

NB Stakeholder Workgroup
Provider Communications Workgroup Minutes
Tuesday, August 16th, 2022 – 2:00pm-4:00pm

1. Members Present: Stephanie Barisch, Center for Youth and Family Solutions; Bernadette May, Family Services Association of Greater Elgin Area; Michelle Churchey-Mims, Community Behavioral Health Association
Also Present: Kristine Herman, ILHFS; Dustin Knollenberg, ILHFS; Cortney Auter, University of Illinois
2. Review of prior meeting discussion for public and HFS
- Provided overview of last meeting and communication strategy and recommendations so far
- Need for marketing/communications expertise – Kristine shared that individuals who have knowledge in this area are hoped to join this group.
3. Discussed developing a phased communication approach which includes the following phases:

Areas to address and the sequence in which we will address them:

1. Overall how to access services at all
 - a. T - Centralized list of providers accessible on a website by county/area
 - b. B - Allowing providers to individualize to local needs on how to make referrals (IRIS, etc.)
 - c. T - CARES and MCR changes in November
 - d. B - CCSO/MCR partners to market/communicate/educate their role
2. Accessing Pathways/eligibility/engagement
3. Child and Family teams/Communication/Coordination
4. Home and Community Based Service array
 - a. Building services (partnering with providers as a team, sharing the burden)
 - b. What those opportunities look like and how to talk about them with providers/families

Discussion included the important of communication being imbued with systems of care principles at every level, every phase to ensure the SOC principles are understood and accepted. Also discussed the use of success stories in helping to garner investment in the care coordination and wraparound system of care principles.

4. Identified some of areas of need in CCSO training and education
 - a. CCSO's will need toolkits to interact with providers/stakeholders/families
 - b. System of care principles and how to present that