



# Iowa REACH Communications Subcommittee

August 2025



Health and  
Human Services

# Agenda

- ▶ REACH Engagement
- ▶ User-Friendly Term for Services
- ▶ Public Comment

# REACH Engagement

# REACH Engagement Goals

- ▶ Starting in September 2025, HHS reach out to groups across Iowa to:
  - ▶ Educate groups about changes from REACH
  - ▶ Collect stakeholder feedback
  - ▶ Foster continued community engagement with REACH
- ▶ We want to ensure that discussions are mutually beneficial and help rebuild trust in our youth behavioral health system

# REACH Engagement Content

- ▶ At these meetings, we plan to:
  - ▶ Share a PowerPoint about REACH
  - ▶ Facilitate discussion on stakeholder feedback
  - ▶ Provide a one-pager with takeaways and our contact information for follow-up discussions

Our goal is to invite people to **actively participate in the changes**, rather than simply gathering information from them.

# Building Community Trust and Engagement Through Follow-Up

- ▶ We are considering:
  - ▶ Sharing back how these discussions have changed REACH
  - ▶ Providing our contact information and continuing to engage the groups through regular updates
  - ▶ Trying different engagement strategies for partners (such as surveys for those who can't attend workgroups)

# REACH Engagement Stakeholders

- ▶ Stakeholder groups include, but not limited to:
  - ▶ Juvenile justice
  - ▶ Youth councils
  - ▶ Family support centers
  - ▶ Childcare initiatives
  - ▶ Child protection and foster care groups

# Discussion Questions

- ▶ How might our engagement look different for different stakeholders?
- ▶ What can we do during and after our meetings to foster trust and continued engagement?
- ▶ How can we ensure that these meetings are mutually beneficial?
- ▶ Is there anything we should be sure to discuss during these meetings?



# User-Friendly Terms for Services

# Terms for Services

- ▶ Currently, we are referring to services as In-Home and Community-based Supportive and Therapeutic Services (IHCSTS)
- ▶ While we understand that this term is dense, we want to convey the types of services families can access through REACH

## In-Home and Community-based Supportive and Therapeutic Services (IHCSTS)

- ▶ Individualized, strength-based interventions to correct or ameliorate behavioral health conditions that interfere with a child's functioning
- ▶ Supportive and therapeutic interventions
  - ▶ Help the child to build skills necessary for successful functioning in the home and community and
  - ▶ Improve the family's or caregiver's ability to help the child successfully function in the home and community
- ▶ Interventions delivered according to a care plan developed by the care planning team

# Terms for Services from Other States

- ▶ Other states use terms such as:
  - ▶ Intensive Home-Based Services (IHB) – Illinois
  - ▶ Intensive mental health services – Washington
  - ▶ Covered services – Ohio
- ▶ All states have handouts which describe the specific services available through their programs
- ▶ Iowa will also create these materials as services are defined over the next year

# Other Potential Terms for Services

- ▶ Other terms we thought about include:
  - ▶ Whole person supports in the home and community
  - ▶ Community-connected therapeutic services
  - ▶ Personalized in-home behavioral supports
- ▶ We hope for these terms to convey
  - ▶ Where services can be accessed (home and community)
  - ▶ Services are tailored to the family's needs, and can be both supportive and therapeutic
    - ▶ Services are meaningfully different from what is currently available

# Discussion Questions

- ▶ Which elements of REACH services should be conveyed in the term we use to describe services?
- ▶ Did any of the potential terms resonate? Do you have ideas for alternate terms?

# Public Comment