The Developmental Disabilities Administration (DDA) is using a communications tool through GovDelivery. This tool allows DDA to send email messages to both DDA employees and public subscribers. After messages are sent, reports are generated that will provide information on how many people opened the message and if they clicked on links in the message. This allows DDA to determine if messaging is successful or needs to be changed. Let the DDA Communications Unit know if you have questions about what type of messaging is appropriate for GovDelivery.

Instructions:
- An Office Chief or regional / RHC designee must approve GovDelivery Communication Requests prior to submission. Routine messages such as meeting or training notices do not require this level of approval.
- **Standard / routine messages** (routine or informational messages) – submit request at least one week in advance.
- **Urgent messages** (information is necessary to be communicated to employees or subscribers within a few days) – submit request at least 48 hours in advance.
- **Emergent messages** (information that must be conveyed to DDA employees or subscribers right away) – submit request at least one hour in advance (when possible).
- Email completed GovDelivery Communication Request form to DDAGovDelReq@dshs.wa.gov.

**Message Tips:**
- Short and succinct
- Clear and concise; include deadlines or relevant dates
- Plain talk – no fancy words or jargon, limit acronyms
- “5 W’s” - Who, what, where, when, why
- Person first language: use “you”
- Include a clear, direct subject line
- Include relevant websites

### Communication Details

**1. Who is the audience?**
- DDA employees
- Public subscribers
- All subscribers (both DDA employees and public subscribers)

Choose provider type(s) if message will be to targeted audience:
- Adult Family Homes
- Alternative Living
- Child Foster Care
- Child Group Care
- Companion Homes
- Community Crisis Stabilization Services
- Community Intermediate Care Facility for Individuals with Intellectual Disabilities
- Community Protection Residential Providers
- Counties and County contracted providers
- Group Homes
- Group Training Homes
- Hospitals
- Individual Providers
- Licensed Staff Residential Programs
- Nursing Facilities
- Overnight Planned Respite Services
- Parents
- Professional Services Providers
- State Operated Living Alternatives
- Supported Living
- Waiver providers

Choose county or region if message will be to targeted area:
- **All Region 1 or only:**
  - Adams
  - Asotin
  - Benton
  - Chelan
  - Columbia
- **All Region 2 or only:**
  - Island
  - King
- **All Region 3 or only:**
  - Clallam
  - Clark
  - Cowlitz
  - Grays Harbor
  - Douglas
  - Ferry
  - Franklin
  - Garfield
  - Grant
  - San Juan
  - Skagit
  - Jefferson
  - Kitsap
  - Lewis
  - Mason
  - Pierce
  - Skamania
  - Thurston
  - Wahkiakum
  - Kittitas
  - Klickitat
  - Lincoln
  - Okanogan
  - Pend Oreille
  - Snohomish
  - Whatcom
  - Spokane
  - Stevens
  - Walla Walla
  - Whitman
  - Yakima
2. Which subscriber list(s) should the message be sent to? Check all that apply.

- [ ] Clients / Families / Stakeholders
- [ ] Eligibility
- [ ] Resources
- [ ] Publications, Brochures
- [ ] Emergency Alerts
- [ ] Disasters
- [ ] Office Closures
- [ ] Inclement Weather
- [ ] Employees
- [ ] All Employees
- [ ] Trainings and Events for Staff
- [ ] Employee Safety
- [ ] Employment and Contracting Opportunities
- [ ] DSHS Employment
- [ ] New Contracting Opportunities with DDA
- [ ] Request for Qualifications
- [ ] Information
- [ ] Background Checks
- [ ] Billing / Payment Information
- [ ] Care Provider Bulletins
- [ ] Dear Provider Letters
- [ ] Frequently Asked Questions
- [ ] Legislation
- [ ] Metrics, Strategic Goals
- [ ] Mission, Vision, Values
- [ ] Nurse Delegation
- [ ] Policy, WAC, RCW
- [ ] Provider Resources
- [ ] News and Announcements
- [ ] Programs and Waivers
- [ ] Basic Plus Waiver
- [ ] Community Crisis Stabilization Services
- [ ] Children’s Intensive In-Home Behavior Support Waiver
- [ ] Community First Choice
- [ ] Community Protection (CP) Waiver
- [ ] Core Waiver
- [ ] Crisis Stabilization and Diversion Services
- [ ] Employment and Day Programs
- [ ] Individual and Family Services (IFS) Waiver
- [ ] Medically Intensive Children’s Program
- [ ] Pre-Admission Screening and Resident Review
- [ ] Roads to Community Living (RCL)
- [ ] Individual and Family Services (IFS) State Only Program

3. What is the message?

**MESSAGE TITLE**

**MESSAGE NARRATIVE (INCLUDE SHORT MESSAGE BELOW OR ATTACH WORD DOCUMENT WITH FORM)**

- [ ] Include hyperlink / action button; if checked, provide link:
- [ ] Include attachment; if checked, provide document with Communication Request:
- [ ] Include specific contact information; if checked, provide information:

3. When?

What date should the message be sent? ______________________

If the message is ready sooner would you like to: [ ] Send early or [ ] Wait until scheduled date?

Is there a specific deadline related to this message? [ ] Yes [ ] No

If yes, please explain:

Is this a re-occurring message (i.e., a monthly training announcement)? [ ] Yes [ ] No

Message Approved By:

**NAME AND TITLE OF OFFICE CHIEF OR REGIONAL / RHC DESIGNEE WHO APPROVED THE MESSAGE**

Note: Informational or re-occurring messages may not need approval for each message. Contact the Communications Unit staff if you have questions.

Other Analytics

Would you like to receive the analytic results for the message? [ ] Yes [ ] No

If yes, provide the names and email addresses for individuals who should receive this information: