



Redesigning Communities: Elevating Our Impact

CHRISTMA RUSCH

FOUNDER OF LIGHTHOUSE
RECOVERY COMMUNITY
CENTER

Agenda

INTRODUCTION

THE JOURNEY OF BECOMING

LIVED EXPERIENCE-CHANGE AGENTS

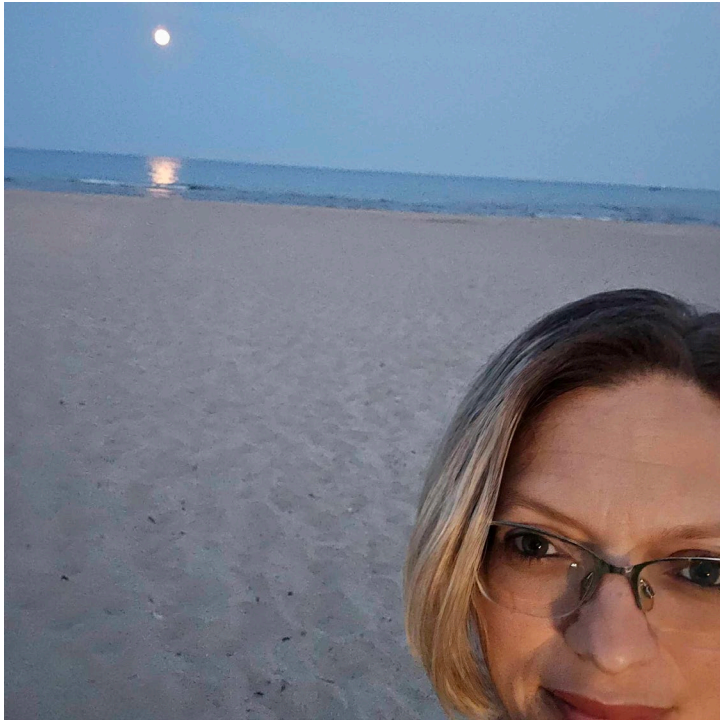
RECOVERY REDEFINED

THE FORMULA

BRINGING IT HOME

QUESTIONS

WHO AM I?



Before we get started...

- ▶ By a show of hands
 - ▶ How many of you have participated in circles that has talked about not working in silos?
 - ▶ How many of you know passionate people from community doing good things in your community
 - ▶ How many of you have participated in brainstorming sessions to remove barriers?

Community of Manitowoc, Wisconsin Pre 2017

RURAL, CONSERVATIVE COMMUNITY ON EAST SIDE OF STATE

LOCATED BETWEEN MILWAUKEE AND GREEN BAY, ON LAKE MICHIGAN

POPULATION: 81,464 (21ST LARGEST COUNTY OUT OF 72)

PRESCRIPTION OPIATES FLOODED IN THE COMMUNITY FOR A LONG PERIOD OF TIME
CONTRIBUTING TO A COMMUNITY ALREADY STRUGGLING WITH SUBSTANCE USE DISORDER

COMMUNITY THAT HISTORICALLY HAD A DEFICIT IN AODA/MH SERVICES

MANITOWOC COUNTY DEPARTMENT OF HUMAN SERVICES OFFERED MINIMAL
SERVICES

COMMUNITY HAD A 12 BED RESIDENTIAL TREATMENT CENTER THAT MOST WERE
REFERRED TO. RESTRICTIONS CAUSED A LIMITATION TO ACCESS



The Journey of Becoming...

