YES Communication Workgroup Charter

Overview

The Communication workgroup was established under the Youth Empowerment Services (YES) project and is a subset of the larger project team. Membership is composed of team members from each of the Jeff D. Settlement Agreement partner agencies, as well as family and community stakeholders; respective roles and responsibilities are outlined below.

The Communication Workgroup was first convened in January 2017. Since that time, the development of the YES project as a whole has necessitated the revision of this charter to reflect the needs identified by each workgroup and stakeholder group.

Workgroup Purpose

The workgroup's purpose is to meet the communication needs for a new system of care during the development and implementation of the YES project as described in the Jeff D. Settlement Agreement. The workgroup will contribute to the overall project's success by executing the communication plan, working with workgroup leads, and supporting the Stakeholder Action Plan, Workforce Development plan, Stakeholder Communication Strategy and established YES Distribution Protocol for YES promotion/branded materials.

The group is responsible for representing agency partners, stakeholder groups in providing feedback to identify, respond to, develop and deliver YES messaging for distribution using the YES Distribution Protocol. The group will identify and use appropriate methods to meet the communication needs of families, providers, partners and other community stakeholders. Communication workgroup is responsible for YES promotion and branded materials, including the YES website (www.yes.idaho.gov).

Workgroup Goals

The goals of the Communication workgroup are to contribute to:

- The delivery of relevant, accurate and up-to-date messaging related to the YES transition and future system of care;
- The support of communication needs for the YES transition, its stakeholders and workgroups, including the needs outlined in the Stakeholder Action Plan and Workforce Development Plan;
- The development and maintenance of YES promotion/branded communication materials, content and delivery methods to meet stakeholder needs, including a public-facing website;
- The establishment of YES brand, best practices and standardization for messaging and materials;
- The development of templates, processes and tools to facilitate effective and uniform communications; and

- A coordinated communication effort between agency partners and community members for system of care, YES communications.

Work Products and Accountability

The Communication workgroup is accountable to the IDHW project team within the YES project governance structure. To date the workgroup has identified the following work products for this group.

- Updated YES Communication Plan
- Enhanced public-facing YES website
- YES 101 Brochure
- YES Trifold Brochure
- YES General Talking Points
- YES Parents Did You Know YES website content and handout
- YES Youth FAQ YES website content and handout
- What is new for 1/1/2018
- What is new for 7/1/2018
- How to access services
- Informational videos with topics including: About YES, CANS in Treatment Planning, Wraparound for Families, Person Centered Planning, Child and Family Teas and Access to YES Services and Supports

Additional work products will be defined by the workgroup to meet stakeholder communication needs as they are identified. A communication matrix spreadsheet will be used as a working document to identify and track stakeholders, stakeholder communication needs, messaging, work products, timing, team member responsibilities, timelines, and other information as needed to manage the work products.

Out of Scope

- Review and feedback on Agency Partner communications unless specifically requested.
- Review and feedback on formal project deliverables unless specifically requested.
    - With the understanding that there are a core group of team members participating in agency and formal project deliverable reviews that bring project history and consistency to the review process. Core group includes Laura Wallis, Jon Meyer, Brenda Bielke, Cindy Day and Suzette Driscoll.
- External stakeholder developed materials (i.e.: Parent Network developed) unless specifically requested.

Roles & Responsibilities

The Communication workgroup roles and responsibilities are defined for the purpose of the listed goals and the YES project need. The workgroup has an assigned chair and a co-chair who will work to lead the group in achieving the goals outlined. The following members and their roles on the workgroup have been determined as reflected in the attached organizational chart and listed below:

Name	Role	Responsibilities
Cindy Day,	Workgroup Chair	Oversight of workgroup. Facilitate workgroup meetings, work products, communication and documentation, contribute to workgroup deliverables and or products.
Brenda Bielke	Workgroup Co-Chair	Backup to workgroup chair and completes chair responsibilities in her/his absence.
Treena Clark	YES Practice Manual, Principles of Care & Practice Model representative	Identify communication needs for the Principals of care and practice model, Practice Manual. Contribute to workgroup deliverables and or products, draft content participate in review and approval process.
Cindy Day	Communication Lead	Supervise DBH Public Involvement Coordinator, Training Specialist. Facilitate communications with YES project team members. Identify communication needs as liaison to YES workgroup leads. Ensure alignment with YES project goals, participate in review and approval process, complete validation of materials prior to distribution or posting on the YES website. Facilitate distribution protocol of workgroup deliverables and or products.
Brenda Bielke	Division of Behavioral Health (DBH) Public Involvement Coordinator	Develop YES promotion/branded communication materials. Facilitate review and approval process including responding to and incorporating feedback, delivering revised drafts. Maintain and manage YES website, manage & maintain Inquiry Tracking tool.
Megan Schuelke	DBH Administrative Support team	Facilitate workgroup agenda development, capture and distribute meeting minutes. Assist in management of YES email box, facilitating inquiry assignment, resolution and tracking of YES inquiries. Assist in outreach to stakeholders as assigned.
Cindy Day	DBH System of Care and YES Project representative, Parent Network liaison	Identify communication needs for system of care. Contribute to workgroup deliverables and or products, draft content, participate in review and approval process, including outreach to Parent Network for parent feedback. Assist in outreach to stakeholders as assigned.
Jon Meyer	DBH Communication and Technical Assistance	Contribute to workgroup deliverables and or products, participate in review and approval process, lend technical expertise, provide quality assurance review prior to distributing to broader review audience. Assist in outreach to stakeholders as assigned.
Jose Valle	DBH Regional team representative	Represent regional communication needs. Contribute to workgroup deliverables and or products, lend regional voice and expertise, participate in review and approval process including outreach to regional staff for feedback. assist in outreach to stakeholders as assigned.
Laura Wallis	Parent voice and representative	Identify communication needs for parents. Contribute to workgroup deliverables and or products, draft content, lend parent voice and expertise, participate in

