Youth Empowerment Services (YES) Project

Communication Plan
Version 2.0
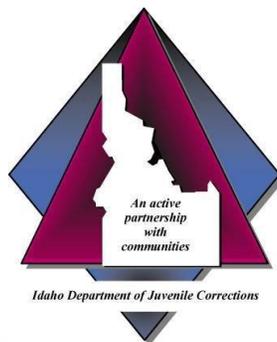
Table of Contents

Plan Overview

The Youth Empowerment Services (YES) Project Communication Plan is organized as noted below, recognizing this plan is a working document and will be revised as additional content is developed and decisions are made.

- **Revision History** – Tracks document history.
- **Introduction** – Provides information regarding the project and the purpose or intent of the communication plan.
- **Roles and Responsibilities** – Lists communication workgroup members and responsibilities
- **Communication Scope** – Lists high-level goals and objectives identified for project communications, the strategy for meeting the goals, an analysis of the anticipated stakeholders impacted and the tools to be used to meet communication needs.
- **Decision Making/Review Process** – Explains the path communication content takes from conception through the approval process.

Introduction

The purpose of this Communication Plan is to describe the communication needs of the Youth Empowerment Services (YES) Project, its stakeholders, resources and other interested parties. It also addresses specific communication objectives and methods for outreach to stakeholders and communicates all the changes that are occurring as a result of the project. Updates and strategies need to be understood and accepted by all affected parties throughout the life of the project.

Roles and Responsibilities

To guide and direct the communication plan, strategy, goals and activities, a Communication Workgroup has been established and includes representation from all partners listed in the Settlement Agreement, parents, and other stakeholders recruited and able to participate. A workgroup charter has been established and agreed to which includes workgroup roles and responsibilities.

Communication Scope

Communication Goals

1. Deliver effective, timely, accurate information to project team members and stakeholders;
2. Enable stakeholder participation and voice in the planning, development and implementation of the new system of care;
3. Facilitate stakeholder readiness for new system of care;
4. Implement stakeholder input to improve the YES.idaho.gov website;
5. Make effective and efficient use of resources necessary for successful implementation;
6. Link all external communication back to the goals, objectives and requirements of the Jeff D. Settlement Agreement and the Idaho Implementation Plan;
7. Clarify the branding of the educational and project documents to better align with the mission, vision, and values of the YES project; and
8. Build trust with stakeholders.

Communication Plan Strategy

The following strategies have been determined to meet the identified communication goals in order to support the implementation of the YES Project with coordinated processes, training, information and

outreach necessary to facilitate an effective rollout of the new system of care. In addition, the Communication Workgroup has been established to carry-out these strategies and will continue to work with stakeholders, as noted in the stakeholder action plan, to evaluate and build on these strategies as the project moves forward.

#	Goal	Strategy
1.	Deliver effective, timely, accurate information to project team members and stakeholders;	1. Charter Communication Workgroup with agreed upon purpose, membership, deliverables and collaborative engagement model within YES project framework. 2. Establish and implement an internal project communication system, which includes: A. Creating an organization chart with YES team resource roles and responsibilities defined, including point of contact for partners and workgroup leads. B. Working with partners and workgroup leads to identify YES team communication needs, C. Identifying and utilizing existing partner communication tools, methods and processes as applicable. D. Developing and implementing new methods, processes and tools for facilitating communication within the work teams including stakeholder participants. 3. Develop and implement a content management plan to manage internal and external project related content, deliver consistency, facilitate information sharing and gain efficiencies. 4. Establish and implement an external project communication system to understand and meet stakeholder needs. A. Complete thorough stakeholder analysis to identify stakeholders, existing communication methods, YES communications needs specific to the implementation work. B. Contribute to the stakeholder action plan by identifying stakeholders' contacts and methods for reaching out. C. Use of communication plan/matrix to reflect roles and responsibilities, track messaging, what is being communicated to whom, how it is being communicated, when it is communicated and how often. 1. Develop and implement tools and processes for effective interagency partnership and collaboration
2.	Enable stakeholder participation and voice in the planning, development and implementation of the new system of care;	1. Developing messaging and materials to support the YES Stakeholder Action plan which includes a thorough analysis of known stakeholders and their communication needs for adopting, implementing and sustaining the Principals of Care and Practice Model. 2. Establish method and process flow for obtaining and implementing team and stakeholder feedback related to communication workgroup activities including content, methods and resources.
3.	Facilitate stakeholder	1. Participate with YES team workgroups to understand, support and

