

Steering Committee Meeting Summary

MARCH 25, 2025, 3:00 – 4:30 PM CENTRAL TIME

Attendee List:

Mathematica: Kimberly Aguiard, Amy Wodarek-O'Reilly, Maddie Vincent, Victoria Wible, Claire Pendergrast

Iowa Health and Human Services (HHS): LeAnn Moskowitz, Anne Crotty, Kim Grasty and Will Linder

Committee members: Bill Stumpf, Shelley Jaspering, Kay Marcel, Mary Beth O'Neil, Eric Donat, Sonia Reyes, Faraji Hubbard, Chris Burrows, Lilianna Hernandez-Castro, Gaye Johnson, Thamara al Maqsood, Leah Price, Betty Rees, Ruth Wilson, Elaine Gartelos, Becky Coffin, Alex Watters, Jack Mescher

Summary of Meeting Themes:

- Mathematica shared example strategic communications describing changes to waivers and services from other states and asked Steering Committee members for their thoughts. Steering committee members shared the following feedback:
 - The first state example was too cluttered and needed more “silos,” such as breaking out the webpages by members, providers, people on a waitlist, and family member and also nesting items.
 - Use short videos to support explanations.
 - Make resources available in languages other than English and avoid jargon. For example, members noted the word “persona” was confusing. Mathematica asked whether using “stories” would be clearer than “personas”, and members agreed.
 - Use several methods of communication, including flyers, newsletters, recorded webinars, Q&As, and a HOME-specific Facebook page so people can set alerts to be notified of updates.
 - Make materials available in more than one reading level, including an easy read version.
 - Create a visual comparison to show current vs. future services or waivers (e.g., “Members aged 20 on the Intellectual Disability waiver”) to help people find relevant information.
 - Include pictures for each topic on the website.
 - Avoid highly detailed information that may become outdated; consider the overall timeline when sharing updates.
 - Make hard copy resources available, specifically for connecting with community organizations, creating advisory groups, and identifying local “community validators”, especially in in rural communities.
 - Include these groups in community outreach:
 - Community Health Workers, Aging and Disability Resource Center (ADRC) Expansion, Centers for Independent Living, Iowa Compass, Area Agency on Aging, National Alliance for Mental Illness (NAMI), Developmental Disabilities (DD) Council, Easter Seals, Spina Bifida Association, Iowa Chapter United spinal, Child Health Specialty Clinics, ASK Resource Center, and Special Olympics.
 - Engage communities through events, such as booths or postcards at conferences for providers like the Iowa Association of Community Providers (IACP) annual convention.
 - Consider newly disabled people communications, as redesign may be confusing for those accessing services for the first time.
 - Consider getting news coverage, as it was helpful for the HOMETown conversations.
 - Develop case manager training on HOME changes, and provide talking points and informational materials for case managers to share with members to help prevent misinformation.

- Use natural touchpoints with case managers during person-centered planning meetings to discuss HOME.
 - Members preferred the second state example because it was well-organized and “clean”.
 - Include a similar table of policy decisions and a visual timeline too.
 - Include a similar myth versus facts element, as shown in the example.
 - If possible, collect analytics from other state websites and Iowa’s website to understand how useful the public finds certain resources.
 - Develop a HOME specific logo.
 - Create promotional materials for providers, including email blasts, social media, mailings, and posters.
- Mathematica shared that Iowa REACH is a new Iowa Medicaid initiative focused on developing, improving, and strengthening intensive home and community-based behavioral health services for children and adolescents with serious emotional disturbance
 - Steering committee members recommended:
 - Create a comparison chart between REACH and HOME.

Resources

- Hope and Opportunity in Many Environments ([HOME](#)) page
- [REACH](#)
- [HOME and REACH timeline infographic](#)
- [Iowa Health and Human Services System Alignment](#)