

A Model Community Based Participatory Research Approach

Strategic Planning for Robeson
County Opioid Settlement
Funding

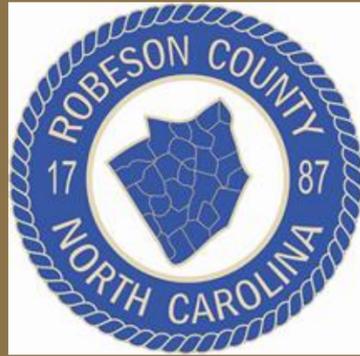


Project Overview

Mission

To empower Robeson County communities through a collaborative, data-driven strategic planning process that ensures opioid settlement funds address the most pressing substance use and recovery needs.

Partnership Structure



Core Principles

Community-Driven: Centering voices of those with lived experience

Evidence-Based: Using data and research to guide decisions

Collaborative: Building partnerships across sectors

Transparent: Open communication and accountability

Robeson County Opioid Settlement Background

\$16M+

Expected Settlement Funds

18 Years

Funding Period

100%

For Opioid Remediation

NC MOA Requirements

All funds must address opioid epidemic

Option A: High-impact strategies from approved list (**limited**)

Option B: Broader strategies with collaborative strategic planning

Annual reporting and public transparency dashboard

Special revenue fund with audit requirements

Key Benefit: Moving to Option B through strategic planning expands funding options from 12 to 50+ eligible strategies

The Need for Strategic Planning

Current Challenges

- Fragmented coordination among service providers
- Critical barriers: transportation, housing, employment
- Gaps in addiction specialist workforce
- Limited recovery support services
- Stigma preventing help-seeking
- Inadequate crisis response systems

2023 vs. 2025: The Strategic Planning Difference

2023 Before Strategic Planning:

- Only Exhibit A strategies funded
 - Limited to 12 options
- No formal community input
- Reactive funding decisions

2025 With CBPR Planning:

- ✓ Exhibit B strategies available
 - ✓ 50+ funding options
- ✓ Community-driven priorities
- ✓ Proactive, strategic approach

Collaboratory Project & CBPR Approach

Community-Based Participatory Research (CBPR)

A collaborative approach that involves all partners equally in the research process, recognizing the unique strengths each brings to create sustainable, community-driven solutions.

75+
RCORP Members



4X
Growth Since 2021



100%
Community Driven



RCORP as Community Advisory Board

- ✓ Community partners and agencies
- ✓ People with lived experience
- ✓ Healthcare and social service providers
- ✓ Faith-based organizations
- ✓ Lumbee Tribe representatives

Preliminary Survey Findings

674
Surveys Completed

800
Target Responses

Sept 1
Survey Closes

Emerging Themes

Service Needs
Expanded treatment access
Recovery housing support
Peer support programs
Workforce development

Barriers Identified
Transportation (primary)
Housing instability
Employment gaps
Stigma and discrimination

Participation Goals

Working to increase participation from: Native American community members, individuals with lived experience, and diverse geographic areas across the county.

Voices From the Community

Focus Groups: 4 Completed, 34 Participants

"I've been on scene of an overdose; there was family members there... And they straight up told me I'm not worth this person."

- On Stigma and Treatment Barriers

"I had a client today that was at a gas station. She was going to commit suicide... Mobile patrol said, it's not a bad enough case for us to take her anywhere, and they left her at that place."

- On Systemic Failures in Crisis Response

"Show me me and then I'll show you who I am. If you see someone that's like them... they're going to be vulnerable and exposed."

- On the Importance of Peer Support

These voices are shaping our strategic priorities

Evaluating the CBPR Approach

Innovation & Replication

Model for North Carolina: This CBPR approach to opioid settlement planning creates a replicable framework for other counties across the state and region, ensuring community voices drive funding decisions.

Success Indicators

- All key stakeholder groups represented in planning
- Community members co-create recommendations
- Sustainable partnerships formed beyond project period
- Local capacity built for ongoing evaluation

Timeline & Next Steps

Project Timeline

Aug-Sept 2025: Complete data collection (surveys & remaining focus groups)

September 2025: Analyze and synthesize

October 2025: Present findings at RCORP Consortium Meeting

October 2025: Deliver Final 4-Year Strategic Plan to County Commissioners

November 2025: Complete CBPR evaluation and disseminate

Immediate Actions

- Continue Survey collection through September 1
- Complete August focus groups
- Develop consortium feedback plan

Questions & Discussion

Key Takeaways

- Community voices are driving the strategic planning process
- CBPR approach ensures sustainable, equitable solutions
- Strategic planning unlocks 50+ funding strategies (vs. 12)
- October 2025: Final 4-year plan delivered to County

Questions?

Dr. Summer Woodside
Summer.Woodside@uncp.edu

Ashely Love
ashely.love@robesoncountync.gov