2016

- **MANITOWOC COUNTY APPLIED FOR AND AWARDED GRANT (TREATMENT ALTERNATIVES AND DIVERSION/TAD GRANT) TO DEVELOP AND START AN ADULT DRUG TREATMENT COURT.**
- **COMMUNITY “APPREHENSIVE” ABOUT THE IDEA OF RECOVERY AND THE DRUG COURT PROGRAM AS BEING A WORTHWHILE PROGRAM.**

2017

- **DEVELOPMENT OF MANITOWOC COUNTY DRUG COURT PROGRAM BEGAN (FEBRUARY).**
- **FLOODED COMMUNITY WITH INFORMATION REGARDING DRUG COURT PROGRAM / ADDICTION / RECOVERY**
 - **SPEAKING AT EVERY COMMUNITY ORGANIZATION THAT WOULD ALLOW**
 - **ASKED (BEGGED) INDIVIDUALS TO ATTEND DRUG COURT SESSIONS**
 - **IDENTIFIED COMMUNITY CHAMPIONS**
- **MANITOWOC COUNTY HSD STARTS INTENSIVE OUTPATIENT AND AFTERCARE GROUPS**
- **DRUG COURT FIRST SESSION IN SEPTEMBER 2017**

The Journey of Becoming...

- ▶ **2018**
 - ▶ **CONTINUED COMMUNITY ADVOCACY AND EDUCATION**
 - ▶ **CHRISTMA RUSCH DEVELOPED AND STARTED LRCC**
 - ▶ **A CHURCH OPENED SOBER LIVING HOMES FOR MEN AND WOMEN**
 - ▶ **DRUG COURT PROGRAM GROWING IN SUPPORT EXPONENTIALLY**
 - ▶ **DRUG COURT CELEBRATES FIRST “GRADUATION”; CHANNEL 2 NEWS COVERED EVENT**
 - ▶ **FOCUSED ATTENTION ON IDENTIFYING COMMUNITY EMPLOYERS TO HIRE ON DRUG COURT PARTICIPANTS/PEOPLE IN RECOVERY.**
 - ▶ **MULTIPLE EMPLOYERS THROUGHOUT THE COMMUNITY AGREED TO BRING ON OUR POPULATION AND TO WORK AROUND THEIR TREATMENT AND MEETING SCHEDULE**

The Journey of Becoming...

- ▶ **2019**
 - ▶ **CONTINUED COMMUNITY ADVOCACY AND EDUCATION**
 - ▶ **CONTINUED BUILDING ON ADDITIONAL EMPLOYERS WILLING TO HIRE OUR POPULATION GIVEN THEIR UNIQUE SITUATIONS**
 - ▶ **ATTEMPTED TO BRING ON LANDLORDS/HOUSING PROVIDERS (WHICH WAS NOT MET WITH SUCCESS)**
 - ▶ **DRUG COURT PROGRAM CONTINUED TO GROW IN COMMUNITY SUPPORT**
 - ▶ **LRCC CONTINUED TO GROW IN COMMUNITY SUPPORT AND BECAME A “KNOWN COMMODITY”**

The Journey of Becoming...

2020

- LRCC ABSORBED MARCO SERVICES, MANITOWOC'S RESIDENTIAL TREATMENT PROVIDER, ALONG WITH ALL OF ITS PROPERTY'S.
- LRCC TRANSITIONED TREATMENT HOME TO SUPPORTIVE LIVING (HORIZON'S), CREATING 24/7 STAFFED SOBER LIVING FOR INDIVIDUALS IN EARLY RECOVERY
- LRCC TRANSITIONED 2 OTHER PROPERTIES FOR SOBER LIVING (1 MALE/1 FEMALE)
- CORE TREATMENT SERVICES OPENED, OFFERING RESIDENTIAL TREATMENT SERVICES

2021

- LRCC ABSORBED A RECOVERY COMMUNITY ORGANIZATION, WIRCO. LRCC BEGAN OFFERING SERVICES IN SHEBOYGAN
- RESTORATION HOUSE OPENED IT'S FIRST SOBER LIVING HOME

HISTORY OF THE TRANSITION

2022

- LRCC WAS NATIONALLY RECOGNIZED THROUGH THE "MOBILIZE RECOVERY" EVENT AS A MODEL TO BE FOLLOWED.
- LRCC HAD SUCCESSFULLY ASSISTED 50 FAMILIES IN THE REUNIFICATION PROCESS
- LRCC BEGAN A PARTENRSHIP WITH ROGERS BEHAVIORAL HEALTH THROUGH GROUP FACILITATION AND PRESENTATIONS

2023

- LRCC AWARDED TWO GRANTS THAT RENOVATED ONE RECOVERY HOME AND PURCHASED BUILDING FOR A NEW RECOVERY DROP-IN CENTER.
- LRCC PURCHASED NEW BUILDING AND BEGAN RENOVATIONS TO CREATE A NEW RECOVERY DROP-IN CENTER



WHAT IS THE FORMULA?

