YES Communications Strategic Planning Workgroup Charter

Overview

The first Communication Workgroup was established in January 2017 under the Youth Empowerment Services (YES) project as a subset of the larger project team. Membership of that first workgroup consisted of multiple team members from each of the Jeff D. Settlement Agreement partner agencies, as well as family and community stakeholders.

Since that time, the development of the YES system of care as a whole has necessitated a revision to that workgroup to reflect current needs identified by stakeholders.

The YES Communications Strategic Planning Workgroup is a smaller group than the original Communications Workgroup and is tasked with identifying system-wide communication needs and working with the Interagency Governance Team (IGT) to identify resources to develop the identified communications.

The group values the viewpoints of all its members equally and emphasizes open dialog and respectful discussion about professional and personal perspectives related to the YES system of care and any communication needs. All opinions and input are given equal consideration and will not be subject to a majority vote or any process that may disregard the opinions of any member of the group.

This charter was amended Nov. 18, 2020 to reflect guidance provided by the IGT and to clarify information in the initial charter. It was further amended May 28, 2022 with unanimous approval of the YES Communications Strategic Planning Workgroup's Core Group to reflect new workgroup membership, additional background information and to clarify information and expectations from the original charter.

Workgroup Purpose

The workgroup's purpose is to recognize communication needs throughout the YES system of care, identify the resources and stakeholder representatives needed to develop new content, and communicate this information to the IGT so that partners may allocate appropriate resources as needed.

All communication needs are considered, but the following areas are anticipated to be specifically monitored by the Communications Strategic Planning Workgroup to ensure accuracy and consistency:

- Materials to help families access the YES system of care

- Informational materials, including flyers, brochures, and videos, that explain the YES system of care to families, providers, and community partners

- YES.idaho.gov website content

- Materials provided by YES partners, including the Department of Health and Welfare, State Department of Education and the Department of Juvenile Corrections.

Involving all partners to ensure consistency throughout YES messaging builds trust, reduces confusion, and streamlines the process for families to access services.

Out of Scope

It is important to note that the Communications Strategic Planning Workgroup does not have the authority to update, change, or remove content created by YES partners, but may advise them if their content is inaccurate or inconsistent with other YES messaging.

Membership Roles and Responsibilities

A multi-agency partnership with community stakeholders developed the YES system of care. This workgroup reflects those partnerships and includes at least one parent of a child with serious emotional disturbance (SED).

Membership of the YES Communications Strategic Planning Workgroup is broken into two types of groups with specific responsibilities.

Core Group:

The Core Group of the Communications Strategic Planning Workgroup is a standing membership that includes representation from each of the following stakeholders:

- Department of Health and Welfare
    - Division of Behavioral Health
        - Central Office
        - Regional Children's Mental Health Office
    - Division of Medicaid
    - Division of Family and Community Services
- Department of Juvenile Corrections
- State Department of Education
- Youth with serious emotional disturbance (SED).
- Parent of a child with serious emotional disturbance (SED)
- DHW YES communications representative who can help with review escalation and function as connection to public information staff.
- A current or former provider of children's mental health services, preferably in an administrative or case management role.
- A representative from the Idaho Behavioral Health Plan (IBHP) Managed Care Organization, as required and approved by IDHW.

This group is responsible for:

- Identification of needed communication from YES partners. This includes requests for new, updated, and revised content.
- Development of Strategic Communication Plans for the IGT. The workgroup identifies staff representing all appropriate stakeholders to complete the work in the Strategic

Communication Plans. The IGT may assist in identifying partner resources as needed to complete the communication task identified in the plan.

- Facilitation of all Specific Communication Teams to develop communication resources. This includes reviewing content created by the teams to verify it maintains consistency with other project documents and is accurate and up-to-date.

- Reporting to the IGT on the completion of all past Strategic Communication Plans.

Specific Communication Teams:

Membership on Specific Communication Teams is selected based on the specific communication need. The Core Group identifies appropriate representation which will usually include at minimum:

- Staff as identified in the Strategic Communication Plan.

- At least one subject matter expert (SME).

Members of the Core Group are not expected to participate on all Specific Communication Teams; however, there may be times they are identified as the appropriate resource for the task.

The Specific Communication Team is responsible for:

- Creating, updating, or revising the content as identified in the Strategic Communication Plan.

- Sending all content for the appropriate stakeholder reviews.

- Consulting with a parent leader, youth leader, or both to ensure parent and youth voice and perspective during content development and review.