#	Goal	Strategy
	readiness for new system of care	or deliver communications to support readiness.
		2. Participate with partners and partner staff to understand stakeholder readiness throughout their organization. Develop and deliver communications to support readiness needs.
		3. Participate with stakeholder groups to understand readiness in the community. Develop and deliver communications to support readiness needs.
		4. Create concise messaging including, presentation materials, for education and public awareness.
		5. Involve stakeholders and regional offices to spread public awareness of YES project
		6. Develop clear messaging to stakeholders regarding the implementation of a transformative system for children/youth with serious emotional disturbance
4.	Implement stakeholder input to improve the YES.idaho.gov website	1. Collaborate with the Information Technology (IT) department, YES project team and stakeholders to improve web design of the YES.idaho.gov website.
5	Make effective and efficient use of resources necessary for successful implementation	1. Identify and assign the appropriate resource for tasks assigned to ensure quality deliverables and successful completion of the project work.
		2. Work with partners and stakeholders to identify and utilize existing communication methods, opportunities, and resources, which may include:
		A. Content or links from partner websites, YES content included in established partner communications and activities.
		B. YES team members or partner representatives attending established meetings, conferences, events to share YES information.
		C. Participating with other partner projects and their stakeholder communication plan, and activities
		3. Work with partners and stakeholders to identify new communication methods, opportunities and resources.
		4. Develop and maintain Inquiry Tracking tool to capture input, facilitate accurate and timely response to stakeholder inquiries and feedback.
		5. Review tracking tool inquiries to determine opportunities to develop and or improve communications.
6.	Link all external communication back to the goals, objectives and requirements of the Jeff D. Settlement Agreement and the	1. Rely consistently on the Settlement Agreement and Idaho Implementation Plan in review of communication pieces.

#	Goal	Strategy
	Idaho Implementation Plan.	
7.	Clarify the branding of the educational and project documents to better align with the mission, vision, and values of the YES project.	1. Develop and implement YES branding. Document branding requirements in style guide. 2. Eliminate confusion by establishing and utilizing same-terms/same-meaning across all parties 3. Eliminate the use of and replace all reference to: Children's Mental Health Reform (CMHR) Project. 4. Establish a frequency and unified messaging for distribution across team and stakeholder groups. 5. Utilize stakeholder action plan and activities to identify and resolve areas of confusion and or opportunities for alignment.
8.	Build trust with stakeholders	1. Use branding and messaging to provide accurate and current information.

Stakeholder Analysis

To ensure all stakeholder groups are being accounted for, the Communication Workgroup will utilize the thorough stakeholder analysis completed in the development of the Workforce Development Plan and Stakeholder Action Plan.

Communication Matrix

The Communication Workgroup will utilize a Communication Matrix tool to track and manage communications. The Communication Matrix will include all stakeholder audience, messaging, method, responsible party and timeline.

Document Repository

YES Project documents, including communication materials will be maintained on the Division of Behavioral Health SharePoint site with project deliverables and relevant content posted to the YES.Idaho.gov website.

Tools

Tools	Purpose
SharePoint	Internal project communication
Google Docs	Communication Workgroup collaboration
YES.idaho.gov	Public communication
Communication Matrix	Communication Workgroup tracking and management of stakeholder communications

Decision Making/Review Process

A variety of review processes may be followed depending on the communication need, origination of the content request, timing of the content needed or established review processes within agencies or workgroups. For materials identified by the workgroup,

1. A team resource or resource group will be assigned. This resource may be within an agency organization or other stakeholder resource available to assist in content development.
2. After the assigned resource produces a draft, the workgroup will provide feedback in alignment with the known messaging needs. Feedback may include outreach via workgroup team members to like stakeholders for audience specific feedback (ex: parent member sends to Parent Network for feedback).
3. The Communication resource assigned will implement feedback for a final draft.
4. The final draft will be reviewed and approved by the workgroup.
5. The creative design will be sent to Public Information Office for final approval.
6. Approved content is sent to translator for translation into Spanish.
7. Content is delivered and or distributed as determined to meet the communication need (ex: Agency Partner presents at a quarterly meeting, it is posted on the YES website, linked to by a partner agency, etc.)

Materials are expected to take two to six weeks for review and implementation depending on the audience and outreach time needed for feedback.

Media Requests

Media requests are expected to be made via the Idaho Department of Health and Welfare (DHW) Public Information Office and or through other established processes from partner agencies. To facilitate accurate and unified YES messaging, partner agencies will forward requests to the Communication Workgroup for discussion and recommendation on the best resource to address the media request.

All YES project related content will be reviewed by the Communication Workgroup and or subset of Communication team member(s) to be sure messaging is accurate and in alignment with the overall messaging being disseminated.

Translation

The Communication Workgroup will develop a strategy related to non-English materials that will be followed for communication development. It is expected that the non-English materials will need additional development and review time built in for translation. The team will utilize DHW's current Spanish translation services contractor, using the instructions found on SharePoint. Currently, materials are required to be submitted with an allotted 15 days to be translated and returned.

Version History

Version	Comments	Date	By
1.0	Communication Plan Part 1-Published on YES website	07/12/16	Pat Martelle
2.0	Updated Communication Plan incorporating YES team, partners and stakeholder feedback. Published to YES website	4/3/17	Cindy Day