- ▶ EVERY COMMUNITY WILL BE DIFFERENT, BUT THE BASIC FORMULA IS SIMPLE AND CAN BE REPLICABLE REGARDLESS OF THE COMMUNITY DIFFERENCES.
- ▶ “THE WAY TO GET STARTED IS TO QUIT TALKING AND BEGIN DOING”-WALT DISNEY
- ▶ EVERYTHING STARTS WITH THE PEOPLE!!!!
 - ▶ FIND YOUR CHAMPIONS (RECOVERY COMMUNITY/FAITH BASED ORGANIZATIONS)
 - ▶ IDENTIFY THE COMMUNITY DEFICITS
 - ▶ BUILD SUPPORT/MOMENTUM/CREATE NOISE
 - ▶ SUCCESSES **HAVE TO BE DISPLAYED!!!!**
 - ▶ STATISTICS ARE MEANINGLESS-PERSONALIZE THE MESSAGE
 - ▶ FOCUS ON COLLABORATION-NOT COMPETITION
 - ▶ ROADBLOCKS AND BARRIERS ARE **NOT** STOP SIGNS
 - ▶ THE SUCCESS OF OUR MODEL IS BASED OFF OF THE INTEGRATION AND EMPOWERMENT OF THOSE WITH LIVED EXPERIENCE



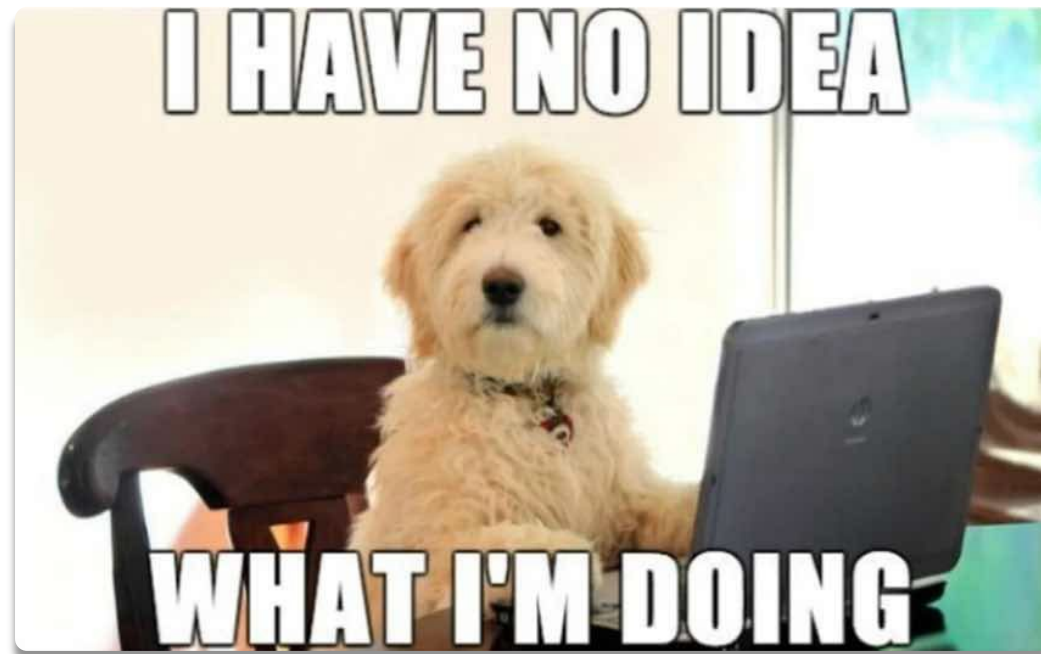
Catalyst Juncture



- ▶ Service to a shared population
- ▶ Vision Alignment
- ▶ Passion for the mission
- ▶ Community Support
- ▶ Internal Support for partnerships
- ▶ None competitive mindset
- ▶ Lived Experience

