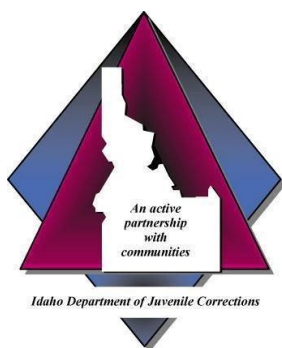




**Youth Empowerment Services (YES) System of Care
Communication Strategy
Version 3.0**



IDAHO DEPARTMENT OF
HEALTH & WELFARE

Overview and Table of Contents

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

Contents

Introduction	1
<i>Provides information regarding the system of care and the purpose or intent of the communication strategy.</i>	
Roles and Responsibilities.....	1
<i>Lists the roles and responsibilities of the YES Communications Strategic Planning Workgroup and other stakeholders, partners, and additional YES workgroups and committees.</i>	
Communication Goals.....	4
<i>Provides high-level goals for YES communication development across stakeholders and workgroups.</i>	
Communication Strategy Best Practices	5
<i>Lists best practices to be followed to accomplish the strategy’s set goals and identify parties likely to be affected by the goals and best practices.</i>	
Stakeholder Analysis	8
<i>Describes how the needs of all stakeholder groups will be monitored and accounted for.</i>	
Communications Matrix and Document Repository	9
<i>Describes how approved public communication materials will be monitored, stored, and tracked for availability to all YES partner agencies.</i>	
Communication Creation/Review Process	10
<i>Explains the path public communication content takes from conception through the approval process.</i>	
Communication Contacts, Media and Public Records Requests	13
<i>Describes how media or public records requests for YES information or interviews will be addressed.</i>	
Translation	15



Describes the process to be followed for translation of non-English YES communication materials developed for families, class members, and/or providers.

Version History..... 15

Tracks document history of the Communication Strategy.



Introduction

The purpose of the Youth Empowerment Services (YES) System of Care Communication Strategy is to describe the communication needs and the communications development processes and policies for the YES system of care, its stakeholders, and other interested parties. It also addresses specific communication objectives and methods for outreach to stakeholders, class members, and families. Updates and strategies need to be understood and accepted by all affected parties.

Roles and Responsibilities

YES Partners, Workgroups, and Committees

It is the responsibility of the Idaho Department of Health and Welfare (DHW), the Idaho Department of Juvenile Corrections (IDJC), the Idaho Department of Education (IDE), and all YES partner agencies, workgroups, committees identified in the [Jeff D. Settlement Agreement](#) and [Implementation Assurance Plan \(IAP\)](#), and other entities collaborating to perform YES-related work, to refer to the most current YES Communication Strategy and align their work with the strategy's requirements and expectations when creating YES-related communication products. Communication products may include, but are not limited to, written documents, videos, social media strategies and campaigns, presentations, trainings, and in-person outreach activities.

It is the responsibility of the YES partner agency, workgroup, or committee that creates any public-facing communications or communication products to facilitate the addition of communications to the [Communications Matrix and Document Repository](#) that will be established using the DHW SharePoint resource. Access can be requested using the information on this webpage under Communications: <https://yes.idaho.gov/youth-empowerment-services/about-yes/yes-history/?target=6>. The responsible YES partner agency shall also be responsible for making scheduled reviews and updates as indicated in the Communications Matrix, including uploading and tracking all updated versions and related source materials.

Division of Behavioral Health (DBH) Communications and Training Unit

It is the responsibility of the DBH Communications and Training Unit to collaborate with YES partners to:

- Process Communication Requests for YES-branded and non-YES-branded communications through a [form located here under Communications Information](#).



- Collaborate with the YES Communications Strategic Planning Workgroup on YES-branded communications, to maintain YES-branding and to include family voice and feedback from families and YES partners.
- Review initial communication content before design for plain language, clarity, consistent messaging, and branding.
- Design communications, which may include YES-branded content.
- Route completed communications through all required DHW-specific approval processes relevant to each communication, prior to publication. This includes, but may not be limited to, One Department review. Additional information and contacts are available in the [Communications Contacts, Media and Public Records Request section](#).
- Return communications to requesting parties and monitor outcomes.
- Create YES-related video communication content, whether YES-branded or non-YES-branded for the Division of Behavioral Health (DBH).

YES Communications Strategic Planning Workgroup

It is the responsibility of the YES Communications Strategic Planning Workgroup to collaborate with YES partners to:

- Recognize communication needs throughout the YES system of care. This includes, but is not limited to, identifying the resources and stakeholder representatives needed to develop new content and communicating this information in required reporting to the Interagency Governance Team (IGT) so that partners may allocate appropriate resources as needed.
- Provide communication review, updates, input, and changes in accordance with the requirements of the most current YES Communication Strategy and in partnership with the DBH Communications and Training Unit, DHW Communications Office, and any other state-agency partners.
- Maintain YES communication product availability through the [YES.idaho.gov](https://www.yes.idaho.gov) website.
- Respond to stakeholder and partner input on YES communication products, including needs for new products.



- Maintain the YES brand and style in YES communication products and on the [YES.idaho.gov](https://www.yes.idaho.gov) website.
- Make the most current YES Communication Strategy available to all YES committees and workgroups.
- Maintain a process for Spanish translation of all developed communications by the workgroup, or communications reviewed by the workgroup, by the DHW's contracted translation entities. Communications created by partner agencies should be translated using that agency's required processes.
- Annually review the most current YES System of Care Communication Strategy to address any requested improvements or required changes and updates and identify appropriate stakeholders and subject matter experts for the completion of identified updates.

It is **not** the responsibility or within the authority of the YES Communications Strategic Planning Workgroup to:

- Require or make changes to content created by YES partners, although the workgroup will provide guidance and input by request to maintain YES style and branding continuity.
- Make decisions related to the structure of the YES system of care or the delivery of YES services and supports, or to provide any YES services/supports.
- Distribute communications and communication products to providers, State contractors, or YES stakeholders, unless requested and supported by other YES partner agencies and their established communication channels.

[More information about the YES Communications Strategic Planning Workgroup, YES Communications Plans and Strategies, is available here.](#)

Other YES Workgroups, Committees, and Subcommittees

This list includes, but is not limited to, all other workgroups, committees, and subcommittees outlined in the Jeff D. Settlement Agreement, implementation plans, or formed by the IGT, while acknowledging that new workgroups, committees, and subcommittees may be formed at any time. The responsibilities of these groups are to:



- Refer to the most current YES Communication Strategy and align their work with the strategy's requirements and expectations when creating YES-related communication products.
- Identify emerging and existing communication needs as applicable to their group's work.
- Communicate any needs for communication creation, review, or update using the processes outlined in the [Communication Creation/Review Process section](#) of the most current YES System of Care Communication Strategy and follow the steps outlined.

Communication Goals

1. Deliver effective, timely, and accurate information to stakeholders, and class members and their families;
2. Identify and address new YES system of care communication needs;
3. Enable stakeholder participation and voice in continued implementation and improvement of the system of care;
4. Use stakeholder input to maintain the website [YES.idaho.gov](https://www.yes.idaho.gov) as a public source of easily accessible information on the development of the YES system of care and available resources, including behavioral health crisis resources;
5. Link all external communication back to the goals, objectives, and requirements of the Jeff D. Settlement Agreement and the IAP;
6. Follow the approved YES Communications & Style Guide for creation of external YES-related communications, [available in the Communications Matrix and Document Repository](#); and
7. Build and maintain a collaborative communications process with stakeholders that encourages open dialogue and continuous improvement.



Communication Strategy Best Practices

#	Goal	Best Practice
1	Deliver effective, timely, and accurate information to stakeholders, and class members and their families.	<p>1. Use existing partner agency communication methods, such as the YES.idaho.gov website, quarterly YES newsletter, Idaho Behavioral Health Plan (IBHP) provider alerts, and stakeholder websites, to distribute regular, accurate, and easily accessible information about the YES system of care.</p> <p>2. Maintain consistency in communication and messaging by using the YES Communications & Style Guide, referencing already published works, and through open communication between YES committees and workgroups.</p> <p>3. Provide informational communications and electronic resources in formats requested by stakeholders through established channels specific to the division/agency/organization.</p> <p>4. Actively collaborate across agencies to engage and provide information to stakeholders.</p>
2	Identify and address new YES system of care communication needs.	<p>1. Maintain regular dialogue with all stakeholder groups, including youth, families, and advocates, through YES committees and workgroups regarding emerging communication needs.</p> <p>2. Develop processes to meet identified needs that encourage input from parents and families, as well as stakeholders and other YES workgroups.</p> <p>3. Use data resources to inform the development of new communications.</p> <p>4. Maintain information on the YES.idaho.gov website related to resources for those in behavioral health crisis.</p>
3	Enable stakeholder participation and voice in continued implementation and improvement of the system of care.	<p>1. Use established YES workgroups and committees to intentionally seek feedback and input from stakeholders, especially youth and their families, on the development of communications and identification of communication needs.</p> <p>2. Work with advocacy groups, to recruit family and youth participants in YES committees and workgroups.</p> <p>3. Provide mechanisms for stakeholder participation, feedback, inquiries, and complaints to be communicated on partner</p>



