

# Iowa REACH Communications Subcommittee

July 2025



Health and  
Human Services



# Agenda

- Welcome & Introduction
- Iowa REACH Overview
- What Can We Do Now?
- Outreach Strategies
- Messaging Across Platforms
- HHS Website Enhancements
- Public Comment

# REACH Definition

Iowa REACH is a new program from Iowa Medicaid.

It helps kids and teens in Iowa who have serious emotional or mental health challenges. The program gives them strong support at home and in their communities.

# How are we providing support?

- Recommend a uniform assessment tool and care plan to make sure everyone gets the services they need.
- Create a strong in-home and community-based care system, with better service coordination.
- Make sure services stay high-quality by building a plan to regularly review and improve them.

**Goal:** Making sure people don't fall through the cracks when trying to get support.

# Communications Objectives

- ▶ Engage and communicate with families to inform, educate, and involve youth and their families, providers and child serving agencies in the Iowa REACH Initiative.
- ▶ Develop accessible information and the plan to provide relevant services within the Iowa REACH continuum of care for youth, providers, and child-serving agencies.
- ▶ Other REACH subcommittees are still meeting currently.

# What can this subcommittee do in the meantime?



Brainstorm  
outreach  
strategies



Refine messaging



Support easy  
access on HHS  
website



# Outreach Strategies

- ▶ Deliver presentations to statewide advocacy groups across Iowa, focusing on key areas such as:
  - Juvenile justice
  - Foster care
  - Youth councils
  - Childcare initiatives
- ▶ Host member and provider town hall meetings to encourage engagement and gather feedback.
- ▶ Conduct presentations and Q&A sessions with internal Iowa HHS groups to ensure alignment and understanding across departments.

# List of Groups

Group Name	Description
Youth Justice Council	Statewide group of youth and young adults with lived experience in the juvenile justice system (detention centers, State Training School, group homes, probation, court, etc)
Juvenile Justice Advisory Council	Multi-disciplinary state council of adults and youth who advise Iowa's juvenile justice system
ISTEP	Youth movement to prevent tobacco use. Statewide chapters
Mayor Youth Councils	Extensions of local city council's comprised of youth leaders from that community. Several of these groups have youth mental health prioritized.
Too Good to Lose Girls Court	Specialty court for girls in the juvenile justice system
Juvenile Drug Court	Specialty court for youth struggling with substance use in Polk County
iJAG	Statewide initiative to support youth to achieve jobs. Several school chapters and a statewide council. They've been great partners with me.



# List of Groups

Group Name	Description
Early Intervention and Support	Supportive resource center for families (Iowa Support Network, Early Childhood Iowa, etc.)
Child Protective Services- Service Area Managers (SAMs) and Social Work Administrators (SWAs)	Aims to ensure children across Iowa are safe and families have supports.
State of Iowa Youth Advisory Council (SIYAC)	Youth advisory group selected to represent all Iowa youth and engage in topics important to young Iowans.  Concerns are drafted and shared with policy makers during the legislative session.

# Discussion Question

Who else can we share REACH information with?

Are there additional groups or audiences we should consider reaching out to?

# Communication Strategies

# Messaging across platforms

## **Communication strategies across different states**

- Presentations
- Videos & Webinars
- Newsletters
- Member notices, letters
- Email Communication
- Quick Guides
- Brochures
- One-Pagers
- FAQs
- Trainings
- Outreach to community partners