Starting a non-profit

- ▶ You can not teach passion
- ▶ God qualifies the called



RECOVERY ORIENTED COMMUNITY (ROC)¹

PURPOSE OF A ROC

- INSPIRE PUBLIC INTEREST IN WHOLE HEALTH AND OPEN DIALOGUES ABOUT HOW COMMUNITIES PLAY AN INTEGRAL ROLE IN THE RECOVERY OF ITS RESIDENTS.
- RAISE AWARENESS OF RESOURCES AND ENCOURAGE RESIDENTS TO ENGAGE IN CARE AS SOON AS THE NEED IS IDENTIFIED SO RECOVERY CAN BEGIN, HOPE IS INSPIRED, AND TRAGEDIES ARE AVOIDED.

QUALITIES OF A ROC

- AIM TO INSPIRE PUBLIC INTEREST AND OPEN DIALOGUES ABOUT RECOVERY.
- RAISE AWARENESS OF THE NEED FOR RECOVERY SUPPORTS IN OUR COMMUNITIES.
- CREATE A CULTURE WHEREIN ALL RESIDENTS FEEL SUPPORTED BY THEIR COMMUNITY AND NEIGHBORS AND FEEL FREE TO SEEK TREATMENT WITHOUT FEAR OF STIGMA AND PROMOTING AWARENESS THAT THERE CAN BE NO DISCOURSE ON “HEALTH” WITHOUT CONSIDERATION OF “WHOLE HEALTH” AND ENCOURAGING RESIDENTS OF ALL AGES TO BE MINDFUL OF THEIR WHOLE HEALTH AND ASK FOR HELP WHEN NEEDED.
- LOCAL RESOURCES ARE AVAILABLE TO PROMOTE HOPE AND RECOVERY WITHIN THE COMMUNITY SO NO ONE RESIDENT NEEDS TO SUFFER ALONE OR FEEL HOPELESS.

We got a grant

- ▶ SAMSHA
 - ▶ Building Communities of Recovery
 - ▶ Start the Recovery Resource Network

***YOU DO NOT NEED A
GRANT TO IMPLEMENT THE
FORMULA



Foundational starting points Recovery Resource Network



Recovery is defined as “regaining things once lost.”



We saw first-hand the success that WRAP AROUND CARE provided

Recovery model utilizes people with lived experience.
CCS Model-team based-person centered goals



Building teams for everyone

including for the providers in the workplaces
WRAP plans



Strong Partnerships that lead to life saving collaboration

Example Horizons and Lotus

RECOVERY ORIENTED SYSTEM OF CARE (ROSC)²

DEFINITION OF ROSC

- A COORDINATED NETWORK OF COMMUNITY BASED SERVICES AND SUPPORTS THAT IS PERSON CENTERED AND BUILDS ON THE STRENGTHS AND RESILIENCIES OF INDIVIDUALS, FAMILIES AND COMMUNITIES TO ACHIEVE ABSTINENCE AND IMPROVED HEALTH, WELLNESS AND QUALITY OF LIFE FOR THOSE WITH OR AT RISK OF ALCOHOL OR DRUG PROBLEMS (SAMHSA)

FOCUS OF ROSC

- CREATE A SYSTEM OF CARE OR STRUCTURE WITH ALL THE RESOURCES NEEDED IN COMMUNITIES ACROSS THE ENTIRE SERVICE SPECTRUM FROM PREVENTION THROUGH TREATMENT, CONTINUING CARE AND LONG-TERM RECOVERY
- CREATE PARTNERSHIPS WITH OTHER DISCIPLINES, SUCH AS MENTAL HEALTH AND PRIMARY CARE, THUS OFFERING COMPREHENSIVE CARE AND SUPPORTS THAT FOCUS ON THE WHOLE PERSON WITHIN COMMUNITY.