Name	Role	Responsibilities
		review and approval process including outreach to other parents for parent feedback, Assist in soliciting youth voice, obtaining youth feedback. Assist in YES website design, website maintenance for Parent audience
Optum Network via Suzette Driscoll	Medicaid provider voice and representative	Identify provider communication needs. Contribute to workgroup deliverables and or products. Lend provider voice and expertise, contribute to review and approval process, including outreach to providers for provider feedback, informal sharing of YES information within the provider community
Seth Schreiber	DBH CANS, ICANS, Access Model representative	Identify communication needs for CANS, ICANS, Access Model, Draft content, review final deliverables related to Access Model, CANS, ICANS assist in outreach to stakeholders as assigned.
Holly Riker	DBH Youth Liaison	Identify communication needs for Youth. Draft content, facilitate training content review and approval process with Youth stakeholders. Deliver materials for communication delivery. Assist in outreach to Youth.
Rhonda House	DBH Principles of Care & Practice Model representative	Identify communication needs for the Principals of Care and practice model (stakeholder action plan). Contribute to workgroup deliverables and or products, draft content participate in review and approval process.
Suzette Driscoll	Medicaid Communications Lead & Medicaid stakeholder representative	Medicaid communications lead. Identify communication requirements for Medicaid stakeholders, contractors, providers, and members. Responsible for coordination of Medicaid content development and consolidated review of all materials that address the Medicaid programs, processes, policies, and/or infrastructure. This includes: eligibility, access, Services & Supports, communications, training, and Due Process.
Venecia Andersen	Medicaid Project Manager	Coordinate workgroup activities and assignments with other Medicaid project deliverables. Facilitate Medicaid review and approval process.
Tiffany Kinzler	Medicaid Business Sponsor	Identify Medicaid and Medicaid stakeholder communication needs. Develop and deliver content and presentations, review content, outreach to stakeholders
Valorie Liermann-Mello	DBH Training Responsibilities	Identify YES training communication needs. Draft content, facilitate training content review and approval process. Deliver materials for communication delivery. Assist in outreach to stakeholders as assigned.
Gina Westcott	DBH Workforce Development Representative	Identify communications needs in support of workforce development plan. Draft content, lend expertise, participate in review and approval process.
TBD	Quality Assurance teams	Identify communications needs in support of Quality Assurance team. Draft content, lend expertise, participate in review and approval process.

Name	Role	Responsibilities
Sharon Harrigfeld	Idaho Department of Juvenile Corrections (IDJC) & IDJC stakeholder representative	Identify IDJC and IDJC stakeholder communication needs. Assist in outreach to IDJC stakeholders as determined.
Kelly Everitt	State Department of Education (SDE) & SDE stakeholder representative	Identify SDE and SDE stakeholder communication needs. Contribute to workgroup deliverables and or products. Lend SDE voice and expertise. Draft content, participate in review and approval process, outreach to SDE stakeholders as determined
Charlie Silva	State Department of Education (SDE) & SDE stakeholder representative	Identify SDE and SDE stakeholder communication needs. Contribute to workgroup deliverables and or products. Lend SDE voice and expertise. Draft content, participate in review and approval process, outreach to SDE stakeholders as determined
Michelle Weir	Child Welfare & Child Welfare stakeholder representative	Identify Child Welfare and Child Welfare stakeholder communication needs. Assist in outreach to Child Welfare stakeholders as determined.
Susan Stumph	Family and Community Services (FACS)	Identify FACS (DD/ITP) communications needs. Assist in outreach to FACS stakeholders as determined.

Length and Scope of Membership

Members of the group have been identified as partners and/or stakeholders to the Jeff D. Settlement Agreement and have been invited by the Youth Empowerment Services project team based on their knowledge related to YES stakeholders and their communication needs. Members have identified roles and responsibilities. The members and chair/co-chair are expected to serve for the remaining period of YES implementation, through June 2023, which is the time anticipated for planning, development, implementation and proving the sustainability for the new Children's Mental Health System of Care.

