



# **LIVE4LALI STRATEGIC PLAN**

## **2018-2021**

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## **VISION**

A world in which we prevent substance use disorder when we can and offer compassionate support to reduce harms among individuals, families, and communities when we cannot.

## **MISSION**

Live4Lali works to reduce stigma and prevent substance use disorder among individuals, families, and communities, and minimize the overall health, legal and social harms associated with substance use.

## **FOCUS AREAS**

- Education
- Advocacy
- Peer-to-Peer Support
- Harm Reduction

## **FOCUS AREA: EDUCATION**

**GOAL:** Increase knowledge of drug trends, substance use disorder, and harm reduction through educational programs for the general public, substance users, impacted families, and professional groups.

- **STRATEGY:** Annually create marketing campaigns and outreach strategies to key target audiences.

### **OBJECTIVES:**

- Maintain database of medical and mental health professionals working with those impacted, various media groups, and legislators.
- Enhance Live4Lali's presence at issue-relevant community events, conferences, and meetings.
- Provide presentations for a myriad of stakeholders.
- Identify high needs communities to implement overarching strategy
- Supply direct information to substance users and families to assist them in achieving their goals.
- Improve volunteer engagement and continued learning opportunities for internal and external audiences.
- Collaborate with local, county, state, and national entities to identify trends in order to inform future programming needs.
- Establish a person-first language guide to eliminate the stigmatizing nature of labeling people with substance use disorders and its associated behaviors.
- Promote Live4Lali's Community Toolkit - a robust guide for how to implement our program based on trends and the unique needs of each individual community - across every municipality in the state of Illinois.

- **STRATEGY:** Assess and measure impact of ongoing strategies.

**OBJECTIVES:**

- Gauge outcomes through newly implemented data analysis program.
- Utilize digital tools to collect information about online trends.
- Provide surveys, listening sessions, and focus groups to stakeholders.

## **FOCUS AREA: ADVOCACY**

**GOAL:** Influence the public and private sectors regarding: (1) substance use disorder treatment, (2) harm reduction strategies, (3) drug policy reform by amplifying the needs, voices and experiences of impacted individuals, families, and communities.

- **STRATEGY:** Annually develop our advocacy implementation plan focused on addressing the following key issues:
  - Decriminalizing all currently illegal substances and replacing present incarceration systems with comprehensive, individualized mental health response programs.
  - Protecting the rights of substance users and their families, and reducing harms associated with substance use and misuse.
  - Increasing public access to naloxone/Narcan, the opioid overdose antagonist.
  - Ensuring substance use disorder treatment facilities are accessible, affordable, and utilizing evidenced-based modalities with exemplary, quality standards of care.
  - Promoting non-predatory, ethically-based marketing tactics for substance use disorder treatment centers and recovery residences.
  - Improving public health outcomes by ensuring that all substance users have access to clean using supplies, and piloting safe consumption facilities in high needs communities.
  - Identifying progressive and effective drug policy models nationally and across the globe.
  - Improving the quantity, quality, inclusivity, and affordability of recovery residential models, and reducing barriers to accessibility of these residences by specifically mandating that all recovery homes are: a) establishing the ability for residents to use medication-assisted treatments and other prescribed psychiatric medications during their stay, b) offering robust continuum of care services, c) incorporating overdose prevention policies, d)

promoting various recovery programs and practices in addition to 12-Step, e) not “kicking out” individuals who relapse or face other barriers associated with the aspects of their recovery, f) inclusive of all demographics and lifestyles of its tenants. It is also critical that national and state health administrations establish regulations for recovery homes, and enforce protocols to regularly audit and reprimand facilities that violate all regulations.

- Enforcing quick, ethical, and protective health responses to individuals coming through emergency departments for overdose or other health issues related to substance use by: a) providing naloxone to patients and their loved ones, b) offering post-acute withdrawal treatments via medication-assisted treatment in addition to counseling, c) providing the support of a recovery advocate, d) offering linkage and transportation to treatment, and e) doing everything possible to avoid releasing a patient from the ED before care linkages are established.
- Redistributing funding from criminalization activities to treatment, education and harm reduction initiatives, which aid in reducing recidivism, and bolstering resiliency.
- Implementing evidence-based policies to ensure jails and prisons are establishing: a) an appropriate compassion-based culture and environment for inmates with mental health disorders, b) a plethora of options for treatment and recovery programming, c) harm reduction services for justice-involved populations currently serving time or post-release, specifically naloxone access and linkages to housing, employment, legal, and mental health services.
- Educating the robust law enforcement community regarding compassionate interactions with substance users and innovative programs to link people to care, including diversion program education and funding.
- Strengthening the 911 Good Samaritan Law to eliminate possible misuse of

the law by law enforcement through eliminating the ability to prosecute for violent crimes such as manslaughter, aggravated battery, drug-induced homicide, and any other laws inferring an individual present at any overdose participated in violence or attempted murder towards the individual who overdosed.

- **STRATEGY:** Utilize effective partnerships to drive our efforts.

**OBJECTIVE:**

- Collaborate with other local, state and national policy groups, non-profit organizations, legal action groups, and advocacy committees focused on this work to strive for change.

## **FOCUS AREA: PEER-TO-PEER SUPPORT**

**GOAL:** Assist impacted individuals and families through services that increase social support, enhance resilience and strengthen positive health and behavioral change.

- **STRATEGY:** Implement projects and programs that maximize organizational impact and drive measurable outcomes for our patients and families.

### **OBJECTIVES:**

- Develop a grief support group and network specifically for men similar to our active “Angel Mom’s” network that focuses on creating supportive opportunities for men who have lost children to overdose.
  - Establish a SMART Recovery program on Saturday mornings at our Community Resource Center (CRC).
  - Launch a monthly 12-Step Speakers meeting to provide robust opportunities to our community in recovery from a substance use disorder.
  - Market all support opportunities to various audiences including recovery residences, hospitals and other health agencies, counselors and therapists, community centers (park districts, libraries, YMCA’s), police and fire departments, and corporations.
- **STRATEGY:** Measure and disseminate evaluative impact findings from programmatic activities.

### **OBJECTIVES:**

- Gauge outcomes through newly implemented data analysis program.
- Provide surveys to participants involved in programming to understand their experiences and gauge their preferences.
- Provide surveys to the digital community to understand their needs and identify other services that we do not currently provide.



## FOCUS AREA: HARM REDUCTION

**GOAL:** Promote health and harm reduction at the individual, family and community levels.

- **STRATEGY:** Implement overdose prevention and harm reduction trainings for opioid users, their loved ones and social network, and targeted professionals (Law Enforcement, Public Health, Health, Mental Health, Treatment, EMT/EMS, Fire).

### OBJECTIVE:

- Partner with county health departments on syringe exchange programmatic activities.
- **STRATEGY:** Generate community education opportunities to promote topics.

### OBJECTIVES:

- Create mock videos of overdose situations and other health-related information related to substance use.
- Incorporate information about overdose prevention and other harm reduction services to individuals in our peer-to-peer support community.
- Disseminate overdose education program to police departments and school districts.
- **STRATEGY:** Measure and disseminate evaluative impact findings from programmatic activities.

### OBJECTIVE:

- Gauge outcomes through newly implemented data analysis program.