17 Elements of ROSC

- Person Center
 - Inclusive of family and other ally involvement
 - Individualized and comprehensive services across the lifespan
 - Systems anchored in the community
 - Continuity of Care
- Partnership-consulting relationships
 - Strength based
 - Culturally responsive
 - Responsiveness to personal believe systems
 - Commitment to peer recovery services
- Inclusion of voices and experience of those in recovery
 - System wide education and training
 - Outgoing monitoring and outreach
 - Outcome driven
 - Research based
 - Adequately and flexibly financed

Building a Recovery Oriented Community

The integration of the
17 elements of a
ROSC.

Build a network of
people and
organizations through
engagement and
education

Vision: A community
that not only
understands recovery
but also promotes
and embraces it.

WOW

- ▶ Opte Project
- ▶ Barrett Lyon
- ▶ Visual representation of the internet network
- ▶ All 14 billion webpages



Web of Wellness

Where no
one falls
through

WOW!!!



How are we creating our own Web Of Wellness?

- Wellness Partners
- 8 Dimensions of Wellness-Holistic approach
- Shared Education, Shared Learning & Shared Language
- 17 Elements of ROSC



Other system components

Partnership Development

- Conversation and Coffee
- Leaders and Staff
- Normalizing the Conversation about recovery
- Collaboration Recovery Model
- Team Building

Utilizing Technology

- App to assist with the knowledge of the Web
- Upload referrals to a hub/cloud that all can access
- Upload 3-minute Promotional Organizational Talks
- Screensaver slide show
- Coolest Coast? LTC? Volunteer?

Community Wide

- Educate the community with
 - Town Hall meetings
 - Film Screening
 - Social Media
- Leverage existing movements/programming
- Outreach
- Lived Experience-Cross all sectors, Every sector

What have we done so far?

- ▶ We have established a Steering Committee to outline and initiate work on the goals
- ▶ We have created a mission and vision for this movement.
- ▶ We have held 3 strategic planning sessions
- ▶ We have identified Recovery Wellness Education we want to provide our wellness partners
- ▶ Started a wellness partner invitation list