Partner and stakeholder representation will be maintained through the life of the project by re-assignment of resources; additional volunteers will be recruited if existing members are not able to participate.

Authority and Decision Making

The Communication workgroup has limited authority with some decision-making authority based on the content or item. A variety of communication content and materials will be developed or contributed to by the Communication workgroup. Each of these work products have a minimum review and approval process. Additionally, team members will facilitate additional stakeholder review and feedback based on audience.

- Communication Plan updates

- o Assigned to team member(s), team review requested. Feedback incorporated, agreement within group before handing off to the Communication Lead, for formal deliverable approval and facilitating posting online
- Updates to existing agency partner communication pieces, including content added or removed from existing communication pieces
  - o Assigned to team member, team review requested, feedback incorporated and hand off to agency lead for internal agency review process and posting of content
- New requests for the development of content
  - o Assigned to team member, work with requestor on draft, communication team review requested, feedback incorporated, sent to requestor for final feedback and or signoff, distributed as applicable. If to be posted online, the Public Involvement coordinator will follow internal DBH process for posting content to the website.
- Content identified by and developed by the Communication workgroup
  - o Assigned to team member or sub-committee, work on draft, communication workgroup review requested, feedback incorporated as applicable, sent through communication review and approval process. If to be posted online, Public Involvement Coordinator will follow internal DBH process for posting content to the website.

Meeting Schedules

The frequency of meetings will be determined and agreed upon by the workgroup members. Monthly meetings will be held until additional frequency determined necessary.

- Schedule: Monthly meetings from February 26th, 2018.
- Logistics: Meet in person (450 W. State Street; 3rd floor, conference room 3A or other conference room based on availability) with conference call in # and web meeting tool.

Meeting frequency will be evaluated and modified as needed to meet communication deliverable needs and timelines.

Meeting Format

The general format for each meeting will be to review the status of action items from previous meetings, provide updated information that may impact the group, and address agenda items prepared by or brought to the group.

- Agenda items will be solicited and a meeting agenda will be emailed out in advance of the meeting by YES Admin Support, Chair or Co-Chair.
- The meeting minutes will be completed by YES Admin Support and distributed to meeting participants via email for feedback and finalization. Final copies will be distributed via email and posted to the internal DBH SharePoint/Communication workgroup page.

Supports

The Communication workgroup is a valued subgroup of the YES project team and will be supported by YES Project Manager and YES Public Involvement Coordinator, YES Administrative Support and the YES project team as well as DBH operational team members as needed.

Supporting and or related process documentation includes:

- Appendix A, Communication Review and Approval Process
- Appendix B, Communication Distribution Protocol
- Appendix C, Formal Deliverable Review and Approval Process

Review and Approval Process

The Communication work group will follow the attached communication review and approval process for all YES Promotion / Branded materials. To aid in the review and response to comments, each work product sent for review will include a cover and comment sheet. The cover sheet will require the following information:

- Date review requested
- Name and version of work product
- Purpose of the work product
- Intended audience for the work product
- Identified 1st level reviewers that will complete review of the initial content draft in order to move to final draft
- Identified 2nd level reviewers that will complete review of final draft
- Identified required reviewers that must review before can be finalized.
- Intended distribution of work product; stakeholders identified to receive notification and or a copy once approved.
- Additional information that may be helpful in review.

A Communication workgroup email distribution list has been developed and includes workgroup members as well as YES project support staff. Communication workgroup email distribution list is used to facilitate the review and approval process as well as communicate status of workgroup work products.

Attachment 1

YES Marketing/Branded Communications Development and Review Process diagram.

YES MARKETING/BRANDED COMMUNICATIONS DEVELOPMENT AND REVIEW PROCESS
Updated: 1/12/2018

Approval Process

Developer updates based on feedback & returns response to comments to group that requested the changes.

Update *Update* *Update* *Update*

Development

| Draft communication developed | → | *Draft communication reviewed by Communications Work Group (WG) & YES Work Group Leads | → | QA REVIEW | → | *FINAL DRAFT Legal YES Leadership Team YES WG Leads Communications WG review & feedback | → | QA REVIEW | → | Health & Welfare Public Information Office review and feedback | → | Communications Lead (Cindy) final review & validation | → *Yes* |

Up to 5 business days for edits/feedback. WG members send to and ensure review by the stakeholders they represent on WG as needed, compile feedback and return to sender.

Up to 5 business days for review/feedback. Ensure review by approvers, compile feedback and return to sender.

Up to 5 business days for review/ feedback.

Process uses Review Cover Sheet & Comment Tracking

| Communication piece added to communications available list and library. | ← | Communication piece published or distributed |

Per Communications Distribution Protocol.