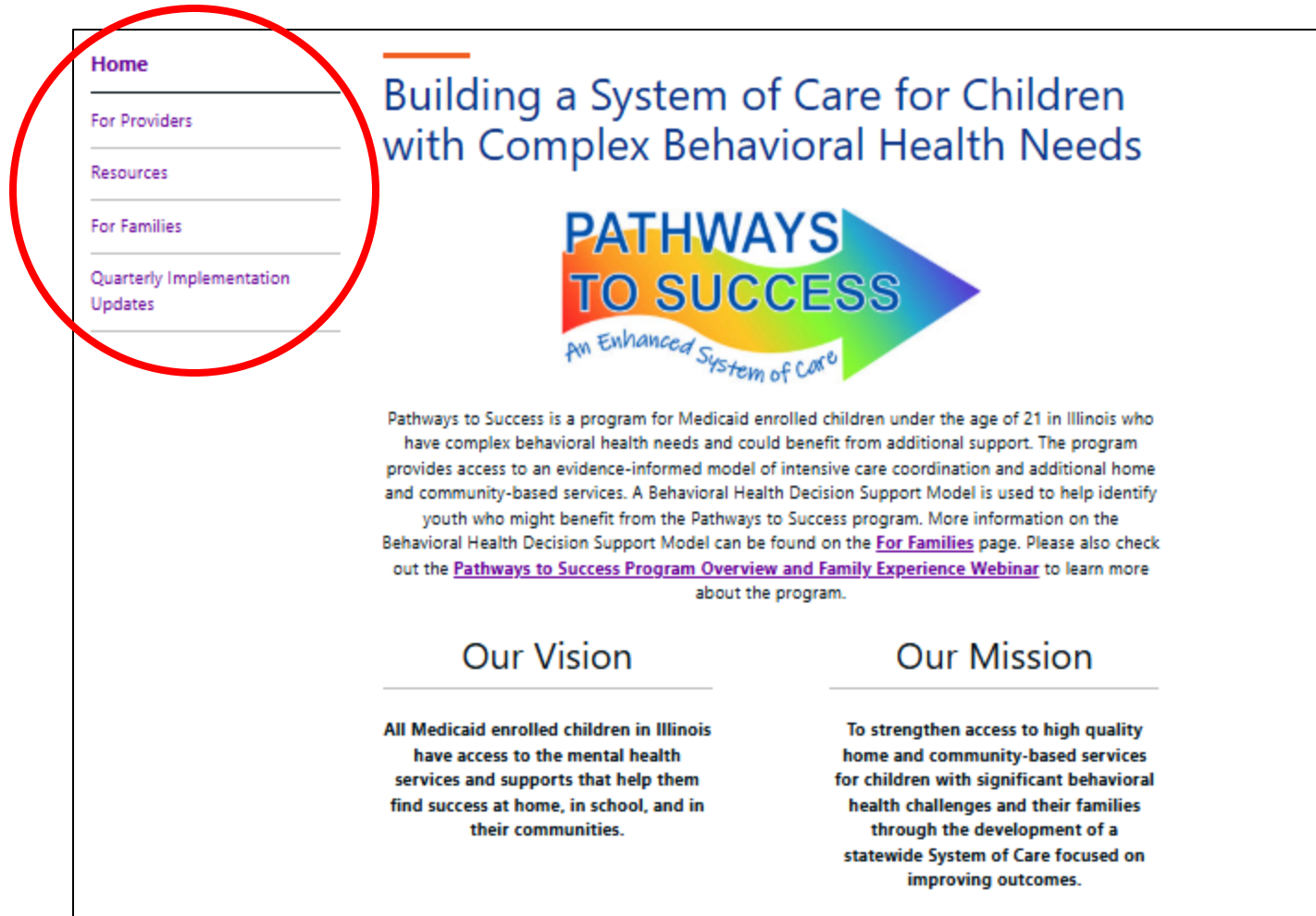
# Messaging across platforms p.2

## What have we done already for REACH:

- Presentations
- Videos & Webinars
- Newsletters
- Member notices, letters
- Email Communication
- Quick Guides
- Brochures
- One-Pagers
- FAQs
- Trainings
- Outreach to community partners

# HHS Website: One-Stop Place for Information

# Illinois- Pathways to Success Landing Page



- Background
- Vision and Mission
- Values
- Goals



# OhioRISE Landing Page



**A specialized managed care program for youth with complex behavioral health and multisystem needs**



## **Specialized Managed Care Plan**

Aetna Better Health of Ohio serves as the single statewide specialized managed care plan.



## **Shared Governance**

OhioRISE features multi-agency governance to drive toward improving cross-system outcomes – we all serve many of the same children, youth, and families.



## **Coordinated and Integrated Care & Services**

OhioRISE brings together local entities, schools, providers, health plans, and families as part of our approach for improving care for enrolled children and youth.



## **Prevent Custody Relinquishment**

OhioRISE's 1915(c) waiver targets the most in need and vulnerable families and children to prevent custody relinquishment.

## **OhioRISE Eligibility**

Children and youth who may be eligible for OhioRISE:

- ✓ Are eligible for Ohio Medicaid (either managed care or fee for service),
- ✓ Are age 0-20, and
- ✓ Require significant behavioral health treatment needs, measured using the Ohio Child and Adolescent Needs and Strengths (CANS) assessment or a recent inpatient behavioral health hospital/psychiatric residential treatment facility admission.

## **OhioRISE Services**

- ✓ All existing behavioral health services – with a few limited exceptions (behavioral health emergency dept.)
- ✓ Intensive and Moderate Care Coordination **NEW**
- ✓ Intensive Home-Based Treatment (IHBT) **ENHANCED**
- ✓ Psychiatric Residential Treatment Facilities (PRTF) **NEW**
- ✓ Behavioral health respite **ENHANCED**
- ✓ Flex funds to support implementing a care plan **NEW**
- ✓ 1915(c) waiver that runs through OhioRISE **NEW**
  - Unique waiver services & eligibility
- ✓ Mobile Response and Stabilization Service (MRSS) **NEW**
  - Also covered outside of OhioRISE (managed care or fee for service)

# Website Design

- ▶ Create a 'one-stop' place for people to access information and materials.
- ▶ **Example: HOME webpage**
  - ▶ FAQ
  - ▶ Stakeholder Engagement
  - ▶ Case Management
  - ▶ HCBS Assessments
  - ▶ Waiver Redesign Information
  - ▶ Other Resources

HOME
Stakeholder Engagement
Case Management
Community-Based Services Evaluation
HCBS Assessments
HOME Milestones
Waiver Redesign FAQ
Iowa REACH

# Discussion Questions

What is the ideal communication system for Medicaid?

Where can we improve accessibility and engagement?

# Public Comment