



IDAHO DEPARTMENT OF  
HEALTH & WELFARE

# Youth Empowerment Services: Children's Mental Health Reform Project

## Communication Plan



Project Leadership		
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## Plan Overview

The Communication plan is organized as noted below, recognizing the plan is a working document and will be revised as content is developed and decisions are made.

- **Revision History** – Tracks document history.
- **Introduction** – Information regarding the Project and the purpose or intent of the communication plan.
- **Communication Scope** – Lists high-level goals and objectives identified for the communications, the strategy for meeting the goals and an analysis of the anticipated stakeholders impacted.
- **Method and Delivery** – Identifies the team roles and responsibilities, the Communication Plan Matrix use and reference.

## Introduction

The purpose of this Communication plan is to describe the communication needs of the Youth Empowerment Services: Children’s Mental Health Reform Project (YES: CMHR Project), its stakeholders, resources and other interested parties. It also outlines the strategies and methods by which the communication will occur. This document is a subset of the overall project plan and is a living document that will be updated throughout the life of the implementation as needed. Updates and strategies need to be understood and accepted by all affected parties throughout the life of the project. This is part one of the Communication plan, developed to immediately set the parameters and standards for communication regarding the workings of the Project. Part two will be developed and published January, 2017, that will address specific communication objectives and methods for outreach to stakeholders and to communicate all the changes that are occurring as a result of the Project.

## Communication Scope

### Communication Goals

1. Measurable and achievable Project plan;
2. Participation and partnership with families and other key stakeholders;
3. Clear messaging to stakeholders regarding the Implementation of a transformative system for children/youth with serious emotional disturbance;
4. Effective and efficient use of resources necessary for successful implementation;
5. Effective communication at all stages of Project;
6. Linkage back to the goals, objectives and requirements of the Jeff D. Settlement Agreement and Idaho Implementation Plan.

## Communication Plan Strategy

The strategy of this communications plan is to support the implementation of the YES Project with coordinated processes, training, information and communication to facilitate an effective rollout of the new system of care.

#	Goal	Strategy
1.	Measurable and achievable Project plan	Collaborative input in the planning, requirements gathering and schedule creation process by all stakeholder representatives. The Lead Project Manager will facilitate a collaborative process and ensure multiple opportunities for input by all stakeholders.
2.	Participation and partnership with families and other key stakeholders	Ample opportunities communicated and made available for key stakeholders to participate, be heard in the process, and have their voice represented in the products and processes generated through the work of the Project.
3.	Clear messaging to stakeholders regarding the Implementation of a transformative system	Clear communication by and to stakeholders and detailed gathering of requirements and acceptance of those requirements by stakeholders to ensure the system meets the needs of children/youth and their parents and is inclusive of the provider network needs for successful operation.
4.	Effective and efficient use of resources necessary for successful implementation	Partners will identify and assign the appropriate resource for tasks assigned to ensure quality deliverables and successful completion of the Project work.
5	Effective communication at all stages of the Project	Use of communication plan/matrix to identify roles and responsibilities, what is being communicated to whom, when it is communicated and how often.
6.	Link communications to the goals, objectives and requirements of the Jeff D. Settlement Agreement and Idaho Implementation Plan.	Consistent reliance on the Settlement Agreement and Idaho Implementation Plan in all phases of planning and implementation.

## Stakeholder Analysis

Stakeholder	Expected Communication Needs
Sponsors	Project status, timeline, scope, strategy, budget and resource information, issues that need sponsor decision-making or recommendation for solution
Regional Children's Mental Health Chiefs and staff	Project status, timeline, scope, strategy, training and transition information and planning
YES Partners (IDJC, SDE, Child Welfare, Medicaid)	Roles and responsibilities, timeline, scope, strategy and status updates, issues
Providers	Project status, strategy, training and transition information
Community Stakeholders	Project status, strategy, training and transition information
Project Resources	Roles and responsibilities, timeline, scope, strategy and status updates
Interagency Governance Team	Project status; issue identification; legal requirements per the Settlement Agreement

Stakeholder	Expected Communication Needs
Quality Management, Information and Accountability Council	Project status; metrics on work performed; metrics on outcomes
Governor's Office	Project Status, legislative changes needed (rules and statute), budget requests
Legislature	Project status, budgetary needs, Joint Finance Appropriations Committee reporting, legislative changes (rules and statute)
Plaintiffs	Progress on achievement of Project milestones and deliverables; collaborative process for resolution of issues