#	Goal	Best Practice
		agencies’ websites, social media platforms, and YES.idaho.gov , including phone numbers, mailing addresses, e-mail addresses, and any type of online feedback methods.
4	Use stakeholder input to maintain the website YES.idaho.gov as a public source of easily accessible information on the development of the YES system of care and available resources, including behavioral health crisis resources	1. Regularly discuss updates, changes, and proposals for improvements to the YES.idaho.gov website in the YES Communications Strategic Planning Workgroup, including requests from other workgroups, stakeholders, youth, or families.
5	Review external YES-related communications in the YES Communications Strategic Planning Workgroup for consistency with the approved requirements of the Jeff D. Settlement Agreement and the Implementation Assurance Plan (IAP), and the YES Communications & Style Guide.	<p>1. Use the DHW SharePoint Communications Matrix and Document Repository to make the YES Communications & Style Guide, Jeff D. Settlement Agreement and the IAP available to all YES committees and workgroups that may develop communication products.</p> <p>2. Review all YES-branded public communications created for families or providers, or non-project development-related documentation to be posted to the YES.idaho.gov website, in the DBH Communications and Training Unit and the YES Communications Strategic Planning Workgroup to maintain style and messaging consistency.</p> <p>3. Document the review process each communication has undergone for IGT reporting, to allow adequate review by the appropriate stakeholders, workgroups, committees, and leadership members before finalization. In IGT reporting, include final copies of each communication.</p> <p>4. Provide all documents reviewed by the YES Communications Strategic Planning Workgroup to the DBH Communications and Training Unit and DHW Communications Office prior to initial publication. Depending on the scope and impact of any communication updates, communications may not need to be re-reviewed by the Communications Office before being updated, as</p>



#	Goal	Best Practice
		<p>determined by the YES Communications Strategic Planning Workgroup and DHW One Department guidelines.</p> <p>NOTE: Project development-related documentation - such as workgroup minutes and agendas, regularly scheduled reports, project plans and updates, implementation planning documentation, court materials, and partner reports - do not require YES Communications Strategic Planning Workgroup or Communications Office review before posting to the YES.idaho.gov website. The intention of the review is to confirm that all documentation developed for family or provider dissemination is consistently branded, messaged, and reviewed before distribution. Please direct any questions to the YES Communications Strategic Planning Workgroup. Review of any YES communications by the YES Communications Strategic Planning Workgroup is available by request. Please review information in the Communication Creation/Review Process section.</p> <p>5. Distribute all external YES communications to defendant agency workgroups, and stakeholders for collaboration, review, and feedback.</p> <p>6. Make appropriate stakeholder-requested changes to communications.</p>
7	<p>Maintain collaborative communications with stakeholders that encourages open dialogue and continuous improvement.</p>	<p>1. Maintain a clearly communicated process for stakeholder participation, feedback, inquiries, and complaints on partner agencies' websites and YES.idaho.gov, including phone numbers, mailing addresses, e-mail addresses, and any type of online feedback methods.</p> <p>2. Provide all stakeholders with a clearly communicated process for submitting concerns and complaints about YES services delivered through the state system of care.</p> <p>3. Provide regular communications and updates through the YES website; DHW, agency partner, and stakeholder social media platforms; planned YES messaging; and through other stakeholder communication channels.</p>



#	Goal	Best Practice
		<p>4. Regularly discuss updates, changes, and proposals for improvements to the YES.idaho.gov website in the YES Communications Strategic Planning Workgroup, including requests from other workgroups, stakeholders, class members, or families.</p> <p>5. Prioritize collecting youth and family input and voice and emphasize feedback in all YES planning processes, in YES workgroups, and in communications development.</p>



Stakeholder Analysis

To meet the needs of all stakeholder groups, partners, youth and their families, the IGT and YES workgroups and subcommittees will regularly request feedback and input from participating stakeholders, including families and youth, to inform regular improvements to the YES System of Care Communication Strategy. The YES Communications Strategic Planning Workgroup can help facilitate this feedback as detailed in the [Communication Creation/Review Process section](#) of this document below.

