

Outreach			
Recurring Outreach to individuals and families with widespread notification			
1	Provide regular, recurring outreach forums in all Regions	Schedule in advance and notify mailing lists- advocacy groups, on website, Family Support centers etc. Offer at least quarterly.	Regional Self Direction Managers
2	Develop Master email list for training/ outreach to include stakeholder groups and keep expanding		Regional Self Direction Managers
3	Develop new tab on DDS website for individuals, families and providers that provides information on self direction and upcoming activities	Outreach forums identified in advance on calendar for all Regions	Brad Keddal and Regional Self Directed Support Managers
4	Publicize stories and profiles of individuals/ families participating in Self Direction (PDP/AWC) as an outreach/ training tool	Update Self Direction tab on DDS website with new participant profiles representing different support needs. Each Region to participate- new profiles on periodic basis. Include Profiles in SDS Manager's resource file to include as handouts. Each Region to contribute Profiles with photos	Brad Keddal and Regional Self Directed Support Managers
5	Support Area development of local outreach strategies	Area Offices to identify community outreach strategies and plans. Provide support and relay best practice	Regional Self Direction Managers and Area Directors
Effectively target, organize and assess outreach and training activities			
6	Regional SD Managers to develop a master list of recurring events to plan/ participate in	Outreach Forums at least quarterly, AWC Provider meetings quarterly, SC institute quarterly, DDS Regional Training events on subject- quarterly. Participate in annual conference events- Human Rights, Family Support, Autism, MASS	Regional Self Directed Support Managers
7	Routinely obtain activity feedback and reassess materials for training goals	Utilize feedback forms and work with Regional Training Directors to assess training outcomes	Regional Self Directed Support Managers and Training Directors
8	Network and target new outreach for information and training	ie- Human Rights Groups, Advocacy groups besides MASS, Family Advocacy Groups, Sped Directors, PACS, Family Support Centers, Autism Centers	
9	Target new outreach for enrollment	Customized day for aging, or dissatisfied consumer, Medically Fragile Group, etc	Community Systems Directors, Regional Self Directed Supports Managers

Training and Operation			
Develop new materials and products that effectively and simply provide information for training and for operation/ participation			
1	Create for DDS staff more user friendly program operation information (Nuts and Bolts)	Identify with staff/ Broker Meetings ideas for more user friendly ideas such as cheat sheets and segment training on different operations and training	Regional Self Directed Support Managers and Area Office Liaisons
2		Update comprehensive Broker manual with PPL updates for DDS staff	Regional Self Directed Support Managers, Brad Keddal

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3		Provide information and training through PPL website (videos), PPL webinars and PPL/ DDS Broker Meetings	Regional Self Directed Support Managers, Brad Keddal, Central Office Leadership Committee and PPL
4	Collaborate with PPL to provide new products	Develop webinars, powerpoints, videos, mailings, etc that assist participants and staff and reduce customer service demand	Regional Self Directed Support Managers, Brad Keddal, Central Office Leadership Committee and PPL
5	Create for families a more user friendly operation info	Develop with families a redraft of Broker manual that is user friendly	TBD
6	Develop basic AWC Operation Manual for DDS	Provide basic (How to) operations manual for DDS staff to promote consistent understanding of process	Regional Self Directed Support Managers, Brad Keddal
7	Support Area development of local training needs assessment, strategies and plans	Through Area Plans, Areas will assess their training needs and develop strategies and plans with support, as needed, from Regional Training and Self Direction staff	Regional Self Directed Support Managers, Area Directors, Regional Training staff

Statewide AWC Promotion	Promote AWC as a viable option for individuals and families			
	1	Collaborate with Providers and Participants to develop outreach strategies and products	For example- Have Provider(s) sponsor an outreach event, include participants in event. Develop AWC participant profiles to include in self direction trainings, on website etc.	Regional Self Directed Support Managers
	2	Assess DDS staff training needs and provide training, information	Determine other AWC outreach plans- ie - to Area Offices etc.	Regional Self Directed Support Managers and Area Directors
	3	Regularly network with AWC Providers/ prospective providers to promote development/ enrollment	Conduct Regional quarterly meetings to provide information, share best practice and provide networking opportunities	Regional Self Directed Support Managers
	4	Work with representative Providers and participants to enhance model based on input, issues and recommendations from group		TBD

Participant Support and Leadership Development	Provide statewide opportunities to support participants and facilitate leadership		
	1	Provide regular opportunities for existing participants to share ideas, information and more support.	Regions to identify strategies and logistics for getting participants together. ie- CW and SE Region might sponsor local groups rather than 1 Regional Group. Develop mailing list and send out notice of meetings and other information. Provide information for participants to share with their peers on self direction. Facilitate leadership and group planning. Provide opportunities for participants to be part of self direction outreach.
2	Develop a Speakers Bureau (a group of participant/ self advocates speakers available statewide to co-lead or participate in training/ outreach events)	Develop circlua for Presentation skill enhancement and offer 'classes' statewide on recurring basis to build a speakers bureau.	Betsy Eaton Irwin, Brad Keddal

Self Advocacy Collaboration	Collaborate with advocacy groups to develop outreach, training and support strategies and activities		
1	Work with MASS to develop interactive workshop model on self direction to conduct training opportunities statewide.	Develop training template, provide train the trainer support and conduct recurring trainings statewide	Brad Keddal, Rich Santucci
2	Develop collaboration goals with Mass Regional Coordinators	TBD	Brad Keddal, Rich Santucci