

Communications Plan

The Communication, Education, and Training Work Group was asked to reconvene to develop a high-level communications plan for the state agencies to help with announcing the waiver integration proposal as well as the implementation. The following are our recommendations.

Training

This document does not delve into the training calendar as it was outside of the scope of our group, but we will offer the following high level comments on training:

- When rollout schedules come under time constraints, training is often compromised.
- Based on the feedback from the public forums, we want to reiterate the importance of allocating both time and resources for training.
- Allow adequate time to make changes to IT systems to be able to train agency staff, providers, and others.
 - State IT systems
 - MCO IT systems
 - Provider IT systems

General Recommendations

- Use both person first and plain language
 - SACK has volunteered to help ensure communications are written in plain language.
- Regular frequency of communication
- Multiple rounds of public comment with updates by agency
 - Consider adding an additional round of public comment. This would help ensure the public is commenting on what is likely to be close to the final version submitted to CMS.
 - Although the additional round of public comment is not required, it is an opportunity to help generate good will with the public.
- Regular lunch & learns/calls with general updates on the process
 - Post videos/recordings so people who could not attend in real time could still benefit from these
- Look at lessons learned from the rollout of KanCare and other related programs
- The State of Kansas should consider delaying the implementation until July 1, 2017.
 - The tight schedule for implementation is a risk to the project.
 - There are steps that are outside the control of the State of Kansas.
 - An additional benefit would be implementation that coincides with the start of the fiscal year.
- Coordinate the sharing of information across the workgroups as well as with stakeholders outside of these groups to identify common themes.
- Please take into consideration other changes having an impact on consumers and providers, such as the current Medicaid eligibility challenges.

Target Audiences

- Waiver participants/waiting lists

- Keep in mind unique communication needs of the people and family members for these groups
 - For example using braille and large print for people who are Blind/Visually Impaired
 - Another example would be to translate the communications into other languages as appropriate
- Family members/Caregivers
- Providers
- Advocates
- MCOs
- Legislators

General Announcement - Following are recommendations surrounding how the first draft of the integrated waiver amendment is initially announced.

- News release to standard media outlets
- Advocates and providers can be utilized as key dissemination points
 - KDHE should intentionally reach out to them to help promote and work with consumers
- Email – send out information from the HCBS Listserv
- Provide link that could be added to agency web sites
- Develop a “How To Participate” page as part of the general announcement
 - Depict the various ways to participate in the public comment processes
 - List all of the steps and venues to provide public comment (a graphic might be helpful)
 - Explain process to provide comments to the State of Kansas
 - Explain the process to provide comments to CMS during their public comment period
- Develop a one-page fact sheet initially and ongoing in response to emerging comments
- Announcement kit – to make it easier for others to spread the word
 - Social media share suggestions
 - Sample newsletter article
 - Include both the one-page fact sheet and the page about how to participate
 - One of the purposes of the kit is to achieve consistency of messaging

Public Comment (30 days)

- Publish draft amendment in the Kansas Register
- Post the draft on the agency websites
- There will be a number of action items in promoting the public comment period.

Public Comment Meetings/Conference calls

- Develop announcement materials
- Secure locations and dates and other logistics
- WSU will assist these

Additional Opportunities

- Train the presenter
 - Develop a presentation and then bring along others who will likely present it later
 - An opportunity to train state staff to be able to present to others
 - Be sure to vet these additional presenters. It has been problematic in other settings where presenters were not able to answer questions and ended up just taking notes to go back and get answers from leadership.

- Reach out to family groups, etc. with the speakers bureau
- Conferences
 - Reach out to HCBS Listserv to ask the public to send in conferences they are aware of along with a contact person.

Sample Communications broken out by audience

Consumers

- approximately 45-50,000 Kansans currently on the waivers or on the waiting lists
- Plain language
- Regular frequency
- Accessible communication
- Outreach Points (a few examples include)
 - CILs
 - CDDOs
 - ADRCs
 - CMHCs
 - Case Managers
 - MCOs
 - SACK chapters
 - Families Together
 - Keys for Networking
 - Other advocacy organizations
- Focus on “How will it impact me and my life”
- Keep it simple
- Consumer education
 - Tours by KDHE – consumer specific meetings focusing on “impact to the consumer”
 - Service protections – talking about service protections for consumers
 - Basic information – what is waiver integration and how will it impact me

Both Consumers and Providers

- Create a time table with target dates – this could also be depicted visually
- Outline/Master Plan (KDHE is still working on this list of the processes)
 - (No hard dates)
- Fact Sheet (1 page)
 - Appropriate for audience
- "How to" sheet
 - Explaining how to participate in the process
 - Tips (solution oriented)
 - Waiver Integration email box
 - Phone in "help line" for those w/o email
 - Request presentation by KDHE for your area or organization
 - Depict the various ways to participate in the public comment processes
 - List all of the steps and venues to provide public comment. (a graphic might be helpful)
 - Explain process to Provide comments to the State of Kansas
 - Explain the process to Provide comments to CMS during their public comment period

- Lunch and Learn type conference calls

Providers

- Regular frequency
- Information to providers about any changes to provider qualifications and the new/changed services
- Service tables (basic info)

Communications Timeline

Although we understand there are no hard dates, our group outlined some general date ranges to create a general outline for when certain tasks should be worked on assuming a January 1, 2017 implementation date. (As we mentioned above, our recommendation is to delay implementation until July 1, 2017. Additional time would be better to allow adequate time for communication and training.)

Now through 4-1-2016	4-1-16 through 6-15-16	6-15-16 through 1-1-17	1-1-17 to 7-1-17
<ul style="list-style-type: none"> • News releases • Meetings (word of mouth) • Posting of the amendment • Public Comment • Schedule public forum dates • Fact sheets • Consumer/Family • Provider • Legislators • Social Media kit • Encourage people to share with their own social networks • Legislative Committee Meetings • House/Senate Health committees, social service budget committees, Bob Bethell KanCare Oversight Committee 	<ul style="list-style-type: none"> • Local presentations by request • Post/respond to public comments • FAQs • First Round of public comments • Agency response • Second round of public comment • Establish local points of contact • Begin training 	<ul style="list-style-type: none"> • Final submission to CMS • What are we doing? • How it will work? • Children vs. Adults • Reconvene work groups (regular calls) • Steps to "go live" • Training • Service tables • Provider qualifications • Transition process (from current to the new system) • Train as early as possible <ul style="list-style-type: none"> • Providers will need time • Make changes to various IT systems 	<ul style="list-style-type: none"> • Buffer time to negotiate with CMS • Develop a unified manual • Targeted training (including training from MCOs for providers) • Time to address additional things that will come up that were not anticipated

Existing Avenues for Communication

- Facebook - SACK

- Email opportunities to Becky
- Employment First Summit
- MCO Provider Bulletins
- Providers
- Advocates
- Prepared newsletter articles
- Advocacy Groups
- Schools
- Cross sharing between work groups

Sample table to list Communication artifacts

Communication Type	Objective of Communication	Medium	Frequency	Audience	Owner	Deliverable	Format	Partners