This strategy will be reviewed to address any requested improvements or required changes and updates at least annually. It will first be reviewed by the YES Communications Strategic Planning Workgroup for identification of any needed updates and changes, then by other workgroups and identified subject matter experts for completion of the updates and/or changes.

Communications Matrix and Document Repository

A Communications Matrix and Document Repository will be established in calendar year (CY) 2024 using the DHW SharePoint resource, and access can be requested using the information on this webpage under Communications: <https://yes.idaho.gov/youth-empowerment-services/about-yes/yes-history/?target=6> . It will store public YES communications that have been developed for the [YES.idaho.gov](https://yes.idaho.gov) website and track information on updates, version history, intended audiences, methods of distribution, parties responsible for publication and regular review, messaging type, source files, and comments. All final, markup and comment free, versions of public-facing YES communications and communication products will be added and regularly tracked, reviewed, and updated as needed, using this repository, including all updated versions and related source materials. Adding items to the Repository and making scheduled reviews and updates as indicated in the Communications Matrix and Document Repository will be the responsibility of the agency or stakeholder group that created the communication.

The Communications Matrix and Document Repository will be part of a DHW SharePoint resource that will also include links to the YES Communications & Style Guide, Jeff D. Settlement Agreement, and IAP, and the forms created by the DBH Communications and Training Unit, as well as any other reference documents to assist in maintaining continuity of communication storage, updates, and expectations.



Communication Creation/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, and/or established review processes within agencies or workgroups. The following process relates only to YES-branded communications created by DHW (including the Division of Behavioral Health and the Division of Medicaid's Idaho Behavioral Health Plan Governance Bureau), or YES workgroups or committees. It is not applicable to documents created by partner agencies.

NOTE: Review of any YES communication is available by request. [Please contact the YES Communications Strategic Planning Workgroup to request review.](#)

1. The party requesting or identifying the communication need will follow the processes developed by their own agency, division, department, committee, team, stakeholder group, or workgroup. The party will start the communication creation process and outline the needs of that process as the communication development continues. The party will participate in the communication creation process, including identifying the best group of people to develop initial communication content. The requesting party will inform the YES Communications Strategic Planning Workgroup of the need and what procedures they are required to follow, so they can coordinate with the workgroup's own policies and procedures for communications development, design, review, and publication.
2. Once the communication need is identified and the needed processes and policies are known, the YES Communications Strategic Planning Workgroup can help form a specific communication team to help produce the content if needed, provide support for document creation or review, provide input at request, or recommend additional YES collaboration to meet the need. The requesting team/unit, committee, or workgroup can form a team of content experts themselves and involve the YES Communications Strategic Planning Workgroup as needed, but at minimum for final review before publication.
3. Once a team is identified to develop initial communication content, the content should be delivered to the appropriate reviewers dictated by the policies of the requestor's own agency, division, department, committee, team, stakeholder group, or workgroup.
4. **If the content will be YES branded**, after initial review, the YES Communications Strategic Planning Workgroup will provide review and design as needed. This may take several rounds of review, depending on communication. **See Step 6.**



5. **If the content will not be YES branded**, the requestor should take the content through the next steps of the processes required by their agency, division, department, committee, team, stakeholder group, or workgroup. **See Step 6.**
6. All public content, whether or not it is YES branded, that is not project specific but will be posted to the YES.idaho.gov website (for example: Regular reports, agendas, minutes, or court documents do not apply) must be reviewed in conjunction with all other approvals by the YES Communications Strategic Planning Workgroup or DHW's Idaho Behavioral Health Plan Governance Bureau, prior to publication. **If content is not YES branded, after review, proceed to step 10.**
7. For YES-branded communications, the YES Communications Strategic Planning Workgroup will review the initial content, collect stakeholder and family voice recommendations, and edit the content to meet YES style guidelines and incorporate recommended changes.
8. The edited content will be designed in accordance with YES style guidelines by the YES Communications Strategic Planning Workgroup.
9. For DHW communications that may or may not contain DBH-specific content:
 - a. If it is DBH-specific, the final designed draft will be sent to the DBH Communications and Training Unit by the YES Communications Strategic Planning Workgroup. The DBH Communications and Training Unit will make a final review and submit for One Department review and to the DHW Communications Office for final approval if needed.
 - b. If it is not DBH-specific, the responsible party or YES Communications Strategic Planning Workgroup will provide the final document for One Department review and to the DHW Communications Office for final approval.
10. The DBH Communications and Training Unit will make a final review and submit for One Department review and to the DHW Communications Office for final approval if needed.