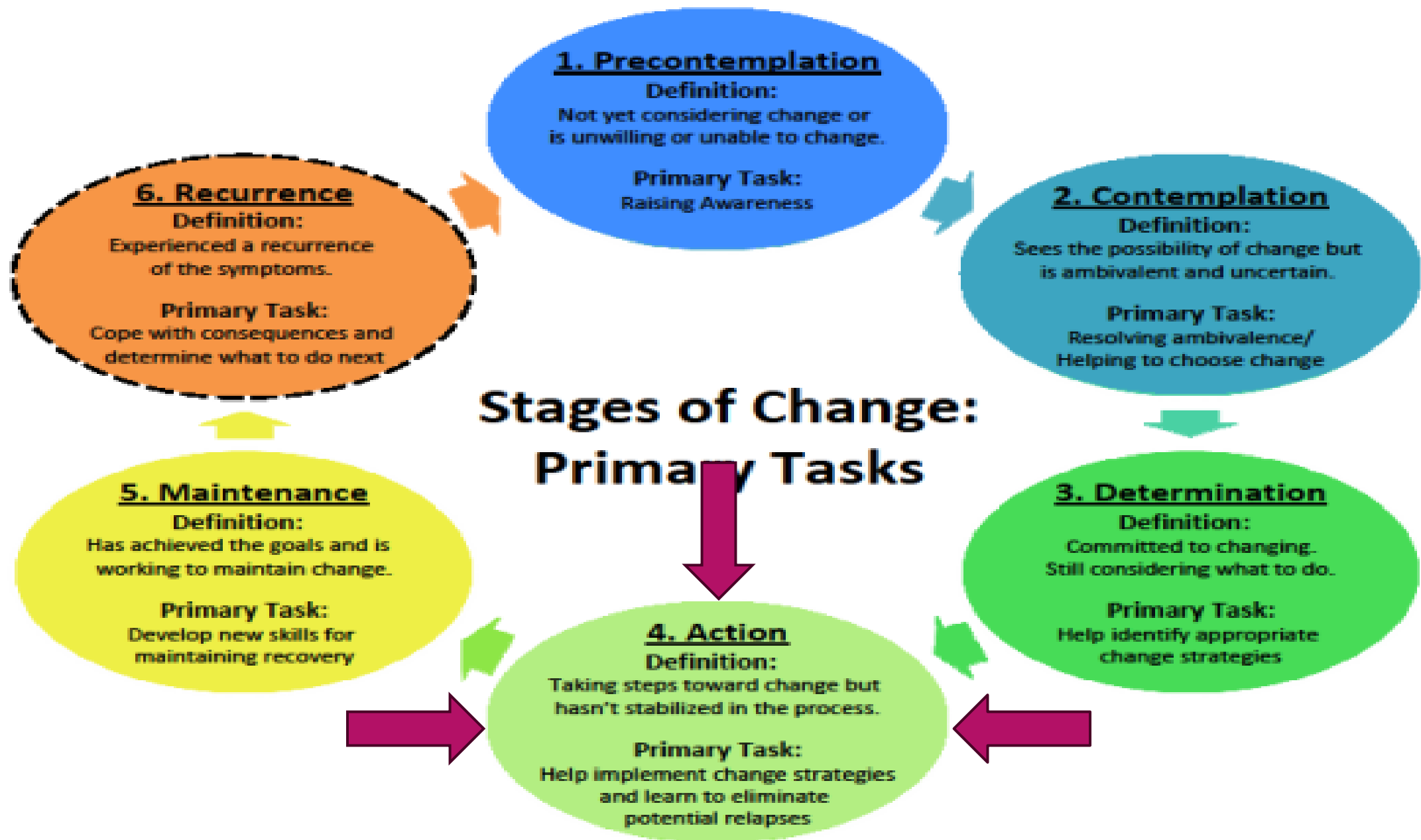
Recovery Resources Network

DEDICATION & MISSION STATEMENT

Together for Health: We are dedicated to advancing public health by nurturing intentional collaboration among community members. **Our mission is to bridge gaps, share knowledge, foster open and effective communication, and promote health education.** Our goal is to make our community a safer, healthier, and more cohesive place for all, where collective efforts lead to increased resiliency and collective wellbeing.

Moving forward

- ▶ Working toward an event at LTC we will market as MEET IN THE MIDDLE
- ▶ Finalizing our invitation list
- ▶ Hosting an Informational Event-Wed, Oct 23rd
- ▶ Hosting Recovery Wellness Education-Wed, April 23rd
 - ▶ ACE'S
 - ▶ Harm Reduction
 - ▶ QPR
 - ▶ Cultural Diversity
 - ▶ Team Approach
 - ▶ Wrap around & Lived Experience





Everyone goes through harm reduction...

Examples...

Save the date



DELIVER TO:

AFFIX
POSTAGE
HERE

Meet in the Middle

Save the Dates

Please join the recovery resource network (RRN) to learn about a public health initiative that **you and your business** can participate in to **make a lasting impact** in our communities.

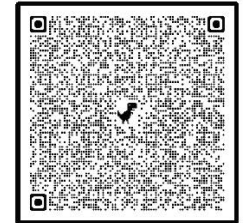
Vision: We envision a world where recovery is not only promoted and understood, but also embraced.

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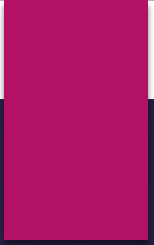
Intro to the Resource Recovery Network
10/23/2024
9 am & 5:30 pm

Recovery Wellness Education
4/23/2025
9 am & 5:30 pm



Location: Lakeshore Technical College
Centennial Hall West; 1290 North Ave, Cleveland, WI





Where are we today?





