

Preston County Opioid Advisory Board

Mission, Vision, and Guiding Principles

Mission Statement

The mission of the Preston County Opioid Advisory Board is to strategically invest opioid settlement resources in community-driven, evidence-informed initiatives that prevent substance misuse, improve access to compassionate treatment, strengthen recovery systems, and promote healthier, safer communities throughout Preston County.

Vision Statement

We envision a West Virginia and, a Preston County where hope and opportunity rise above addiction, and where individuals, families, and communities are supported to thrive.

We envision a future in which:

- Education equips people to make informed choices, and strong social support protects those at risk.
- Prevention, treatment, and recovery services are accessible to all and delivered with compassion and dignity.
- Recovery is supported, celebrated, and sustained across the lifespan.
- Stigma and isolation are replaced with non-judgmental, person-centered systems of care.
- Sustainable, outcome-driven solutions are implemented to address the unique challenges facing our communities.

This is the future we strive to build: one free from the grip of addiction, where every individual can heal, contribute, and thrive.

Guiding Principles

1. Invest to Save Lives

The Board will prioritize investments that prevent overdose, expand access to care, and strengthen recovery supports.

2. Supplement, Not Supplant

Funds will be used to enhance and expand services, not replace or duplicate existing funding streams.

3. Direct Resources Where They Are Needed Most

Investments will prioritize communities and populations experiencing the greatest burden of substance use and overdose and the greatest gaps in services.

4. Prioritize Youth, Families, and Prevention

The Board will support long-term, evidence-informed prevention strategies that strengthen youth, families, and protective community systems.

5. Ensure Fairness and Transparency

Funding decisions will be guided by a fair, open, and accountable process that includes engagement from public health professionals, people with lived experience, clinicians, families, and community partners.

6. Commit to Innovation and Continuous Improvement

The Board will remain open to new approaches and solutions, recognizing that past strategies alone have not been sufficient to change the trajectory of the opioid epidemic.

7. Focus on Measurable Outcomes

Clear goals and performance measures will guide investments. Programs will be evaluated regularly, with a commitment to sustain what works and improve or redirect what does not.

8. Use Evidence to Guide Action

Decisions will be grounded in current research, best practices, and local data, alongside the lived experience of individuals and families.

9. Lead by Listening

The Board will actively seek input from frontline organizations, people with lived experience, and community stakeholders to ensure initiatives reflect real needs and priorities.

10. Act with Urgency and Responsiveness

The Board will move efficiently and adaptively to emerging challenges and opportunities to maximize impact.

11. Promote Innovation and New Solutions

The Board will support promising and creative approaches to prevention, treatment, harm reduction, and recovery, with the goal of fostering scalable and sustainable impact.

12. Leverage Partnerships and Resources

The Board will seek to align and leverage local, state, federal, and private resources to strengthen the reach and effectiveness of funded initiatives.

Adapted from The West Virginia First Foundation and tailored to Preston County:

West Virginia First Foundation. (2025). *Mission & vision*. West Virginia First Foundation.
<https://wvfirst.org/mission-vision/>

Commitment to Prevention Ethics

The Preston County Opioid Advisory Board is committed to conducting all planning, funding, and implementation activities in accordance with established prevention ethics and public health best practices.

The Board affirms that all supported initiatives shall:

- Protect the dignity, rights, and confidentiality of individuals and families.
- Do no harm and prioritize the physical, emotional, and social well-being of the community.
- Be grounded in honesty, transparency, and responsible stewardship of opioid settlement funds.
- Encourage fairness, inclusiveness, and cultural awareness in all aspects of prevention, treatment, harm reduction, and recovery initiatives.
- Avoid stigma-based, coercive, or punitive approaches and instead emphasize compassion, empowerment, and voluntary engagement.
- Be informed by evidence, local data, and community voice, including people with lived experience.
- Ensure accountability through clear outcomes, evaluation, and continuous quality improvement.

This commitment reflects the Board's responsibility to uphold ethical prevention standards, including integrity, service, fairness, respect, and responsibility, while working to reduce substance misuse, prevent overdose, and strengthen recovery systems across Preston County.