11. After final approval, the communications product will be posted to the [YES.Idaho.gov](https://www.yes.idaho.gov) website, and/or the [HealthandWelfare.Idaho.gov](https://www.healthandwelfare.idaho.gov) websites, depending on the targeted audience of the communication. With the support of YES partner agencies, content will be delivered and/or distributed as determined to meet the communication need (ex: Agency Partner presents at a quarterly meeting).
12. Public-facing communications and communications products will be added, tracked, and regularly reviewed and updated as needed, using the Communications Matrix and Document Repository that will be established using the DHW SharePoint resource.

NOTE:

Some documents or communication products may additionally require final approval by legal representatives, or representatives of other divisions or state agencies.

- For limited communication updates or review, including updates to the [YES.idaho.gov](https://www.yes.idaho.gov) website, the YES Communications Strategic Planning Workgroup may take on the review and approval of proposed changes by its core group, followed by the review of the DBH Communications and Training Unit. As well, if needed based on the scope of the update, review and approval may be completed by the DHW Communications Office.
- Video development will be led by the DBH Communications and Training Unit, with support from subject matter experts identified through the YES Communications Strategic Planning Workgroup.



Communications Contacts, Media, and Public Records Requests

Media requests about YES are expected to be made via the DHW Communications Office and/or through other established processes from partner agencies. Public Records Requests should be routed using established processes for each partner agency.

Communications Contacts	
YES Communications Strategic Planning Workgroup	Jon Meyer: Jonathan.Meyer@dhw.idaho.gov Wendy Margolis: Wendy.Margolis@dhw.idaho.gov
Division of Behavioral Health Communications and Training Unit	BHCommunications@dhw.idaho.gov

Media Requests	
Idaho Department of Health & Welfare Communications Office	Greg Stahl, Public Information Officer Email: Greg.Stahl@dhw.idaho.gov Phone: 208-334-0668
Idaho Department of Juvenile Corrections	E-mail: contactus@idjc.idaho.gov http://www.idjc.idaho.gov/
Idaho Department of Education	Scott Graf, Communications Director Email: SGraf@sde.idaho.gov Phone: 208-332-6807

Public Records Requests	
Idaho Department of Health & Welfare <i>Administrative Procedures Section</i>	Mail or In Person: Idaho Department of Health & Welfare – Administrative Procedures Section P.O. Box 83720 450 W. State Street, 10 th Floor Boise, ID 83720-0036 Fax: 208-639-5742 Email: PRR@dhw.idaho.gov Form: https://publicdocuments.dhw.idaho.gov/WebLink/Browse.aspx?id=1780&dbid=0&repo=PUBLIC-DOCUMENTS
Idaho Department of Juvenile Corrections	Use the form: http://www.idjc.idaho.gov/wp-content/uploads/2021/12/Request-for-Public-Records-049.pdf Mail or In Person: Idaho Department of Juvenile Corrections P.O. Box 83720 954 W. Jefferson St. Boise, ID 83720-0285 Fax: 208-334-5120



Idaho Department of Education	Utilize the online submission portal: https://www.sde.idaho.gov/communications/public-records-requests.html Email: publicrecords@sde.idaho.gov Phone: 208-332-6818
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Translation

The YES Communications Strategic Planning Workgroup or the Idaho Behavioral Health Plan Governance Bureau will route all developed YES-branded communications to DHW’s contracted translation entity. The DBH Communications and Training Team will route all non-YES branded DBH communications to DHW’s contracted translation entity. It is expected that the non-English materials will need additional development and review time built in for translation. Materials should allow for one month of time to be translated and returned, with potential additional time for large or resource-intensive communications. The responsible stakeholder group for the communication’s creation will be responsible for budgeting for translation of the communication, unless otherwise discussed and approved. The translated content will be posted to the YES.Idaho.gov website, or the HealthandWelfare.Idaho.gov websites, depending on the targeted audience off the communication. With the support of YES partner agencies, content will be delivered and/or distributed as determined to meet the communication need (ex: Agency Partner presents at a quarterly meeting).

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	04/03/17	Cindy Day
3.0	YES Communications Strategy – Restyled as ongoing strategy.	3/27/2025	Jon Meyer

