

**Workgroup:
Communications**

**COORDINATED SYSTEM OF CARE
WORK GROUP ACTION PLAN**

CSoC Project Manager:
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Project Summary:

The Louisiana Department of Social Services, the Department of Health and Hospitals, the Office of Juvenile Justice and the Department of Education are working in collaboration to develop a Coordinated System of Care that will achieve reduction in the current number and future admissions of children and youth with significant behavioral health challenges or co-occurring disorders in defined out of home placements.

Key Milestones as identified in workplan

Title	Original planned completion date	Current forecast completion date	Actual completion date
Establish common vision and goal for system of care	1/29/10	1/29/10	1/29/10
Establish Planning Infrastructure	1/29/10	2/11/10	2/11/2010
Produce concept report for legislature	2/26/10	2/26/10	3/5/2010
Mapping of current system strengths, opportunities and weaknesses relevant to population of focus	3/15/10	3/15/10	3/15/2010
Determine recommended system design	5/31/10	5/31/10	
Identify needed infrastructure for system	7/1/10	7/1/10	
Conduct cross-system analysis of service utilization, expenditures and financing related to target population	8/1/10	8/1/10	
Analyze, determine final system design and financing strategies	8/31/10	8/31/10	
Conduct legislative and public input process	10/31/10	10/31/10	
Submit needed state plan amendments, waivers, other applications, BA-7s	11/15/10	11/15/10	
Development implementation plan	12/30/10	12/30/10	

KEY MILESTONE:**WorkGroup: Communications****Work group Charge :**

To develop a communications strategy for the CSoC initiative inclusive of internal communication, and external communication with stakeholders, agency staff, legislators and others.

Action Steps	Responsible Party	Target Completion Date	Resources Needed	Performance Indicator
Develop projected budget for public relations consultant	<ul style="list-style-type: none"> M. Thornton 	<ul style="list-style-type: none"> 4.5.10 	<ul style="list-style-type: none"> 	Budget request presented to PG
Obtain stakeholder contact lists from Leadership Team	<ul style="list-style-type: none"> S. Robshaw 	<ul style="list-style-type: none"> 4.12.10 	<ul style="list-style-type: none"> 	WG received list from each agency
Develop potential strategy and tactics for communication with agency staff at both state and regional level.	<ul style="list-style-type: none"> WG members with leadership from DHH, DSS, OJJ, DOE members 	<ul style="list-style-type: none"> 4.22.10 	<ul style="list-style-type: none"> 	Present to PG and then LT for feedback
Based on LT feedback, develop and an initial orientation and engagement plan for state and regional staff targeted first to key staff in state and regional offices and then to general staff.	<ul style="list-style-type: none"> DHH, DSS, OJJ, DOE WG members John Croft Other WG members as needed 	<ul style="list-style-type: none"> 4.29.10 	<ul style="list-style-type: none"> LT feedback 	Agencies identify key contact s. Research completed on agency staff concerns. Draft of message(s) to PG for approval
Implement approved initial orientation and engagement plan for agency staff at state and regional levels	<ul style="list-style-type: none"> DHH, DSS, OJJ, DOE WG members John Croft Other WG members as needed Agency staff 	<ul style="list-style-type: none"> 5.31.10 	<ul style="list-style-type: none"> State and regional agency staff to serve as lead points of contact Sites and 	Key state and regional agency staff will have had at least one opportunity to learn about CSoC

			supplies for meetings	
Develop engagement plan for key state and regional agency staff based on recommended system design. [May include, but is not limited to, identification of impacted services/programs; changes in staff work; staff for focus groups to create buy-in]	<ul style="list-style-type: none"> • DHH, DSS, OJJ, DOE WG members • John Croft • Other WG members as needed 	• 6.15.10	<ul style="list-style-type: none"> • Information from system design WG 	Present draft plan to PG and then LT for approval of tactics and message
Implement approved engagement plan for key state and regional agency staff based on recommended system design plan.	<ul style="list-style-type: none"> • DHH, DSS, OJJ, DOE WG members • John Croft • Other WG members as needed • Agency staff 	• 7.15.10	<ul style="list-style-type: none"> • State and regional agency staff to serve as lead points of contact • Sites and supplies for meetings 	Key state and regional agency staff will have had at least one opportunity to review and comment on recommended system array.
Develop engagement plan for key state and regional agency staff based on recommended infrastructure needs. [May include, but is not limited to, identification of impacted services/programs; changes in staff work; staff for focus groups to create buy-in]	<ul style="list-style-type: none"> • DHH, DSS, OJJ, DOE WG members • John Croft • Other WG members as needed 	• 7.15.10	<ul style="list-style-type: none"> • Information from infrastructure workgroup 	Present draft plan to PG and then LT for approval of tactics and message
Implement approved engagement plan for key state and regional agency staff based on recommended infrastructure needs	<ul style="list-style-type: none"> • DHH, DSS, OJJ, DOE WG members • John Croft • Other WG members as needed 	• 8.31.10	<ul style="list-style-type: none"> • State and regional agency staff to serve as lead points of contact • Sites and supplies for meetings 	Key state and regional agency staff will have had at least one opportunity to review and comment on infrastructure needs
Develop proposed engagement plan for key state and regional agency staff based on proposed implementation plan	<ul style="list-style-type: none"> • DHH, DSS, OJJ, DOE WG members • John Croft • Other WG members as needed 	• 12.31.10	<ul style="list-style-type: none"> • Draft implementation plan 	Draft plan sent to PG and then LT for approval
Implement approved engagement plan for key state and regional agency staff based on proposed implementation plan, which may	<ul style="list-style-type: none"> • DHH, DSS, OJJ, DOE WG members 	• 2011	<ul style="list-style-type: none"> • State and regional agency 	