## Messaging Timeline

<b>2016 Communication Goals / Timeline</b>	
<p><b><u>June to September 2016 – Planning</u></b></p> <p><i>Build awareness and interest, engage stakeholders.</i></p> <ul style="list-style-type: none"> <li>• Project kickoff, project team establishment;</li> <li>• Project Manager recruiting and onboarding;</li> <li>• Project scope, what, why, who, goals and timeline;</li> <li>• Stakeholder engagement strategy and approach</li> <li>• Project plan developed and published;</li> <li>• Engage contractors: university partners, etc.;</li> <li>• Discussions and workshop planning;</li> <li>• Communication plan distributed.</li> </ul>	<p><b><u>October to December 2016 – Planning, Decision-Making</u></b></p> <p><i>Continue awareness, engage stakeholders. Build interest, support and knowledge.</i></p> <ul style="list-style-type: none"> <li>• Share outcomes of planning, next steps;</li> <li>• Project and deliverable status, updates to timeline, decisions needed, decisions made;</li> <li>• Regular information sharing and communications via established medias;</li> <li>• Requirements gathering;</li> <li>• Project campaign and marketing plan development;</li> <li>• Joint Finance Appropriations Committee Report.</li> </ul>
<b>2017 Communication Goals / Timeline</b>	
<p><b><u>Jan to June 2017 – Program Impacts; systems and operations</u></b></p> <p><i>Continue awareness, stakeholder engagement, interest, support and knowledge. Build capacity internal and external:</i></p> <ul style="list-style-type: none"> <li>• Marketing campaign rollout;</li> <li>• Project and deliverable status, updates to timeline, decisions needed, decisions made;</li> <li>• Workforce Development Plan execution begins, stakeholders are updated on progress.</li> </ul>	<p><b><u>July to December 2017 – Implementation, change control, training</u></b></p> <p><i>Continue awareness, stakeholder engagement, interest, support, knowledge:</i></p> <ul style="list-style-type: none"> <li>• Project and deliverable status, updates to timeline, decisions needed, decisions made;</li> <li>• Information regarding system changes and early impacts of Workforce Development Plan, review and feedback tracking;</li> <li>• Transition impacts, planning, training;</li> </ul>
<b>2018 Communication Goals / Timeline</b>	
<p><b><u>Jan to June 2018 – Program Impacts; systems and</u></b></p>	<p><b><u>July to December 2018 – Transition Planning,</u></b></p>

<u>operations</u> TBD	<u>Change Control; systems &amp; operations</u>  Joint Finance Appropriations Committee Report
<b>2019 Communication Goals / Timeline</b>	
<u>Jan to June 2018 – Program Impacts; systems and operations</u> TBD	<u>July to December 2019– Transition Planning, Change Control; systems &amp; operations</u> Joint Finance Appropriations Committee Report

## Communication Matrix

The communications strategy for this Project is to provide the maximum amount of information to affected parties, at the right intervals.

## Status reporting

Status reports will be compiled after the various status meetings that are setup on a daily, weekly and monthly basis. Status reports are posted on the dedicated website, [www.yes.idaho.gov](http://www.yes.idaho.gov), are published in newsletters and customized communication methods.

## Document repository

The Lead Project Manager maintains a SharePoint site for the overall Project and subprojects that will contain all documentation related to activities including: planning documentation, status reporting, issue and risk documents, and other items as determined. All Project team members will be able to view and use this documentation as needed. In addition, project-related documentation will be put on the dedicated website to inform and update the community and other partners of the Project activities and status of the overall Project.

Title of Document	Date(s) to Deliver	Messaging	Audience	Method of Delivery	Content Owner
Weekly Project Status Report	Weekly	Project status, tasks being worked on, tasks achieved, issues, risks and upcoming work to be done	DBH Management Team Project Management Team	Weekly DBH Management meeting; post on SharePoint	Klaus Hermann
DBH/Medicaid Collaborative	Weekly	Medicaid/Optum updates on assigned deliverables DBH updates on assigned deliverables	<ul style="list-style-type: none"> <li>DBH</li> <li>Medicaid</li> <li>Optum Idaho</li> </ul>	Weekly DBH/Medicaid meeting	Klaus Hermann Cindy Day
YES Update	Monthly	Project status,- updates, calendar of meetings and events, other project information as requested by stakeholders	All stakeholders	Website: <a href="http://www.YES.idaho.gov">www.YES.idaho.gov</a>	Project Managers

<b>Title of Document</b>	<b>Date(s) to Deliver</b>	<b>Messaging</b>	<b>Audience</b>	<b>Method of Delivery</b>	<b>Content Owner</b>
Regional Monthly Update	Monthly	Project status, Regional discussion	DBH Central Office/Regional Staff and State Hospitals	Video conference	Pat Martelle
Regional Bulletin	Monthly	Talking Points of information regional staff can rely on when working in the community.	Regional DBH Staff	Bulletin distributed via email.	Pat Martelle
DBH Weekly Newsletter	Weekly	Announcements, status reports, informational articles	DBH Central Office	Newsletter distributed via email.	Pat Martelle
Implementation Workgroup Status Report	Monthly	Reporting on achievement of objectives, collaboration on issues to be addressed in planning and implementation stages.	Plaintiffs in the Jeff D. class action lawsuit, Defendants and associated counsel.	Status Report distributed via email.	Pat Martelle
Media Requests	As needed	Media request for project information	Public/Media	Phone or email as needed per IDHW media request protocols	Pat Martelle
Behavioral Health Newsletter	Quarterly	Project status	Behavioral Health stakeholders	Newsletter is distributed via Email	Pat Martelle