Iowa REACH Communications Subcommittee

March 2025

REACH Communications Subcommittee

Subcommittee responsibilities:

- Create a communications plan for how Iowa HHS will share information on Iowa REACH.
- Support Iowa HHS to implement the communications plan.

What is a communications plan?

▶ A plan for how Iowa HHS will reach out to and engage with people in Iowa about Iowa REACH.

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Draft Communications Plan

- **Communications goals**

- **Audiences**

- Key messages

- Communication channels

- Activities, events, and materials

- Measurement

Goal #1

Establish Iowa REACH as a positive initiative to strengthen the delivery of intensive home and community-based behavioral health services for children and adolescents with SED.

- **Increase awareness** of Iowa REACH and related changes to relevant services for the Defined Class
- **Build confidence** in Iowa REACH's potential to strengthen relevant services for the Defined Class
- **Foster participation** in the design and implementation of Iowa REACH

Goal #2

Highlight the value of intensive home and community-based behavioral health services for children and adolescents with SED.

- **Increase knowledge and awareness** of relevant SED services for the Defined Class and how to access them.
- **Reduce hesitancy and stigma** associated with engaging in SED services.
- **Increase engagement** of the Defined Class in relevant SED services.

Audiences

Children and adolescents with SED, caregivers, and advocates

Providers

Medicaid Managed Care Organizations

State Government

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Children and Adolescents with SED, caregivers and advocates

What do they need to know during the design stage?

- What is Iowa REACH?

- How will it affect them?

- How can they get involved?

Providers

What do they need to know during the design stage?

- What systems changes will happen due to REACH?

- What is the current progress?

- How can they give input on design?

![IOWA Health and Human Services logo]

Medicaid Managed Care Organizations (MCOs)

What do they need to know during the design stage?

- What systems changes will happen due to REACH?

- What is the current progress?

- How can they give input on design?

State Government

What do they need to know during the design stage?

- What systems changes will happen due to REACH?

- How do the systems changes align and intersect with other HHS led systems changes?

- How can they give input on design?

- Where can they track progress?

Discussion

Public Comment