

## Franklin/Williamson ROSC Council (FWRC)

### Strategic Plan



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#### **Mission:**

We will develop partnerships that are rich and diverse in the communities we serve. To provide a flexible system of services and resources that is responsive to different pathways in recovery. Through education, we can reduce the stigma surrounding substance use and other co-occurring disorders.

#### **Purpose:**

According to the Community Needs Assessment, among Franklin/Williamson Counties, all areas of the continuum of care—health promotion, prevention, intervention/harm reduction, treatment, and recovery—are impacted by negative, macro-level factors such as limited economic opportunity and limited, or nonexistent, infrastructure.

Additionally, perspectives on substance use within these counties are heavily influenced by stigma. This combination of socio-economic disadvantage and stigmatization results in barriers, not only for individuals seeking care but also for families and communities who are impacted by substance use.

The gaps that were identified in our communities through information collected using focus groups, one on one interviews, SWOT analysis, and collecting data information for the community needs assessment suggest that these gaps within Franklin/ Williamson Counties play an extensive role creating barriers effecting all areas of the continuum of care.

With this in consideration, the initial 3-year strategic plan below aims to establish how the Franklin/Williamson Recovery Oriented Systems of Care Council (ROSC) will implement goals, objectives, and activities to help better serve our communities and measure the success of FWRC. We will use the ROSC concept by educating community stakeholders on our mission, objectives, events, and other related activities to gain support and to continue the services of the FWRC.

## **Strategic Goals**

**Goal A:** Increase community awareness of the FWRC development & mission.

Objective 1: Promote the concept of Recovery Oriented Systems of Care (ROSC) and Franklin/Williamson ROSC Council (FWRC).

Objective 2: Ensure community members know where to locate recovery support services and are aware of the resources available in the community.

Objective 3: Distribute FWRC promotional materials in our service area.

Activity 1: Increase recognition of the PJRC through multiple social media platforms, billboard ads, resource groups, outreach events, public forums, attending other coalition meetings, educational interventions, radio broadcasts, and USPS Every Door Direct Mailers (EDDM).

Activity 2: Promote the recovery resource centers of lead agency, Take Action Today located in Franklin and Williamson counties as sites for harm reduction services, recovery and peer support services, and treatment referrals.

Activity 3: Increase the number of Facebook followers on FWRC's Facebook page.

Activity 4: Partner with local and regional radio and print media to share recovery-related messaging and events hosted by FWRC.

**Goal B:** Reduce stigma against people affected by substance use, mental health, homelessness, and/or criminal history, and people living in recovery.

Objective 1: Provide and highlight the stigma reduction messaging in the communities.

Objective 2: Promote the message that "recovery is possible" and provide encouraging evidence that "people DO recover."

Objective 3: Expand outreach efforts to churches and other faith-based organizations to engage them in how we respond to SUD.

Activity 1: Promote person-centered language to acknowledge people living with substance use disorders.

Activity 2: Assist in events to provide information on SUD and recovery resources.

Activity 3: Increase the number of PLE's on the FWRC Council Roster and encourage them to share their stories of recovery in public forums.

Activity 4: Partner with our lead agency Take Action Today, and other FWRC council members social media platforms to share anti-stigma redudation education.

**Goal C:** Continue developing a fully representative ROSC.

Objective 1: Increase community engagement in the FWRC and our community events.

Objective 2: Continue to build and support a recovery ready community.

Objective 3: Continue recruiting representatives of required/critical sectors.

Activity 1: Hold monthly ROSC Council meetings, share networking opportunities, such as other community monthly meetings, events, and trainings.

Activity 2: Reach out to key stakeholders for partnership, such as law enforcement, faith-based organizations, and PLE's.

Activity 3: Invite local businesses to sponsor our events.

Activity 4: Attend other local community events and meetings to show our support to other agencies and our community.

**Goal D:** Increase awareness of recovery support services in our area.

Objective 1: Increase awareness of available recovery supports and resources available in our communities to those re-entering after SUD treatment.

Objective 2: Educate key stakeholders and community members on the recovery resources available in our communities.

Objective 3: Continue to work alongside TAT CBHR team to establish relationships between entities in the judicial system to bridge the gap between law enforcement and ROSC.

Activity 1: Engage with other ROSC councils and welcome other systems of care or non-ROSC community stakeholders into our activities and attend their activities.

Activity 2: Attend local recovery meetings and engage in conversation of how individuals can be a part of the ROSC council.

Activity 3: Continue to partner with FWRC members in offering weekly recovery support meetings and spreading awareness of the meetings happening in our communities.

Activity 4: Continue to work alongside TAT CBHR team to promote recovery support materials-brochures, training opportunities, flyers, resource bags, educational materials, and harm reduction information to those we are trying to inform such as community members, law enforcement, faith-based organizations, and PLE's.

**Included in this strategic plan on the following page, is the SWOT Analysis conducted of Franklin and Williamson Counties that were identified in our communities through information collected using focus groups, one on one interviews, and surveys. We will use this SWOT Analysis to continue to address problem areas in our communities as we build and maintain our FWRC. We will collaborate monthly through our ROSC meetings to continue to reach our strategic goals outlined above.**

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# SWOT ANALYSIS

<b>Strengths</b>	<b>Weaknesses</b>
<ul style="list-style-type: none"> <li>• FWRC ROSC Council</li> <li>• Take Action Today Resource Centers in Franklin and Williamson Counties.</li> <li>• Lighthouse shelter in Marion</li> <li>• Knight Shield in West Frankfort</li> <li>• Gateway in Carbondale and Fellowship House in Anna will take Franklin/Williamson County residents for treatment.</li> <li>• Centerstone Apartments in Marion and Benton.</li> <li>• Centerstone treatment in Williamson and Franklin Counties.</li> </ul>	<ul style="list-style-type: none"> <li>• Lack of public transportation.</li> <li>• Lack of employment opportunities for felons, or those with criminal history.</li> <li>• Lack of homeless shelter, or housing opportunities.</li> <li>• No legal aid help for those struggling.</li> <li>• Lack of mental health services.</li> <li>• Lack of support groups or knowledge of them.</li> <li>• No inpatient substance-use treatment or mental health treatment in Franklin or Williamson County.</li> <li>• No transitional housing in Franklin County for those re-entering society from treatment.</li> </ul>
<b>Opportunities</b>	<b>Threats</b>
<ul style="list-style-type: none"> <li>• Continue to build partnerships and collaborations in the communities through FWRC.</li> <li>• Get the community involved with recovery events and happenings in the area.</li> <li>• Use social media pages to share on other community pages about resources in our communities.</li> <li>• Parks are open to the public to host events, host recovery night events to bring awareness that “Recover is possible” and to help reduce stigma.</li> <li>• Recognize successful recovery stories and have them shared during meetings and events.</li> <li>• Service/Volunteer opportunities through FWRC and TAT for the recovery community.</li> <li>• Increase awareness of recovery groups and bring new ones into the communities through TAT.</li> </ul>	<ul style="list-style-type: none"> <li>• Communities have several abandoned houses that people are staying in and creates danger for those neighboring.</li> <li>• Cars and homes are being broken into because people are stealing from others to meet their needs.</li> <li>• Residents are uneducated on recovery and resources available to help those in their communities.</li> <li>• Absent parents or parents struggling with addiction so more grandparents are having to care for children.</li> <li>• Stigma around substance use and mental health are keeping our communities closed off to the fact that “Recovery is possible”.</li> <li>• Lack of follow up care for those re-entering just puts them right back out to the same environment they left giving them a lesser chance of long term recovery.</li> </ul>

