS and other hospitals in the region for patients and individuals with SUD.
 - **Outcome Measure:** Transportation services provided by HSHS. Published transportation options on the HSHS and MMCR social media sites.

Year Two Plan:

A. By September 2024, Coalition Members will continue to support the Next Network - Hope/Emotion Transportation Program in Montgomery County and the Macoupin County Public Health Department Transportation program in Macoupin County.

Strategy

- Coalition members will make referrals to Next Network and Macoupin County Public Health Department for transportation needs.

B. By September 2024, Coalition Member will compile list of potential foundations, private donors and governmental agencies that could be contacted for helping fund transportation options identified in 2022 (see above).

Strategy

- Coalition Member will contact recovery focused programs in other counties in the region to identify funding sources.
 - **Outcome Measure:** List of potential funding sources.

C. By December 2023, Coalition Member will meet with government representatives, private donors and foundations to begin processes for requesting funds for 2024

- Coalition Member will schedule meet with city councils, non-profits and key business leaders asking for donation to support transportation programs in 2024.
 - **Outcome Measure:** Meeting notes. Funding commitments.

4. Stigma Reduction

Problem: There is a need to reduce stigma around substance use disorder, recovery, and prevention in Macoupin/Montgomery Counties.

Objective/Goal Statement:

Year One Plan:

A. By September 2023, Coalition to research creating 2 stigma reduction campaigns including billboards, signs, newspaper ads, radio ads in multiple Macoupin/Montgomery County communities.

Strategy:

- Coalition Member to call Lamar Advertising for available billboards and their cost.
 - **Outcome Measure:** Billboards will be displayed.
- Coalition Member to design art and message for a billboard and road sign campaign.
 - **Outcome Measure:** Billboards and signs will be displayed.
- Coalition Member will contact local newspapers about having spotlight or series interviews with people in recovery and/or using our social media to publish interviews.
 - **Outcome Measure:** Publications and report in meeting minutes.

B. By September 2023, Coalition will hold 2 stigma reduction events in Macoupin/Montgomery Counties.

Strategy:

- Coalition Members will lead a September Recovery Awareness Event.
 - **Outcome Measure:** Event will be executed and attended and reported in meeting minutes.
- Coalition Members to host recovery friendly events with activities.
 - **Outcome Measure:** Event will be executed and attended and reported in meeting minutes.

C. By September 2023, Coalition will provide a training for employers to understand SUD and hiring and supporting employees with SUD or lived experience.

Strategy:

- Coalition member will discuss and create a training in partnership with the Chamber of Commerce, MMCR, and Chestnut Health Systems.
 - **Outcome Measure:** Execute the training attended by business owners.

D. By September 2023, Coalition will provide a training for churches to understand and support PLE's and individuals with SUD.

Strategy:

- Coalition member will discuss and create a training in partnership with the Macoupin/Montgomery County Ministerial Alliance.
 - **Outcome Measure:** Execute the training attended by church leaders.

E. By September 2023, Coalition will partner with local recovery programs to participate in two parades with stigma reducing messages.

Strategy

- Coalition member will Invite recovery programs to participate in the Macoupin/Montgomery County Fair parades together and have a float in the parade as well to celebrate recovery success.
 - **Outcome Measure:** Programs send representatives to participate in the Macoupin/Montgomery County Fair activities.

F. By September 2023, Coalition will partner with NAMI to implement more support groups in the Macoupin/Montgomery County communities.

- Coalition members will contact and partner with NAMI to find a location for support groups.
 - **Outcome Measure:** Groups starting and being held.
- Coalition will promote and inform Macoupin/Montgomery County communities about dates and times of support groups.
 - **Outcome Measure:** Attendance at meetings

Year Two Plan:

A. By September 2024, Coalition will hold at least 2 stigma reduction events in Macoupin/Montgomery Counties.

Strategy:

- Coalition Members will support the Safe Passage Facebook live show called “Coffee and Connections”
 - **Outcome Measure:** Number of Coffee and Connection events, number of viewers, number of likes on page, number of likes on Safe Passage and Macoupin/Montgomery County Facebook pages
- Coalition Members will lead a resource fair with a focus on recovery services and supports.
 - **Outcome Measure:** Event will be executed and attended and reported in meeting minutes.
- Coalition Members to host recovery friendly events with activities.
 - **Outcome Measure:** Event will be executed and attended and reported in meeting minutes.

B. By September 2024, Coalition will continue to partner with local recovery programs to participate in two parades with stigma reducing messages.

Strategy

- Coalition member will Invite recovery programs to participate in the Macoupin/Montgomery County Fair parades together and have a float in the parade as well to celebrate recovery success.

- **Outcome Measure:** Programs send representatives to participate in the Macoupin/Montgomery County Fair activities.

C. By September 2024, Coalition will host two stigma reduction presentations in Macoupin/Montgomery County schools for parents and students.

Strategy

- Coalition Member to work with schools to provide stigma reduction education during Red Ribbon Week.
 - **Outcome Measure:** Number of events with schools, number of schools involved, number of attendees.
- Coalition Member to work with schools to provide stigma reduction activities which engage high school students.
 - **Outcome Measure:** Number of events with schools, number of schools involved, number of students involved.

D. By September 2024, Coalition will host one stigma reduction event at local universities

Strategy

- Coalition member will work with LLCC and Blackburn University to provide distributed information.
 - **Outcome Measure:** Speaker on schedule, schedule speaks, and students attend.