![Washington State Department of Social & Health Services - Transforming lives]

DEVELOPMENTAL DISABILITIES ADMINISTRATION (DDA)
DDA GovDelivery Communication Request

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).
- Complete the Communication Request on the Communications SharePoint site. Upload the GovDelivery form and any other documents needed for the message. The SharePoint site link is https://teamshare.dshs.wa.gov/sites/dda/Comm/Lists/CommunicationUnitProjects/NewForm.aspx?Source=https%3A%2F%2Fteamshare%2Edshs%2Ewa%2Egov%2Fsites%2Fdda%2FComm%2FLists%2FCommunicationUnitProjects%2FAllItems%2Easpx&RootFolder.

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?

☐ All DDA employees   ☐ Public subscribers   ☐ All subscribers (both DDA employees and public subscribers)

Public Prescribers: Choose provider type(s) if message will be to targeted audience (otherwise leave blank):

☐ Adult Family Homes
☐ Alternative Living
☐ Child Foster Care
☐ Child Group Care
☐ Companion Homes
☐ Intensive Habilitation Services for Children
☐ Community Protection Residential Providers
☐ Companion Homes
☐ County contracted providers
☐ Group Homes
☐ Group Training Homes

☐ Hospitals
☐ Individual Providers
☐ Out of Home Services
☐ Nursing Facilities
☐ Overnight Planned Respite Services
☐ Parents
☐ Professional Services Providers
☐ State Operated Living Alternatives
☐ Supported Living
☐ Waiver providers

DDA Employees: Choose if the message will be targeted (otherwise leave blank):

☐ Headquarters
☐ State Operated Community Residential
☐ Residential Habilitation Centers

- ☐ **All Region 1 Field Offices or only:**

☐ Adams	☐ Columbia	☐ Garfield	☐ Lincoln	☐ Stevens
☐ Asotin	☐ Douglas	☐ Grant	☐ Okanogan	☐ Walla Walla
☐ Benton	☐ Ferry	☐ Kittitas	☐ Pend Oreille	☐ Whitman
☐ Chelan	☐ Franklin	☐ Klickitat	☐ Spokane	☐ Yakima

- ☐ **All Region 2 Field Offices or only:**

☐ Island	☐ San Juan	☐ Snohomish
☐ King	☐ Skagit	☐ Whatcom

- ☐ **All Region 3 Field Offices or only:**

☐ Clallam	☐ Cowlitz	☐ Jefferson	☐ Lewis	☐ Pacific	☐ Skamania	☐ Wahkiakum
☐ Clark	☐ Grays Harbor	☐ Kitsap	☐ Mason	☐ Pierce	☐ Thurston	

2. Which subscriber list(s) should the message be sent to? Check all that apply.		

☐ Emergency Alerts

☐ Employees
- ☐ All Employees
- ☐ Trainings and Events for Staff
- ☐ Employee Safety

☐ Employment and Contracting Opportunities
- ☐ DDA Employment Opportunities
- ☐ Contracting Opportunities with DDA

☐ Information
- ☐ Eligibility
- ☐ Home and Community Based Services
- ☐ Legislation
- ☐ News and Announcements
- ☐ Rules and Policies
- ☐ Publications, Brochures
- ☐ Residential Habilitation Center News and Information
- ☐ Resources

☐ Projects
- ☐ Advanced Home Care Aide Specialist
- ☐ Consumer Directed Employer
- ☐ Electronic Visit Verification
- ☐ Adult Family Home Meaningful Activities Project

☐ Provider Information
- ☐ Background Checks
- ☐ Billing / Payment Information
- ☐ Care Provider Bulletins
- ☐ Dear Provider Letters
- ☐ Provider Resources

☐ Surveys
- ☐ Survey Opportunities and Results

☐ Trainings and Events
- ☐ Trainings and Events

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? _____
DATE

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 TILE 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 of individuals who should receive this information: