

2021

North Dakota DOJ Settlement Agreement COMMUNICATION PLAN



NORTH
Dakota | Human Services
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11/1/2021

Background

- North Dakota has historically had a **higher rate of people over age 65 living in skilled nursing facilities**.
- On Dec. 14, 2020, North Dakota and the U.S. Department of Justice (DOJ) reached a settlement agreement outlining actions the state will take to expand home and community-based care services and enable adults with physical disabilities to live in the most integrated setting appropriate to their needs as required by the Americans with Disabilities Act.
- **Target Populations**
 - Adults with disabilities who reside in a nursing facility and receive Medicaid-funded nursing services or are at risk of becoming eligible for Medicaid.
 - Adults with disabilities who are currently living in an integrated community setting who are at risk of becoming eligible for Medicaid-funded nursing facility services and care or need additional community-based services to continue living in a community-setting.

DHS work effort is focused on:

- **Infrastructure development:** Expand access to home and community-based supportive services (HCBS) and increase HCBS service provider capacity to provide needed services to more adults with physical disabilities who qualify for skilled nursing facility level of care and who want to receive in-home and community-based services.
 - *HCBS Workforce Development* – Recruitment, training and ongoing support
 - *HCBS Provider Training* – To better serve individuals with unique needs (examples: brain injuries, behavioral health) and to address any administrative barriers (billing, EVV)
- **Process improvement:** Implement an Informed Choice strategy to ensure people can make informed choices about where they can receive long-term care support services
- **Process improvement:** Put systems and practices in place to connect more adults with physical disabilities with HCBS services, diverting more individuals from nursing facility care and helping nursing facility residents (who choose to) transition to community-living
- **Communication and outreach:** Raise greater awareness about in-home and community-based long-term support service options while informing people of the array of service options and connecting the target population of adults with physical disabilities to desired long-term services and support

How will the work be done?

- In-reach (to individuals in facilities and hospitals) and outreach (to referral and care access points in communities)
- Person-centered plans
- Diversion to HCBS services
- Transition from institutional care to HCBS services
- Ongoing qualified service provider (QSP)/caregiver workforce development and support



Metrics:

- Number of individuals participating in HCBS – Medicaid and non-Medicaid
- Number of informed choice referrals
- Number of informed choice referral discussions with adults participating in Medicaid or at risk of needing Medicaid who qualify for skilled nursing level of care
- Number of transitions from skilled nursing facilities
- Number of calls, emails and web in-takes to the Aging & Disability Resource Link requesting information about care options
- Number of QSPs
- Social media engagement (Facebook)

Communication Objectives:

- **Increase awareness** among qualifying individuals (Medicaid-eligible adults with physical disabilities who qualify for skilled nursing level of care), their family members, hospital discharge planners and other referral sources, and other key stakeholders about service options and how people access HCBS long-term services and supports through the ADRL
- **Educate** key stakeholders about the systemic changes being implemented (what is happening) to comply with the DOJ settlement (why change is needed) and how it will impact individuals and organizations
- **Create desire** and increase utilization of HCBS service options through communication strategies that help eligible individuals, family members, other stakeholders and the public envision how individuals can successfully transition to community living or overcome barriers and concerns and successfully access HCBS services and supports in the community

Benefits of In-Home & Community Living

-  Choose who you live with
-  Make independent life choices
-  Choose your services
-  Choose who provides care, including family members, friends or other individuals
-  Have privacy in your home
-  Access the community
-  Choose when family and friends visit
-  Stay connected to your cultural/spiritual community
-  Set your schedule
-  Come and go as you please
-  Choose to work and/or volunteer in the community
-  Choose your medical provider
-  Have pets in your home
-  Remain in familiar surroundings
-  Enjoy public events

Notes:



About Us

The Aging and Disability Resource Link (ADRL), administered by the ND DHS Aging Services Division, connects people to services at home and in their communities to help them maintain or improve their quality of life.



ND ADRL
AGING & DISABILITY
RESOURCE LINK

Us
1.855.462.5465

Email: carechoice@nd.gov
<https://carechoice.nd.assistguide.net>

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DN1864(3-2021)



Know Your Care Choices
Informed Choice Referrals
for Medicaid Members
Referred for Nursing Facility
Level of Care

Creative Direction – Know your care options. Choose what's right for you. The choice is yours.

Brochure: Informed Choice

Outreach material design will include images of adults living in the community.

Art will adhere to state [brand guidelines](#) (colors/fonts) and will include the Aging & Disability Resource Link watermark and contact information.



Know Your Care Options. Choose What's Right For You.

Nursing Home Care
Services are provided 24 hours a day and is paid by Medicaid.

PACE Senior Care Services
The Program of All-inclusive Care for the Elderly (PACE) provides person-centered and coordinated care for older adults with significant support needs living in the community.
Services include preventive and primary healthcare, and short-term and long-term care services. For most people, the program allows them to continue living at home while receiving services.

Who qualifies?

- People at least 55 years old.
- Who need personal care services similar to residents of skilled nursing facilities.
- Live within a PACE service area, and
- Are able to live safely at home at the time of enrollment

For more information contact the ADRL centralized intake:
Phone: 855.462.5465
Email: carechoice@nd.gov
<https://carechoice.nd.assistguide.net>
www.nd.gov/dhs/services/medicaid/pace.html

In-Home and Community Services (HCBS)
Home and Community-Based Services for individuals who would like to stay in the community or move back into the community from a nursing facility. Support can be provided up to 24 hours a day. In-home and community services may include and are not limited to:

- Help with bathing, dressing, etc. (Personal Care)
- Housecleaning, laundry, or meal preparation (Homemaker Services)
- Opportunities for family caregivers to take a break and time for themselves (Respite Care)
- Care provided in your home by family members (Family Home Care)
- Home-delivered meals
- Training by a nurse on care tasks
- Medical related care provided by a trained caregiver
- Non-medical transportation

HCBS can be coordinated with other community services such as home health, skilled therapies, assistive equipment for your home, and help moving back to the community from a nursing home.

Services provided at home are person-centered and based on:

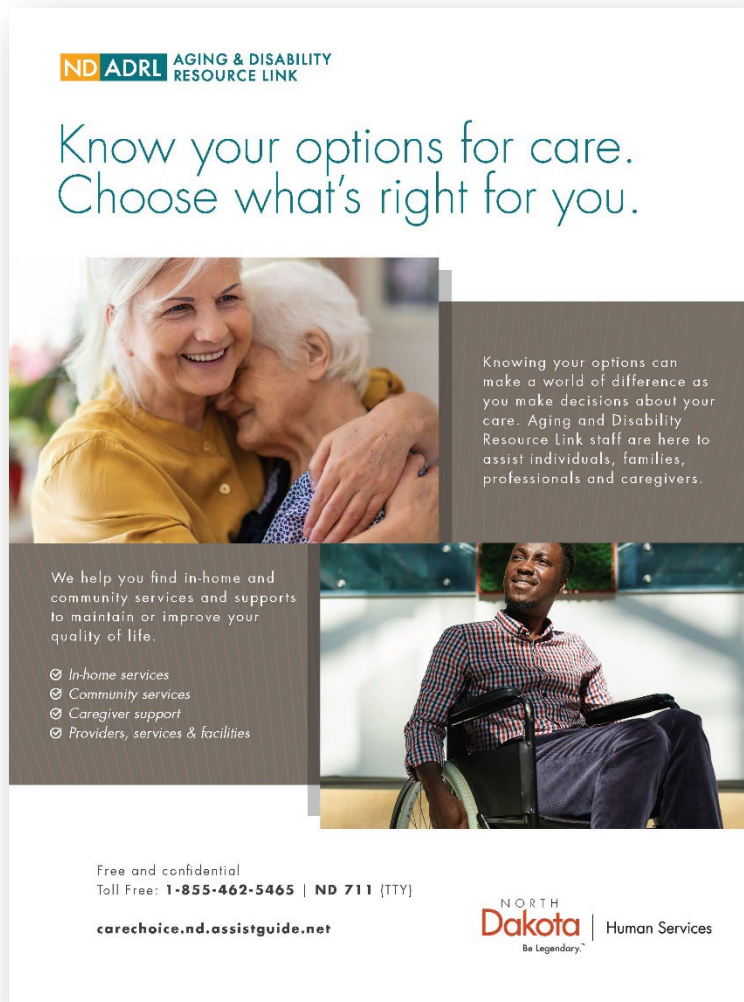
- Individual needs
- Choice of services
- Choice of who provides care
- Maintaining as much independence as possible

Who qualifies?

- People who meet functional and financial criteria

Learn more, contact the ADRL centralized intake:
Phone: 855.462.5465
Email: carechoice@nd.gov
<https://carechoice.nd.assistguide.net>

Creative Direction – *Know your care options. Choose what's right for you. The choice is yours.*



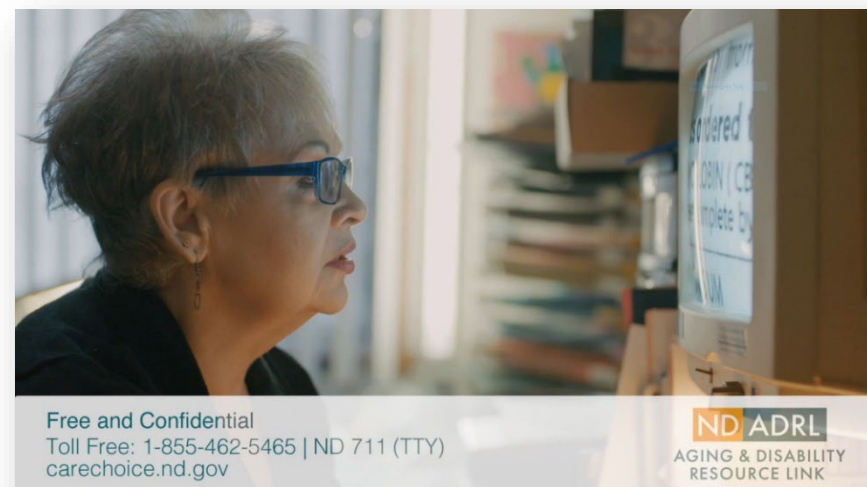
Magazine Ad: Know your options for care.

Messaging will raise awareness that people can choose where they want to live and that they have an array of care options including in-home and community-based services.

Messaging will also inform individuals about how to access services. Contact North Dakota's Aging & Disability Resource Link (ADRL) to connect with services.

Video PSA: ADRL

Testimonials will be from people with physical disabilities who are living at home with supportive services.



Communication Approach:

- Factor disability accessibility in design and delivery of communication
- Use easily understood terms and avoid jargon
- Use people-first language
- Tell personal stories of real people; testimonials are encouraged
- Use images of people who look like the target audience - multicultural, spanning adult lifespan and with different abilities

COMMUNICATION OPPORTUNITIES AND TACTICS

- Take advantage of existing communication opportunities, leveraging Aging Services team members who have regular contact with skilled nursing facilities, partner organizations, referral sources, and interact in-person with adults with disabilities in the community to disseminate communication materials and share core messages with stakeholders
- Work with partners to share core messages and leverage community living success stories
- Partner with tribal nations, the North Dakota Indian Affairs Commission and providers of New American services to develop culturally appropriate communication strategies and materials for these populations

OTHER COMMUNICATION OPPORTUNITIES

- News releases – promote implementation activities, milestones, and success stories
- Pitching interviews
- Op-Ed
- Training

Key Stakeholders/Audiences:

- **Adults with physical disabilities who qualify for nursing facility level of care – priority is those who participate in Medicaid or are at risk of needing Medicaid. Individuals may be living in the community or in a nursing facility.**
- Family caregivers and other family members – especially the health care decisionmakers/opinion leaders
- Skilled nursing facility social workers, nurse leaders, administrators, and N.D. Long-Term Care Association
- Points of access/referral sources serving adults with physical disabilities
 - Hospital discharge planners
 - Hospital/Clinic/IHS or tribal/community health center administrators and clinical leaders
 - Assisted living and basic care facility administrators and other key staff
 - Physicians, nurses, physical therapists, occupational therapists and other health care providers
 - Public health and home health administrators and nurses
 - Associations (i.e., N.D. Medical Association, N.D. Hospital Association, N.D. Nurses Association, etc.)
- Community Partners/Providers
 - Older Americans Act service providers (*senior centers, meal providers, other service providers*)
 - Charitable feeding network organizations
 - AARP
 - Community Action Agencies
 - Salvation Army chapters in N.D. and related non-profits serving low-income adults
 - Human service zone partners (19) - *formerly known as county social service offices*
- HCBS Service and Transition Partners
 - Centers for Independent Living
 - *See Training Plan*
 - Enlist to help DHS recruit peers to share their HCBS transition success stories
 - Ensure are aware of all HCBS services and resources as they support transitions
 - Enlist them to help raise awareness and refer people with disabilities to ADRL
 - Home and community-based service (HCBS) providers
 - *See Training Plan*
 - *Support provider enrollment and educate about billing process and EVV*
 - *Provide technical assistance to HCBS providers as needed*
- Policymakers (Legislative leadership, Health and Human Services, Appropriations and Budget Section committee members; other legislators)
- DHS team members (Aging Services, regional human service centers, Medicaid LTC Eligibility Unit, others, and N.D. Department of Health (DoH) Health Facilities Section, Health Promotion and other work teams)
- General population (especially those age 50+)
- Native American population and New Americans population

Audiences / Core Messages

- DOJ Settlement is intended to increase both access to and awareness of HCBS long-term care support options to ensure adults with physical disabilities have choices and can live at home and in the community if they choose.

FOUNDATIONAL MESSAGES for all target audiences

- In December 2020, the State of North Dakota and the U.S. Department of Justice (USDOJ) reached a settlement agreement that outlines actions the state will take to expand access to home and community-based services and supports (HCBS) and enable individuals with physical disabilities to live in the most integrated setting appropriate to meet their needs.
- The state of North Dakota invites adults with physical disabilities and other stakeholders to participate in stakeholder meetings and other opportunities to provide input on efforts to raise awareness about care options, increase access to HCBS and better support people who want to transition to community living or need support to remain in the community.
- Most individuals prefer to remain living at home in the community.
- Under the Americans with Disabilities Act, people with disabilities have a right to choose where they live and receive services.
- North Dakotans have long-term care and support options (choices); there is an array of service options.
- Individuals can choose to live at home, in the community or in facilities.
- Some resources are available to help with one-time costs to set up a household, or for home modifications and adaptive equipment to support community living (limits apply)
- To learn more, talk to a human service professional at the Aging & Disability Resource Link (ADRL) toll-free 1-855-462-5465, 711 (TTY) or email carechoice@nd.gov or apply online for home and community-based services (HCBS) at <https://carechoice.nd.assistguide.net/>.
- Beginning in June 2022, Medicaid recipient accessing long-term care, or their legal decision maker, will be contacted by a DHS Aging Services team member to talk about service options.

Audiences / Core Messages

KEY MESSAGES for qualifying adults with physical disabilities living in a nursing home

- See foundational messages.
- You have long-term care and support options (choices) – *Describe options*
- You can choose to live at home and in the community or to live in a facility.
- If you would like more information about returning to community living, you can talk to the social worker at your nursing facility or to the Aging & Disability Resource Link (ADRL).
- The social worker will make a referral to the Department of Human Services (DHS). (*Uses the Skilled Facility Referral for LTC care support services - SNF 584*)
- Beginning in June 2022: if you are a Medicaid recipient accessing long-term care, someone from Aging Services will contact you/your legal decision maker to talk about service options.
- You will be contacted by a professional who will explain your options.
- They will help you and your family develop a person-centered (transition) plan if you choose to move out of a nursing facility and resume living at-home in the community.
- Some resources are available to help with one-time costs to set up a household (are limits).
- To learn more, talk to a human service professional at the Aging & Disability Resource Link (ADRL) toll-free 1-855-462-5465, 711 (TTY) or email carechoice@nd.gov OR apply online for Home and Community-Based Services (HCBS) at <https://carechoice.nd.assistguide.net/>.

KEY MESSAGES to qualifying adults with physical disabilities living in the community

- See foundational messages.
- You have long-term care and support options (choices) – *Describe service options.*
- You can choose to live at home and in the community or to live in a facility.
- It is possible to continue living in the community with HCBS support; human service professionals can work with you to resolve barriers to community living.
- You have a right to talk with peers with similar disabilities who are living and working successfully in their homes and communities.
- To learn more and get connected to needed HCBS services, contact the ADRL toll-free at 1-855-462-5465, 711 (TTY) or email at carechoice@nd.gov, or apply online for HCBS at <https://carechoice.nd.assistguide.net/> or talk to your HCBS case manager (if you are already receiving a few services, but your needs are increasing.)

Audiences / Core Messages

KEY MESSAGES to family caregivers and other family members

- See foundational messages
- Your loved one has long-term care and support options (*describe options*) and can choose to live at home and in the community or in a facility.
- (*For Family Caregivers*) North Dakota has a Family Caregiver Support program that can provide respite care and other support for you, the caregiver. You don't have to go it alone. There are services that can support you in caring for someone at home.
- To learn about caregiver support, contact the ADRL toll-free at 1-855-462-5465, 711 (TTY) or email carechoice@nd.gov, or help your loved one apply online for HCBS at <https://carechoice.nd.assistguide.net/>.
- If they choose, family members, friends and neighbors can become a qualified service provider (QSP).
 - These independent contractors are enrolled with DHS and are paid to provide approved, authorized in-home and community-based care services, including personal care, homemaker services, meal preparation or home-delivered meals, and other services to qualifying individuals. To learn more about becoming a paid caregiver for one or multiple individuals, contact the ADRL.
- Your family can also get help finding QSP services and other HCBS services in your area.
- Learn more. Contact the ADRL toll-free at 1-855-462-5465, 711 (TTY) or email carechoice@nd.gov, or help your loved one apply online for HCBS at <https://carechoice.nd.assistguide.net/>.

Human service professionals will share information during the Person-Centered Planning process to address:

 - Key concerns about safety, home modifications, amount of support, etc.
 - Resources may be available to help with some home modifications and adaptive equipment to assist individuals to remain living at home.
 - Advantages
 - Quality of life: most people want to remain living at home, and that is possible.
 - Cost of HCBS services is often substantially less than institutional long-term care.

KEY MESSAGES to skilled nursing facility social workers, nurse leaders, administrators and N.D. Long-Term Care Association

- See foundational messages.
- North Dakotans who qualify for skilled nursing level of care have long-term support service options at-home, in the community and in facilities.
- These individuals can and do live successfully at home with supportive services. *Share information about available services and options.*
- We all have a role in helping individuals achieve their goals in how they choose to live and where they choose to live.

- If an individual wants to live at home in the community, complete SNF 584 – Skilled Care Referral for Long Term Services and Supports form.
- Inform individuals and families of the Aging & Disability Resource Link, which can help them explore care options and make a plan that is right for them.
 - Aging & Disability Resource Link can be reached toll-free at 1-855-462-5465, 711 (TTY), by email at carechoice@nd.gov and individuals and families can also apply online for home and community-based services at <https://carechoice.nd.assistguide.net>.
- The department can provide you with a brochure describing long-term support options to share with individuals and families and to insert in resident packets.
- In the future, all Medicaid clients and their legal decision makers will receive information about service choices.
- Grant funding may be available to help rural facilities expand their business model to increase access to HCBS services. Funding can assist with start-up costs. [Learn more](#).

KEY MESSAGES to Points of Access/Referrers/Community Partners

- See foundational messages.
- Most individuals prefer to remain living at home as their abilities change and need for support increases.
- Under the Americans with Disabilities Act, people with disabilities have a right to choose where they live and receive services.
- Individuals with high care needs can and do live successfully at home with supportive services.
- As a (discharge planner, social worker, or other health and human services professional or partner, etc.,) you can help individuals and families explore care options and make a plan that is right for them.
- Connect them to the North Dakota Department of Human Services' Aging & Disability Resource Link toll-free at 1-855-462-5465, 711 (TTY), by email at carechoice@nd.gov OR encourage or help them to apply online for home and community-based services at <https://carechoice.nd.assistguide.net>.

KEY MESSAGES to Policymakers

- See foundational messages.
- With your support, North Dakota will meet ADA requirements and the terms of the DOJ settlement by providing an array of services, programs and activities meeting the unique needs of adults with physical disabilities, so they can live in the most integrated, appropriate setting.
- This investment in HCBS is more than an investment in quality of life.
- HCBS services tend to be less expensive than facility-based long-term support services.
- DHS to review DOJ implementation plan and provide updates on plan-related activities.
- DHS to review metrics/dashboard and HCBS program caseloads and expenditures.

- To connect with HCBS supports, North Dakotans can contact the Aging & Disability Resource Link at 1-855-462-5465, 711 (TTY), or at carechoice@nd.gov, or they can apply online for services at <https://carechoice.nd.assistguide.net>.

KEY MESSAGES to the General Public

- See foundational messages.
- The state of North Dakota invites adults with physical disabilities and other interested individuals to participate in stakeholder meetings and other opportunities to provide input on efforts to increase access to HCBS.
- Individuals with high care needs can and do live successfully at home and in the community with supportive services.
- North Dakota's Aging & Disability Resource Link can help adults with physical disabilities explore care options and make a plan that is right for them.
- Individuals interested in a caregiving profession can become a qualified service provider (QSP).
 - These independent contractors are enrolled with DHS and are paid to provide approved, authorized in-home and community-based care services, including personal care, homemaker services, meal preparation or home-delivered meals, and other services to qualifying individuals.
 - To learn more about becoming a paid caregiver for one or multiple individuals, contact the ADRL.

Target Audience	Communication Methods & Tools	Key Message(s)	Push Dates	Responsible
Medicaid-eligible adults with physical disabilities who qualify for NF level of care and reside in NFs		<ul style="list-style-type: none"> Foundational and key messages as outlined Awareness about informed choice and care options 		
	Informed choice visits with individuals	<ul style="list-style-type: none"> See above 	Beginning Jan. 2021	DHS Aging Services case managers
	Informed choice presentations at nursing facilities	<ul style="list-style-type: none"> See above 	Jan. – Sept. 2021	DHS Aging Services case managers, LTC ombudsmen and regional aging services administrators
	PowerPoint Presentation	<ul style="list-style-type: none"> See above 	Jan. 2021 and updated as needed	DHS Aging Services
	Brochure: Informed Choice	<ul style="list-style-type: none"> See above General information about informed choice, HCBS and care options, eligibility and services provided 	April 2021	DHS Communication Team DHS Aging Services
	ADRL Fact Sheet: Benefits of Community Living	<ul style="list-style-type: none"> See above 	April 2021	DHS Communication Team DHS Aging Services Team
	Template newsletter article (for nursing facilities)	<ul style="list-style-type: none"> See above, plus how to learn more about accessing HCBS 	Spring 2022	DHS Communication Team
	Informational presentation to Resident Councils	<ul style="list-style-type: none"> General information and update on DOJ settlement implementation and informed choice 	Spring - Summer 2022	DHS Aging Services Team
	Handout: DOJ metrics/milestone dashboard	<ul style="list-style-type: none"> Update about DOJ settlement implementation work, outcomes and milestones 	Fall - Winter 2022	DHS Communication Team
Adults with physical disabilities living in the community who meet NF LOC criteria and participate in Medicaid or are at-risk of needing Medicaid		<ul style="list-style-type: none"> Foundational and key messages as outlined DOJ settlement stakeholder meeting information 		

Target Audience	Communication Methods & Tools	Key Message(s)	Push Dates	Responsible
	HCBS case manager (CM) conversations about services and choices		Beginning 2021 and ongoing	Aging Services HCBS CM
	Brochure: Informed Choice	<ul style="list-style-type: none"> See above General information about, informed choice, HCBS and care options, eligibility and services provided 	April 2021	DHS Communication Team DHS Aging Services
	ADRL Fact Sheet: Benefits of Community Living		April 2021	DHS Communication Team create DHS Aging Services HCBS CM share
	DOJ Settlement/ HCBS Listening Sessions (Virtual meetings) on Feb. 2, 4, 5 & 9, 2021 <ul style="list-style-type: none"> Public meeting notice, press release, social media posts 	<ul style="list-style-type: none"> Foundational and key messages as outlined Become involved, share your ideas, inform us about gaps/needs, etc. 	Feb. 2021	DHS Aging Services Team DHS Communication Team
	DOJ Settlement stakeholder meetings: June 15, Sept. 16, Oct. 22, and Dec. 9, 2021 <ul style="list-style-type: none"> <i>Press releases, public meeting notices, social media posts, website content</i> 	<ul style="list-style-type: none"> Raise awareness of upcoming DOJ settlement stakeholder meetings and related input opportunities Become involved 	In advance of scheduled meetings	Aging Services HCBS CM DHS Communication Team
	SEE ALL AUDIENCES for more activities			
Family caregivers and other family members of adults with physical disabilities who qualify for NF LOC		<ul style="list-style-type: none"> Foundational and key messages as outlined DOJ settlement stakeholder meeting information and related input opportunities 		
	ADRL Fact Sheet: Benefits of Community Living		April 2021 DONE	DHS Communication Team create DHS Aging Services HCBS CM share
	DOJ Settlement/ HCBS Listening Sessions (Virtual meetings) on Feb. 2, 4, 5 & 9, 2021 <ul style="list-style-type: none"> Public meeting notice, press release, social media posts 	<ul style="list-style-type: none"> Foundational and key messages as outlined Become involved, share your ideas, inform us about gaps/needs, etc. 	Feb. 2021 DONE	DHS Aging Services Team DHS Communication Team

Target Audience	Communication Methods & Tools	Key Message(s)	Push Dates	Responsible
	DOJ Settlement stakeholder meetings: June 15, Sept. 16, Oct. 22, and Dec. 9, 2021 <ul style="list-style-type: none"> Press releases, public meeting notices, social media posts, website content 	<ul style="list-style-type: none"> Raise awareness of DOJ settlement stakeholder meetings and related input opportunities Become involved 	In advance of scheduled meetings:	Aging Services HCBS CM DHS Communication Team
	Press release – <i>Home for the holidays</i> , media pitches	<ul style="list-style-type: none"> If you see abilities are changing, help your loved one locate needed services and supports. Call the ADRL 	Dec. 2021	DHS Communication Team
	SEE ALL AUDIENCES for more details			
Skilled nursing facilities: LSWs, nurse leaders, administrators and ND Long-Term Care Association		<ul style="list-style-type: none"> Foundational and key messages as outlined DOJ settlement information 		
	Microsoft Teams Training for Skilled Nursing Facilities <ul style="list-style-type: none"> Arrange with NDLTCA 	<ul style="list-style-type: none"> Provide updates on programs & initiatives affecting the services available to adults living at home or in facilities. 	Feb. 23 & 25, 2021	DHS Aging Services Team
	Brochure: Informed Choice	<ul style="list-style-type: none"> See above 	April 2021 DONE	
	Share information at annual LTC Assoc conference	<ul style="list-style-type: none"> See above Update on implementation plan work and educate about referral process 	August, 27, 2021 DONE	DHS Aging Services Team
	Microsoft Teams Training for Skilled Nursing Facilities <ul style="list-style-type: none"> Arrange with NDLTCA 	<ul style="list-style-type: none"> See above Provide updates on programs & initiatives affecting the services available to adults living at home or in facilities. 	Nov. 5 & 19 2021	DHS Aging Services Team
	Informed choice/community services poster for facilities to display	<ul style="list-style-type: none"> See above 	Spring 2022	DHS Communication Team to create
	Share information at annual LTC Assoc conference	<ul style="list-style-type: none"> See above Update on implementation work and educate about referral process 	August 2022	DHS Aging Services Team

Target Audience	Communication Methods & Tools	Key Message(s)	Push Dates	Responsible
	<i>SEE ALL AUDIENCES for more details</i>			
Points of Access, Referrers, Community Partners	<p>In-person, phone and email contacts to educate and share information using tool kit resources</p> <p>Tool kit will be online/other and will include: PowerPoint presentation template, talking points, ADRL business cards, Brochure: Informed Choice, electronic drop-in newsletter article, Informed Choice poster, ½ sheet flyer, other</p>	<ul style="list-style-type: none"> Foundational and key messages as outlined 	<p>2022</p> <p>Tool kit items completed by Spring 2022</p>	<p>DHS Aging Services Team</p> <p>DHS Communication Team to help develop support materials</p>
	Community conversation meetings (<i>See All Audiences section</i>)		Nov. 2021	
	<p>Webinars: Spotlight on HCBS Services (30-60 min. recorded presentations)</p> <ul style="list-style-type: none"> Invitation email, press release, links on website, uploaded to YouTube, social media posts <i>SEE ALL AUDIENCES for details</i> 	<ul style="list-style-type: none"> Raise awareness and share information about HCBS topics Promote ADRL 	<p>2x monthly</p> <p>Nov. 2021 – April 2022</p>	<p>DHS Aging Services Team</p> <p>DHS Communication Team to support video edits and uploads to YouTube</p>
	OAA Act Provider update (annually)			
	Twice a year email message to SNFs (June and December)		Jan. and July 2022	
	Collaborate with DoH partners to email information to public health units twice annually		Jan. and July 2022	
	Email drop-in newsletter article and DOJ implementation-related press releases to ND Medical Assoc and Hospital Assoc		2022	
	Medicaid provider newsletter article	<ul style="list-style-type: none"> Informed choice to all Medicaid consumers 	Around June 2022	
	<i>SEE ALL AUDIENCES for more details</i>			

Target Audience	Communication Methods & Tools	Key Message(s)	Push Dates	Responsible
DHS and Dept. of Health (DoH) team members	<ul style="list-style-type: none"> Targeted training DHS Insider (intranet) articles, other internal communication <i>EXAMPLE - Profile DHS HCBS and ADRL team members and highlight how their work makes a difference in individuals' quality of life</i> State's Connect ND intranet article Virtual <i>Lunch and Learns</i> (recorded and posted on DHS Insider) Targeted training to HR contacts in Team ND and DHS and 1-pager so they can share information, including ADRL referral information, with staff who are family caregivers Social media posts 	<ul style="list-style-type: none"> Foundational and key messages as outlined for the public and referral sources. DOJ settlement implementation updates Goal: Raise awareness about HCBS services, caregiver support, and how to access services 	Fall 2021-2022	DHS Aging Services Team DHS Communication Team DHS HR team to facilitate connections with HRMS and other agency HR offices
All Audiences/General Population		<ul style="list-style-type: none"> Foundational and key messages as outlined 		
	DOJ Settlement webpage <ul style="list-style-type: none"> Share settlement document, implementation plan, general information, recordings of informational meetings and trainings, public meeting notices, press releases, resources (<i>i.e., brochures, fact sheet, etc.</i>) and contact information 	<ul style="list-style-type: none"> Information and communication resources updated regularly 	Feb. 2021 and ongoing	DHS Communication Team
	DOJ Settlement/ HCBS Listening Sessions (Virtual meetings) on Feb. 2, 4, 5 & 9, 2021 <ul style="list-style-type: none"> Public meeting notice, press release, social media posts 	<ul style="list-style-type: none"> Foundational and key messages as outlined Become involved, share your ideas, inform us about gaps/needs, etc. 	Feb. 2021 DONE	DHS Aging Services Team DHS Communication Team
	Public Services Announcements (PSA) (4) ADRL awareness and		April 12 – May 17, 2021	Contracted vendor

Target Audience	Communication Methods & Tools	Key Message(s)	Push Dates	Responsible
	HCBS Testimonials on traditional media		May 31– June 28, 2021 DONE	
	Social media PSA campaign - phase 1		April 12 – May 17, 2021 DONE	Contracted vendor
	Social media PSA campaign - phase 2		May 31– June 28, 2021 DONE	Contracted vendor
	Digital ads (audiology, adobe advertising cloud)		March 2021 DONE	Contracted vendor
	Print ad – Rural Electric Coop ND Living magazine		March 2021 DONE	DHS Communication Team
	June 15 DOJ Settlement Stakeholder meeting in-person/virtual <ul style="list-style-type: none"> PowerPoint, public meeting notice, press release, social media posts 	<ul style="list-style-type: none"> DOJ settlement agreement; implementation plan; updates on implementation efforts; seek input. 	June 11, 2021 DONE	DHS Aging Services Team DHS Communication Team
	Community Conversation: In-Home and Community-Based Care <ul style="list-style-type: none"> Aug. 20, 20201 - Crosby, ND PowerPoint, press release, flyer 	Foundation messages <ul style="list-style-type: none"> Raise awareness about HCBS options Learn about becoming individual or agency QSP 	Aug. 10, 2021 DONE	DHS Aging Services Team DHS Communication Team
	Sept. 16 DOJ Settlement Stakeholder meeting in-person/virtual <ul style="list-style-type: none"> PowerPoint, public meeting notice, press release 	See above	Sept. 2021 DONE	DHS Aging Services Team DHS Communication Team
	Informed Choice Process Workgroup – meeting #1 <ul style="list-style-type: none"> Leverage partner communication to promote Public meeting notice, social media 	<ul style="list-style-type: none"> Seek stakeholder engagement and input to refine process Facilitated by HSRI 	Oct. 20, 2021 DONE	DHS Aging Services Team DHS Communication Team
	Dec. 9 DOJ Settlement Stakeholder meeting in-person/virtual <ul style="list-style-type: none"> PowerPoint, public meeting notice, press release 	<ul style="list-style-type: none"> DOJ settlement agreement; implementation plan; updates on implementation efforts; seek input. 	Nov. 29, 2021	DHS Aging Services Team DHS Communication Team
	Virtual Aging Services Public Input meetings – Services for older adults	<ul style="list-style-type: none"> Share information about services and seek input on 	Nov. 8, 2021	DHS Aging Services Team DHS Communication Team

Target Audience	Communication Methods & Tools	Key Message(s)	Push Dates	Responsible
	<ul style="list-style-type: none"> Promote meetings by press releases, public meeting notices and flyers Nov. 22 (AM and PM meeting) 	gaps and how services can be enhanced		
	Community Conversations/Aging Services public input meetings – Services for older adults <ul style="list-style-type: none"> Promote meetings by press releases, public meeting notices and flyers Nov. 16 – Napoleon Nov. 17 – Turtle Mountain reservation and Dunseith Nov 18 – Casselton Nov. 23 – Hettinger Nov 23 – Glen Ullin 	<ul style="list-style-type: none"> Share information about HCBS services, HCBS Medicaid waiver services and services in the State Plan on Aging Seek public input about any gaps and how these services can be enhanced 	Nov. 3, 2021 Nov. 9, 2021	DHS Aging Services Team DHS Communication Team
	Informed Choice Process Workgroup – meeting #2 (Nov or Dec. 2021) <ul style="list-style-type: none"> Leverage partner communication to promote Public meeting notice, social media 	<ul style="list-style-type: none"> Seek stakeholder engagement and input to refine process Facilitated by HSRI 	Nov. 2021	DHS Aging Services Team DHS Communication Team
	Webinars: Spotlight on HCBS Services (30-60 min. recorded presentations) <ul style="list-style-type: none"> PowerPoint presentation Promote with Invitation email, press release, links on website, social media posts Edit video and upload to YouTube 	<ul style="list-style-type: none"> Raise awareness and inform about HCBS topics Promote access point: the ADRL TOPICS may include: <ul style="list-style-type: none"> Adult day care Adult foster care Adult residential services Dementia care services Case management ADRL Homemaker Services Non-Medical Transportation Personal Care Services Chore Service 	2x monthly Nov.2021 – April 2022	DHS Aging Services Team DHS Communication Team to help promote and support video edits and uploads to YouTube

Target Audience	Communication Methods & Tools	Key Message(s)	Push Dates	Responsible
		<ul style="list-style-type: none"> • Specialized Equipment and Supplies • Environmental Modification • Community Support Services • Residential Habilitation • Community Transition Services • Companionship Services • Emergency Response System (Lifeline) • Supervision • Extended Personal Care • Nurse Education • Family Personal Care • Family Home Care • Home Delivered Meals (Waiver and OAA) • Congregate Meals • Respite Care • Supported Employment • Transitional Living Services • Funding sources: Service Payments for the Elderly and Disabled (SPED), Expanded-SPED, Medicaid State Plan personal care, HCBS waiver 		
	Social media posts (Facebook) – regular cadence driving to ADRL site.	<ul style="list-style-type: none"> • ADRL awareness and HCBS testimonials 	Jan.- June 2022	DHS Communication Team
	Social media PSA campaign – phase 3	<ul style="list-style-type: none"> • ADRL awareness and HCBS testimonials 	Jan. – Feb. 2022	Contracted vendor DHS Communication Team
	Develop related themed 1-pagers and upload online. Drive traffic to online content with social media posts.	<ul style="list-style-type: none"> • Raise awareness about planning ahead for future care needs, LTC costs, the types of HCBS services available, eligibility and how to access them 	2022 – release quarterly	DHS Aging Services Team DHS Communication Team

Target Audience	Communication Methods & Tools	Key Message(s)	Push Dates	Responsible
	Newsletter drop-in article templates –email to churches for bulletins etc., AARP, associations		2022	DHS Communication Team
	(Regional) QSP Recruitment/Education Events (<i>may be virtual</i>) <ul style="list-style-type: none"> • Training and support materials • Public meeting notice, press release, email to QSPs 	Overview of HCBS services, QSP role, services QSPs can provide, how to market services and bill for services Promote events	2022	Direct Workforce and Training Resource Center DHS Communication Team
	Press releases/media pitches about new/pending related developments such as: <ul style="list-style-type: none"> • Lifespan Respite, • MFP program developments, • Direct Workforce and Training Resource Center, etc. • DOJ implementation milestones 	Announce new developments and incorporate foundational messaging	Fall 2021 – Dec. 2022	DHS Aging Services Team DHS Communication Team
	Review and refresh DOJ online content as needed		Ongoing	DHS Aging Services Team
Native American and New American Populations	Partner with Tribal Nations, the North Dakota Indian Affairs Commission, DoH Health Disparities team, and New American Service providers to develop culturally appropriate communication strategies and materials for these populations	<ul style="list-style-type: none"> • See foundational and key messages and adjust to ensure cultural competency 	Jan. – June 2022	DHS Aging Services Team Contracted vendor
Policymakers		<ul style="list-style-type: none"> • See foundational and key messages • Provide regular status updates on DOJ settlement implementation plan activities and performance metrics 		
	Public testimony Handout – Dashboard		Interim Committee hearings when requested by NDLC	DHS Aging Services director
	Email updates with links to dashboard		2x year	DHS Aging Services director

Target Audience	Communication Methods & Tools	Key Message(s)	Push Dates	Responsible
			Dec. 2021 and June 2022	
	Email information about upcoming stakeholder engagement meetings and workgroup meetings		FW press releases	DHS Aging Services Team
	Email press releases about new/pending related developments	Announce new developments and incorporate foundational messaging	As they occur	DHS Communication Team

NOTE: The North Dakota DOJ Settlement Agreement Communication Plan is a working document. The plan will be revised as implementation planning and activities move forward, and as new opportunities or challenges emerge.

For questions about the Communication Plan produced for the North Dakota Department of Human Services - Aging Services Division, please contact Heather Steffl, NDDHS public information officer, at (701) 328-4933 or hsteffl@nd.gov.