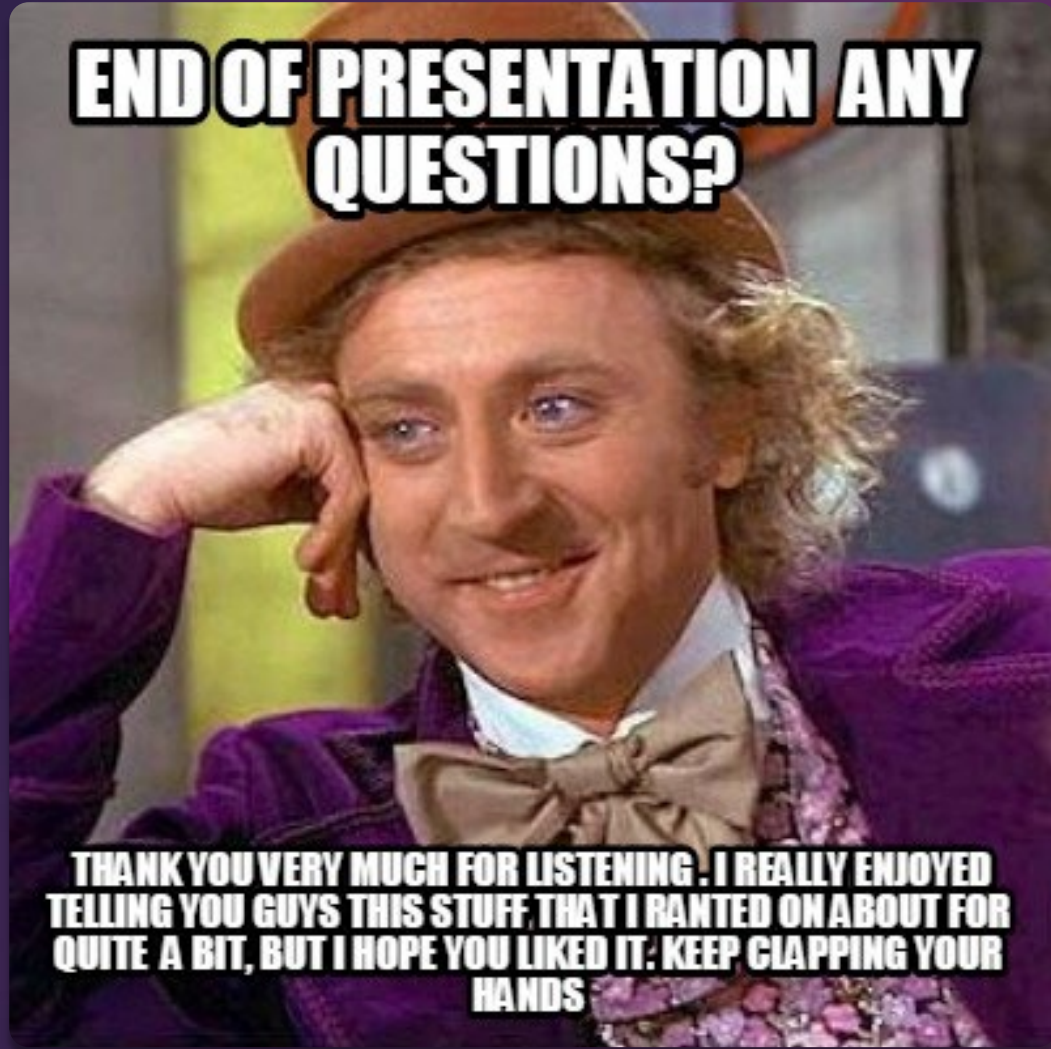
Where are
we
today?



Where are
we
today?



**END OF PRESENTATION ANY
QUESTIONS?**



**THANK YOU VERY MUCH FOR LISTENING. I REALLY ENJOYED
TELLING YOU GUYS THIS STUFF THAT I RANTED ON ABOUT FOR
QUITE A BIT, BUT I HOPE YOU LIKED IT: KEEP CLAPPING YOUR
HANDS**

Questions??

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