<p>include but is not limited to: --anticipated changed to work --job security --work load --training --information about how to respond to parents and families</p>	<ul style="list-style-type: none"> • John Croft • Other WG members as needed • Agency staff 		<p>staff to serve as lead points of contact</p> <ul style="list-style-type: none"> • Sites and supplies for meetings 	
<p>In collaboration with Family Engagement WG, develop and implement ongoing communication strategy to elicit family member input on CSOC plan design, including service array and administrative structure. --Gather information and encourage buy-in for change based on focus groups --Develop schedule for ongoing engagement --Develop mechanism for ongoing communication with families who participate in FE activities --Develop and provide fact sheets, scripts, handouts and other products for FE activities</p>	<ul style="list-style-type: none"> • P. DeMichele, liaison to FE WG • Comm WG members 	<ul style="list-style-type: none"> • Ongoing until 10.31.10 	<ul style="list-style-type: none"> • TBD by FE WG 	Families across LA have at least one opportunity to participate in at least one in-person engagement activity
<p>In collaboration with FE WG, develop and implement engagement strategy based on SCoC implementation plan.</p>	<ul style="list-style-type: none"> • P. DeMichele, liaison to FE WG • Comm WG members 	<ul style="list-style-type: none"> • 12.31.10 • Ongoing 2011 	<ul style="list-style-type: none"> • TBD by FE WG 	Families across LA have at least one opportunity to participate in at least one in-person engagement activity
<p>In collaboration with agencies' LGR staff, develop and implement communications strategy for legislators on CSOC plan design. -- develop key messages, fact sheets, other materials -- identify opportunities to deliver messages -- identify key supporters</p>	<ul style="list-style-type: none"> • WG members 	<ul style="list-style-type: none"> • Ongoing 	<ul style="list-style-type: none"> • LGR staff from DHH, DSS, OJJ, DOE 	All legislators will have had at least one contact regarding SCoC, whether in-person or by other means
<p>Develop list of key providers and other external stakeholders for each agency</p>	<ul style="list-style-type: none"> • DHH, DSS, OJJ, DOE WG members • Other WG members 	<ul style="list-style-type: none"> • 4.30.10 	<ul style="list-style-type: none"> • 	Contact list complete and sent to PG for approval
<p>Work with agency staff to develop and implement communication strategy to educate providers and external stakeholder groups (as defined by each agency) on CSOC, which may include but is not</p>	<ul style="list-style-type: none"> • DHH, DSS, OJJ, DOE WG members 	<ul style="list-style-type: none"> • Ongoing until 10.31.10 	<ul style="list-style-type: none"> • Agency communications staffs 	Strategy approved by PG and LT

<p>limited to: --identifying key supporters --identifying concerns --developing message(s) and products for provider and stakeholder groups --identify stakeholder “heroes” to write or sign editorials and letters to the editor for media outlets in regions most affected by SCoC changes</p>	<ul style="list-style-type: none"> • Other WG members 		<p>documented outreach by each agency to key providers and external stakeholders</p>
<p>Develop communication strategy for key stakeholder groups (previously identified) based on final plan design.</p>	<ul style="list-style-type: none"> • DHH, SS, OJJ, DOE WG members • Other WG members 	<ul style="list-style-type: none"> • 12.31.10 	<p>Draft presented to PG for approval</p>
<p>Implement approved communication strategy for key external stakeholder groups based on final plan design.</p>	<ul style="list-style-type: none"> • WG members and others TBD 	<ul style="list-style-type: none"> • Ongoing after 12.31.10 	<p>Key stakeholder groups will partner with SCoC principles in successful implementation of SCoC</p>
<p>Develop draft communication strategy for general public (as opposed to family engagement) based on final plan design</p>	<ul style="list-style-type: none"> • WG members and others TBD 	<ul style="list-style-type: none"> • 12.31.10 	<p>Draft presented to PG for approval</p>
<p>Implement general public communication strategy based on final plan design, which may include but not limited to: --media --single point of entry toll free number --public forums --churches --civic groups --municipalities --government associations --law enforcement --first responders --community health care agencies</p>	<ul style="list-style-type: none"> • WG members and others TBD 	<ul style="list-style-type: none"> • 2011 	
	<ul style="list-style-type: none"> • 	<ul style="list-style-type: none"> • 	<ul style="list-style-type: none"> •

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Name	Role / Title	Email	Phone Number
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