

# UWIN Work Group Minutes

## Executive Board

Meeting Date: October 30, 2003

Facilitator: Blaine Peterson

Minute Recorder: Tamara Keene

Attendees: Mike Richardson, Susan Loving, Dave Dangerfield, Blain Peterson, Sarah McCormick, Cathy Chambless, Kathy Daley, Anna West, Fraser Nielson,

### Next Meeting Date and Location

January, 16, 2003 at the Judy Buffmire Building from 8:30am – 11:30am in the South Conference Room

### Topic and Summary of Discussion

#### Work Ability Campaign

This campaign is to encourage family members and individuals with disabilities to go back to work. This campaign is also to target employers and help dispel myths that people with disabilities can work.

We are looking at a January-February kick-off

*Reviewing handout discussing Work Ability Campaign*

- 1- Working on radio ads, that are still be written. Once completed, we will hold focus groups to the targeted audience.
- 2- Focus on a positive message, rather than a fear or negative emotion

## Topic and Summary of Discussion

### Work Ability rather than UWIN

- 1- Who is behind this brand or logo?
- 2- This can be used outside of the grant term
- 3- We have been working with Health Department PIO, Rehab Admin...thus far
  - a. Involve DWS with the web issues (Kurt Stewart and Steve Mass)
  - b. Make sure to get all potential constituents in the work group, to really tie in the brand name

### Anna West PIO from the Health Department

- 1- Work Ability use rather than UWIN, because it's more memorable and will have more of a tie to the various audiences. (Branding)
- 2- This brand would be associated with all agencies within the coalition, but list none individually because of the time factor of ads.
- 3- It is very important that we get the right message. This, ideally, will have a long reaching effect.
- 4- Issue of multi-agency labeling
  - a. Need to have association with something
  - b. Work Ability doesn't alone doesn't tie in people with disabilities going to work (Blaine)
    - i. The brand will not be information alone
    - ii. The brand should lead to action-follow up
    - iii. Health has a media policy to be included on campaigns which they sponsor
    - iv. We don't want to confuse the public. We want to create a brand.
- 5- You can't bombard the public with too much at once. This is an awareness campaign, in following years, once the idea has been accepted; more specific message can build off of this.

### Benefits Planning Assistance and Outreach (BPAO) Update

This past summer Utah hosted the training of 25 new Benefits Specialists through SSA.

We also had discussed the possibility of having technical assistance for these new trainees. Though the MIG grant we have funded a position to provide a consistent and ongoing training.

- 1- Margot Dana has held monthly 'refreshers' since the original training
- 2- USU has money from IOTI grant as a funding source to help make PAS plans more used in Utah.
- 3- Looking at doing a 3-day refresher course presented by SSA

## Topic and Summary of Discussion

- 4- The PAS cadre to teach the Benefits Specialists how to write and utilize a PAS plans.
- 5- Also working on the data base to get a consistent information gathering for future use

SSA grant will probably refund this position in UT (Jolene Wyler)

Grant that works with DDS Transmittals and early intervention consumers (Diane Brown)

DWS and Rehab provides funds for 1 benefits planner to focus on TANF recipients. (Currently Open)

- 1- DWS will now fully fund this position and the Benefits Specialist will be located at the Metro office, and they will not only serve the TANF population.

BPAO Technical Assistance coordinates training and support for all statewide benefits planners (Margot Dana)

Project Referrals keep increasing, and nationally when the ticket comes out this work load increases.

- 1- Is there any money that could help to fund a full time mental health benefits planner for? Any ideas?
  - a. Governor's council
    - i. Blaine will assist with this progress
    - ii. When the Ticket comes out, have a presentation to the Council to get them on board.
  - b. Put more pressure on SSA to help us serve their population
- 2- It really takes someone who has a lot of knowledge to be an effective benefits planner.
  - a. We are trying to find a way to make these 25 planners who have been trained and turn them into very capable people who can assist disabled people to successful benefits plan.
    - i. Right now they are great with information and referral, but they should be so much more.
    - ii. We need more support from agency directors to have the time to get more experience.
    - iii. Individuals who can advise another individual effectively about work incentives that are in their best interest, in the past have not been done well. This is a great stepping stone to change that.
- 3- DWS Navigators are seen as the generalist while the Benefits Specialist is very specialized.
  - a. It seems that both should be co-located or accessible

### BPAO Survey (Reviewing Survey)

Looking how consumers are using work incentives and how they are working for them, also looking to see how consumers feels about the services they received from the benefits planner.

## Topic and Summary of Discussion

### Project Central

Looking at building a state-wide data base for the benefit planners. This project is to help people avoid common pitfalls of project management as it relates to technical services and database building/creating/maintaining.

Originally the first BPAO data base was built as an Access database

- 1- Now we are moving to the idea of a web-based system
- 2- Look into Robo-Help through Michael Diely
- 3- Referral software, called E-rep, through DWS

## Action Steps

<i>Action Item</i>	<i>Responsible</i>	<i>Target Date</i>
Contact Kent Stewart from DWS about DWS web connections	Cathy	Before Spring
Tie in with the Disability Navigators.	Mike Richardson Cathy Chambless	Before Spring
Publish a list of the new Benefits Specialists once they have been certified. Get this list to the Executive board, and otherwise distribute. All referrals, at this time, go through Kathy Daley.	Kathy Daley	January
Agencies want follow up with the activities and successes of the benefits planners they selected from their agency. (Email or other updates.)	Kathy Daley	As occurs
Get a breakdown of where the referrals are coming from. Get this information to the executive board via email.	Kathy Daley	December
Plan a presentation to the Governor's Council to time with Ticket coming out, to help get them more on board.		November
Put more pressure on SSA to assist funding of the benefits planners for our state. Demonstrate the need.	All Executive Board members	2004
Have the disability community educate DWS to get a better involvement	Cathy	Spring