

## Perry/Jackson ROSC Council (PJRC)

### FY24 Strategic Plan

### Perry/Jackson County



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The community needs assessments for Perry & Jackson counties identified several barriers for individuals with substance use disorders in various stages of recovery. In both Perry & Jackson County, 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 or nonexistent economic opportunity and infrastructure. Additionally, perspectives on substance use within this county 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.

With this in consideration, the initial 3-year strategic plan below aims to establish achievable and individualized objectives to mitigate barriers, improve the lives of individuals, and improve substance use-related health factors and outcomes across whole communities. These objectives will guide the members and measure the success of the ROSC Council.

Strategic planning is an important organizational management activity used to set priorities, focus energy and resources, improve operations, ensure that members and stakeholders are working towards a common goal, establish agreement on intended outcomes and results, and assess and adjust the council's direction in response to a changing environment.

**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.**

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## Strategic Goals

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

Objective 1: Promote the concept of Recovery Oriented Systems of Care (ROSC) and Perry/Jackson ROSC Council (PJRC).

Objective 2: Ensure community members know where to locate recovery support services.

Objective 3: Engage with other ROSC councils and welcome other systems of care or non-ROSC communities into our activities.

Objective 4: Increase recognition of the PJRC.

Activity 1: Distribute PJRC promotional materials in our service area through multiple social media platforms, billboard ads, and USPS Every Door Direct Mailers (EDDM).

Activity 2: Develop and attend resource/mutual aid groups, outreach events, public forums, and other educational training opportunities.

Activity 3: Support and attend other coalition and ROSC council meetings.

Activity 4: Promote the recovery resource centers of lead agency, Take Action Today located in Perry and Jackson counties as sites for harm reduction services, recovery and peer support services, and treatment referrals.

Activity 5: Increase the number of Facebook followers on PJRC's Facebook page.

Activity 6: Partner with local and regional radio and print media to share recovery-related messaging and events hosted by PJRC.

**Goal B:** Reduce stigma against people who use drugs and people living in recovery.

Objective 1: Increase recovery messaging.

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 and educate them on how we respond to SUD and people living with SUDs.

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

Activity 2: Hold community forums & educational events that highlight or emphasize evidence-based research surrounding stigma reduction.

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

Activity 3: Partner with local and regional radio and print media to share stigma-reducing messaging.

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

Objective 1: Increase awareness of available recovery supports and resources 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: ROSC Council will partner with TAT's CBHR team to establish a relationship 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: The council will partner with other organizations offering weekly recovery support meetings.

Activity 4: Provide recovery support materials including 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.

**Goal D:** Continue developing a fully representative ROSC Council.

Objective 1: Increase community engagement in the PJRC and community events sponsored by the PJRC.

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 and share networking opportunities such as 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 community events.

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

## SWOT ANALYSIS

<b>Strengths</b>	<b>Weaknesses</b>
<ul style="list-style-type: none"> <li>• PJRC ROSC Council</li> <li>• Take Action Today Resource Centers in Franklin and Williamson Counties.</li> <li>• Good Samaritan Center in Carbondale</li> <li>• Warming Center in Carbondale</li> <li>• Gateway in Carbondale</li> <li>• Fellowship House in Anna will take Perry/Jackson County residents for treatment.</li> <li>• Centerstone Apartments in Carbondale</li> <li>• Centerstone treatment in Carbondale</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>• Limited resources and opportunities for the unhoused.</li> <li>• No legal aid help for those who are struggling financially.</li> <li>• Lack of mental health services in Perry County.</li> <li>• Limited support groups or knowledge of them.</li> <li>• No inpatient substance-use treatment in Perry County.</li> <li>• No medical detox in Perry or Jackson County.</li> <li>• No transitional housing in Perry 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 PJRC.</li> <li>• Use social media as a tool to share resources on community groups and pages.</li> <li>• Parks are open to the public to host recovery events to bring awareness that “recovery 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 PJRC and TAT for the recovery community.</li> <li>• Increase awareness of recovery groups and bring new ones into the communities through the PJRC or lead agency, Take Action Today.</li> </ul>	<ul style="list-style-type: none"> <li>• Communities are rife with abandoned houses that the unhoused are occupying causing potential danger to neighborhoods.</li> <li>• Heavy property destruction and theft by individuals with SUD who are stealing to meet their needs.</li> <li>• Residents are uneducated on recovery and available resources.</li> <li>• Absent parents or those still struggling with addiction contribute to the commonality of grandparents raising their grandchildren.</li> <li>• Stigma around substance use, homelessness, and mental health challenges hinder the belief that “people do recover.”</li> <li>• Lack of follow-up/aftercare post-treatment.</li> <li>• Lack of stable housing post-treatment.</li> </ul>