- Working with a designer to ensure the communication matches YES branding and standardization.

- Coordinating with the Core Group to verify completion of the task.

- Submitting original files to the appropriate stakeholder.

Membership Expectations

Members of the Core Group and Specific Communication Teams are included as part of this workgroup based on their knowledge of the YES system of care as it relates to their role in children's mental health. To create the best communication products possible, all members of the Core Group and Specific Communication Teams are empowered, as they feel comfortable, to provide input and perspective based on their personal and professional experiences, and not feel that they need to limit their feedback based on the stakeholder group which they represent.

If a member leaves the Core Group or Specific Communication Team, another member representing that area of expertise will be identified, with the assistance of the member leaving if possible, to fill the vacancy. Staff on the Specific Communication Teams rotate as needed and are assigned for the length of the identified task.

If a member has not been in attendance for four consecutive monthly Core Group meetings and has not been in contact with the workgroup during that time, a new member will be identified to represent that area of expertise.

If a chartered role on the Core Group or a planned role on a Specific Communication Team becomes vacant, the Core Group and Specific Communication Teams will continue to meet and work toward their goals while a replacement is identified.

It is important to note that the Core Group may choose to set up Specific Communication Teams to handle ongoing communication tasks, and if a member leaves the team, a new resource is identified.

Authority and Decision Making

The YES Communications Strategic Planning Workgroup has limited authority, with some decision-making authority based on content or item. Specifically, the workgroup has the authority to maintain the YES communications style guide, logo, branding materials, and strategic communications plan. Communications developed through this workgroup will be subject to reviews for consistency, accuracy and verification that the information is up-to-date.

Meeting Schedules and Format

Members of the Core Group coordinate monthly through a combination of digital and in-person meetings. Information that requires action between regularly scheduled meetings is distributed electronically. Agendas for monthly meetings are distributed to the Core Group at a minimum of two days before the meeting. Meeting minutes will be shared among the Core Group and with the IGT upon request.

Discussions by the Core Group do not require a quorum of chartered members to take place and workgroup actions do not require a formal vote to take effect. The workgroup will collaborate with its membership to ensure all perspectives, regardless of title or role, are given equal consideration and priority during discussions and that any actions taken by the group reflect the input and feedback of all members present. If any members who were not present during a meeting or discussion have feedback at a later time, the discussion will be reopened to incorporate their feedback. Workgroup members are strongly encouraged to attend every meeting possible to ensure that their voice and input is included in all decision making.

Members of the Specific Communication Teams meet as needed to develop communication materials. No official meetings or agendas are required. During meetings and other team discussions. the input and perspective of all Specific Communication Team members should be given equal consideration for decision making.

Supports

The Division of Behavioral Health provides administrative support as needed for the Core Group.

Draft Strategic Communication Plan

Strategic Communication Plans prepared by the Core Group contain the following information (at a minimum):

1. Identification of need
2. Definition of audience
   - Examples of audience include: youth, families, natural supports, educators, community members, emergency response personnel, mental health providers, medical providers, secondary communication outlets (such as 211), social media, law enforcement, child-service agencies, juvenile justice, community advocates, etc.
3. The type of communication to be created
   - Printed material (brochures, flyers, posters, conference materials)
   - Digital content (web content, digital newsletters)
   - Miscellaneous (radio ad, newspaper advertisements, conference tabling), etc.
4. Required resources to develop this communication
   - Staff with specific skills, subject matter experts, funding for printing or production, etc.
5. Length of expected development time
6. One-time communication need, or ongoing communication strategy/need
7. Expected life of the communication
   - Information expected to be out-of-date or obsolete, all communications distributed, advertisement expiration, etc.
8. Anticipated reach of the communication material
   - Number of views, people, professionals, offices, conferences, etc.
9. Method to determine if communication effective
   - Hits on the website
   - Requests from stakeholders for more materials
   - Response from stakeholders who requested materials
10. Potential considerations, roadblocks, or delays, with mitigation plans, including any required additional resources
    - Inconsistent messaging between stakeholder groups
    - Different methods of communication delivery across agencies and divisions
    - Outdated messaging that is still available
    - Limited print and/or shipping budget
    - Budgeting for translation services
    - Limited funding for radio/TV or other advertising campaigns
    - Stigma around mental illness
    - The ability to distribute communication materials widely and in private settings like doctor's offices, hospitals, etc.