

Coordinated System of Care: Communications Work Plan & Timeline

Deliverable/Tactic	Responsible	Target Completion Date	Status
Create a provider resource guide	Magellan (lead), DHH Bureau of Media and Communications (BMAC) and Covalent Logic (support/advisory)	June 2012	TBD
Schedule a series of provider calls	Magellan (lead), DHH Office of Behavioral Health (OBH) (support/advisory)	Ongoing	In progress
Develop a CSoc logo/style for web presence, printed materials, presentations and any other means	Covalent (lead)	March 2012	Completed
Develop a fact sheet that distinguishes between CSoc, the Louisiana Behavioral Health Partnership (LBHP) and Bayou Health	Covalent (design lead), BMAC (content lead)	April 2012	In progress
Produce a Legislative-specific communication	Covalent (design lead), BMAC (content lead)	April 2012	In progress
Schedule a presentation on CSoc for joint non-session Health and Welfare Committees	CSoc staff and Governance Board(lead), DHH Legislative & Governmental Relations (LGR) team (advisory)	N/A	N/A. In the current session, CSoc has been presented in the context of the overall Partnership on an as-needed basis. CSoc will need to produce reports on progress for between session and future sessions.
Develop a CSoc website	Covalent (design lead), BMAC (content lead), CSoc staff (advisory)	May 2012	In progress
Identify advocates/FSO members/WAA members from implementing regions willing to share their stories	CSoc staff (lead), BMAC and communications staff at partner agencies (support)	May 2012	In progress
Engage communications staff at each CSoc agency to assist in promotion	BMAC (lead), CSoc Governance Board (support)	May 2012	TBD
CSoc Governance Board chair issues Letter to the Editor to major newspaper in each of the implementing regions	Ruth Johnson and CSoc Governance Board (lead), BMAC and Department of Children and Family Services communications director (support)	April 2012	TBD
Develop CSoc electronic newsletter /email template	Covalent (lead), BMAC (support), CSoc staff (advisory)	May 2012	In progress
Create series of CSoc social media messages	BMAC (lead), other agencies' communications staff (support)	Ongoing	In progress
Develop a standard CSoc boilerplate, template and news release format	Covalent (lead), BMAC (support), CSoc staff	May 2012	In progress

	(advisory)		
Create CSoC print piece	Covalent (design lead), BMAC (content lead), Magellan (support), CSoC staff (advisory)	April 2012	In progress
Develop CSoC internal communications piece	CSoC staff (lead), BMAC (support), Covalent (support)	June 2012	TBD
Repeat series of public forums	Magellan (lead), OBH and CSoC staff (support), BMAC (support), other agencies (support)	Ongoing	In progress
Create a resource guide for advocate groups	Magellan (lead), CSoC staff (advisory), BMAC (support)	TBD	TBD
Produce CSoC instructional communications piece	Magellan (lead), CSoC staff (advisory) and BMAC (support)	TBD	TBD
Establish a frequent communication between CSoC State Team and regionally-based Community Teams.	CSoC staff (lead), CSoC Governance Board (advisory)	Ongoing	In progress
Schedule individual meetings with provider groups.	Magellan (lead), CSoC staff and Governance Board (advisory), BMAC (support)	Ongoing	In progress
Hold advocates summit for the first five implementing regions	CSoC Governance Board and staff (lead), BMAC (support)	TBD	TBD
Hold regular meetings with internal staff	CSoC Governance Board and CSoC staff (lead)	Ongoing	In progress
Create an Intranet site or other portal for different agencies	Covalent (lead), CSoC team (advisory)	N/A	N/A. This is not feasible with the current website structure, and might not be needed, given the audience-focused development for the public website.
Develop a CSoC focused youth activity that coincides with Children's Mental Health Awareness Day in May	CSoC staff and Magellan (lead), BMAC (support)	May 2012	Children's MH conference being planned for May 23, 2012.
Hold special forums/listening sessions for youth and their families	Magellan (lead) CSoC staff (support)	TBD	TBD