

Background:

Data and details regarding TCDD's communications activities for the previous quarter:

- Website
- Facebook
- Twitter
- Email
- Information and Referral Requests and Distribution
- Medicaid Therapy Rate Cuts on Social Media
- Campaigns Highlight Advocacy Opportunities
- TCDD at Disability-Related Events
- Blog Posts
 - STAR Kids Toolkit
 - TCDD Chair Serves on National Task Force

Council — Agenda Item 12**Expected Action:**

The Council will discuss the report and may provide further guidance to staff.

Communications Report

August 2016

WEBSITE



Top 20 Webpages Visited

Pages highlighted in **bold** feature original TCDD content designed to educate the public.

Webpage	Number of Visits
Total webpage visits for quarter	34,623
Home Page	4,542
People First Language	4,116
Workplace Bullying: Know Your Rights	1,734
Texas Legislature	1,651
Funding Available	897
Supported Decision-Making	868
What is a Developmental Disability?	650
Jobs	601
STAR Kids Toolkit	595
Guardianship Alternatives	561
Update: Autism Services in Texas	483
About Us	368
Publications and Multimedia	368
Staff Directory	364
Legislative Advocacy Tips	349
Grants	301
News and Information	297
Texas Teachers to Study Mental Health, Positive Behavioral Interventions	286
TCDD Seeks Public Policy Specialist	278
Current Grant Projects	268

PDF Downloads from Website

PDFs highlighted in **bold** are print versions of TCDD blog posts and webpages.

Publication/Blog Post	Number of Downloads
Total PDF downloads for quarter	875
People First Language	288
Supported Decision-Making Agreement	271
2014 Higher Education Resource Guide for Students with Disability	49
Workplace Bullying: Know Your Rights Blog Post	31
TCDD Organization Chart	26
STAR Kids Checklist: What You Need to Be Doing Now!	26
TCDD Grants Manual	23
Impact TCDD 2014 Annual Report	23
TCDD FY 2012-2016 State Plan	22
TCDD Brochure	17
The Next Step Discussion and Video Guide on Higher Education	17
2014 Texas Biennial Disability Report	15
Update: Autism Services in Texas	14
Update: Transition to Managed Care	13
Higher Education Resource Guide for Students with Disabilities	12
How a Bill Becomes a Law in Texas	10
TCDD 82nd Texas Legislature - 2011 Bills Passed	9
Fiscal Year 2013 Annual Report	9

Facebook

Facebook Fans



Top Facebook Posts

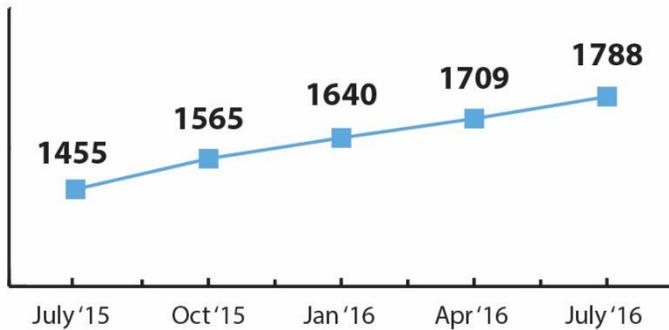
Posts highlighted in **bold** are TCDD original content.

Post Message	Total Reach
BREAKING: Texas Supreme Court Halts Children's Therapy Cuts	60,764
UPDATE: MEDICAID THERAPY RATE CUTS	11,959
TX Medicaid cuts take developmental dollars	9,206
TEXAS DENIES MEDICAID COVERAGE FOR AN AUTISM THERAPY	7,046
TCDD AT TXP2P	6,748
CHEF WITH DOWN SYNDROME OPENS FOOD TRUCK IN FORT WORTH	5,885
SOME TEXAS LEGISLATORS ASK FEDS TO INTERVENE ON THERAPY CUTS	3,543
LEARN WHAT YOU NEED TO KNOW ABOUT STAR KIDS	3,439
UPDATE: MEDICAID THERAPY RATE CUTS	3,094
BUDGET CUTS COULD IMPACT ECI	2,884
Last Ditch Effort To Spare State Therapy Cuts	2,839
LEARN HOW TO ADVANCE STATE POLICY	2,741
BREAKING: CITY OF BEAUMONT AGREES TO PAY DAMAGES TO PEOPLE WITH DISABILITIES	2,344
BECOME A TCDD COUNCIL MEMBER	2,304
"FROM INSTITUTION TO INCLUSION"	2,301
PEOPLE WITH DISABILITIES HAVE THE RIGHT TO VOTE	2,104
APPLICANTS WANTED FOR STATEWIDE ADVISORY COMMITTEES	2,085

Reach: the number of unique people who received impressions of a Page post

Twitter

Twitter Followers



Top Tweets

Tweets highlighted in **bold** are TCDD original content.

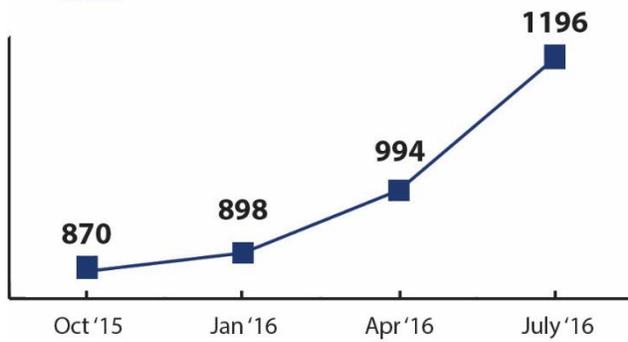
Tweet	Total Impressions
TCDD Council Member Rick Tisch is part of the Texas team at the #DPS2016 in Washington, DC. #disability #advocacy pic.twitter.com/yKjMeZ4y6B	1,136
.@TexasHHSC seeks applicants for statewide advisory committees: http://bit.ly/HHSCSeeks #disability #advocacy #Texas pic.twitter.com/ARu0b0IsWy	1,088
TCDD Council Member Ruth Mason prepares testimony for the House Appropriations Subcommittee on Article II. #txlege pic.twitter.com/6uqWSiQfG2	939
Visit the TCDD table at the @TexasSILC Conference for important #disability-related information and resources. pic.twitter.com/owQWrgE7KP	931
ICYMI: Higher Ed Collaborative to expand best practices to support students w/disabilities. http://bit.ly/1LUW6Uq pic.twitter.com/Pe2Z0NzdTP	829
Upcoming hearings could impact people with #disabilities in #Texas: bit.ly/1VZatcL #txlege	812
Planning Specialist Danny Fikac spoke with service coordinators from @BTCS_Health about getting involved with TCDD. pic.twitter.com/61JqD9b2rQ	792
Congrats to Megan Morgan for completing her DD Policy Fellowship. Learn more: bit.ly/ArcPolicyFellow #advocacy twitter.com/TheArcofTexas/...	746
TCDD's Ruth Mason & Lora Taylor staffed our table at today's @LoneStarLEND Conference in Houston. #LENDConf2016 pic.twitter.com/xVVIJBhBNx	739
New standardized tests for #students with #disabilities in #Texas https://twitter.com/statesman/status/714289691957313537	728

Impressions: the number of times a tweet has been seen

Email



Email Subscribers



Email Messages

The following emails were sent to eNews subscribers.

Email Subject	Opens	Clicks
RFP: Partners in Policymaking	35.7%	3.5%
Applicants Wanted for Statewide Advisory Committees	30.8%	9.1%
Upcoming Advocacy Opportunities	30.1%	3.1%
STAR Kids Toolkit	29.1%	6.0%
TCDD Council & Committee Meetings: May 4-6, 2016	27.0%	2.0%
TCDD Seeks Public Policy Specialist	26.9%	2.2%
Advocacy Opportunities in Texas	27.3%	4.6%
Events Next Week	25.4%	4.6%
Upcoming Interim Committee Hearings (sent 5/27/16)	25.3%	2.7%
Upcoming Interim Committee Hearings (sent 4/1/16)	25.2%	1.8%
TCDD Seeks Grants Specialist	23.0%	0.7%
Events Next Week (sent 6/3/16)	23.0%	3.2%
Interim Committees to Hold Public Hearings	22.1%	1.4%

I&R Requests & Distribution

Information & Referral (I&R) Requests: Staff responded to 35 requests for information and referral.

Printed Materials Distributed

- Via mail: People First Language Handout: 25
- Multiple materials were distributed at the events where TCDD was an exhibitor

MEDICAID THERAPY RATE CUTS ON SOCIAL MEDIA

The 84th Texas Legislature instructed the Health and Human Services Commission to implement cost containment measures specific to acute therapy services. The proposed Medicaid rate reductions and policy changes primarily targeted services for children with disabilities.

This issue was the topic for seven of the top eight posts of all time on TCDD’s Facebook page, culminating with a post of the news on July 8 that the Texas Supreme Court had temporarily halted the rate reductions. This post (details pictured below) broke records in every category for a post on TCDD’s Facebook page, including People Reached (60,883; previous record was 14,914), Reactions (3,926; previous record was 671), and Shares (466; previous record was 72). Also, in the 48 hours following the post, TCDD’s Facebook page gained 118 new fans, an overall increase of 2.7%.

Post Details
Reported stats may be delayed from what appears on posts

Texas Council for Developmental Disabilities - TCDD

Published by Joshua Ryf [?] · July 8 at 3:23pm · 🌐

BREAKING: Texas Supreme Court Halts Children's Therapy Cuts

Texas Supreme Court Halts Children's Therapy Cuts

The Texas Supreme Court on Friday delivered a temporary, last-minute victory to the families of children with disabilities who want to stop sweeping budget cuts to a state-funded children's therapy program.

TEXASTRIBUNE.ORG

✔ **Get More Likes, Comments and Shares**
Boost this post for \$20 to reach up to 6,300 people.

60,883 people reached

Boost Post

Alicia Alaniz, Ben Nelson and 356 others

21 Comments
466 Shares

Like
 Comment
 Share

60,883 People Reached

3,926 Reactions, Comments & Shares

2,893 Like	310 On Post	2,583 On Shares
310 Love	37 On Post	273 On Shares
4 Haha	1 On Post	3 On Shares
21 Wow	7 On Post	14 On Shares
13 Sad	3 On Post	10 On Shares
10 Angry	0 On Post	10 On Shares
214 Comments	25 On Post	189 On Shares
466 Shares	466 On Post	0 On Shares

3,161 Post Clicks

1 Photo Views	1,426 Link Clicks	1,734 Other Clicks
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NEGATIVE FEEDBACK

10 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

CAMPAIGNS HIGHLIGHT ADVOCACY OPPORTUNITIES

This quarter, there were a number of advocacy opportunities for people with disabilities and their family members. TCDD conducted seven campaigns to raise awareness about these opportunities. A campaign is defined as a message that is shared, at a minimum, via email and social media posts, and also sometimes as a blog post or webpage on the TCDD website. Campaigns this quarter highlighted opportunities to apply for statewide advisory committees; interim legislative committee hearings; state agency meetings, public hearings, and surveys; and National Disability Voter Registration Week.

TCDD AT DISABILITY-RELATED EVENTS

To raise awareness about TCDD and the opportunities we provide for people and organizations to get involved with TCDD, we had a presence at the following events this quarter.

Event	Location	Received TCDD Info	Email Subscribers	Potential Council Members
4 th Annual LoneStar LEND Conference	Houston	40	24	0
12 th Annual TxP2P Conference	San Marcos	150	98	9
Call with DSHS Contractors	Statewide	50	0	0
DADS PBMS Workshops	Austin, Houston & Tyler	n/a	n/a	n/a
Totals		240	122	9

Upcoming events

- August 12-14 - Texas Advocates Conference (San Marcos)
- August 12 – IDD Sock Hop Dance (Georgetown)
- August 16-17 - CEDD-Cross-Systems Summit (San Marcos)
- September 23-25 – TribFest (Austin)*
- October 8 – Gulf Coast of Texas African American Family Support Conference (Houston)*
- October 15 – 2016 Empowering Tools Conference (Port Isabel)*
- October – VOLAR Our Lives Disabilities Conference & Service Providers Expo (El Paso)*

Events marked with an asterisk (*) are not confirmed.



STAR Kids Toolkit

On November 1, 2016, children and young adults who either receive Social Security Income or participate in a waiver program will begin to receive their medical benefits from the STAR Kids managed care program. Managed care is no longer voluntary.

The Texas Council for Developmental Disabilities assembled the items below so families in Texas have access to as much information as possible to ensure a smooth transition to STAR Kids.

Video: STAR Kids Introduction

The STAR Kids Introduction video from the Texas Health and Human Services Commission (HHSC) provides an overview of the STAR Kids program. The video details what programs will be rolled into STAR Kids and also important dates throughout the process. You can also check out HHSC's STAR Kids flyer, which is available in English and Spanish.

STAR Kids Checklist

A group of disability advocacy organizations developed a checklist designed to help families prepare for the transition to STAR Kids. STAR Kids Checklist: What You Need to Be Doing Now! includes specific guidance about what families can do now, as well as what to expect when enrollment begins in August and when services begin in November. The checklist is available in English and Spanish.

STAR Kids FAQs

Numerous questions are answered on HHSC's STAR Kids Client Frequently Asked Questions (FAQ) webpage. The webpage provides answers to questions for multiple topics related to STAR Kids, including information about managed care, picking a health plan, out-of-area and out-of-network providers, and more.

STAR Kids Information Sessions

In August and September, HHSC will hold STAR Kids Information Sessions in multiple cities around the state. The information sessions will be related to the transition of various Medicaid services to the STAR Kids program and people who attend will learn about eligibility, program benefits, participating managed care organizations, and more. Information sessions will be held in Austin, Beaumont, Corpus Christi, El Paso, Fort Worth, Harlingen, Houston, Lubbock, San Antonio, Temple, and Tyler. Translation services will be provided at many of the information sessions.

What are Families Saying about STAR Kids?

At a recent STAR Kids Managed Care Advisory Committee meeting, parents provided over two-and-a-half hours of public comments that included concerns and recommendations about how their children with complex medical support needs will transition to the STAR Kids program. The public comments frequently resulted in meaningful dialogue between parents and the Texas Medicaid Director about real issues likely to affect real families. About 60 personal stories were also submitted in writing.

Finally, Don't Ignore those Letters...

For years, many families have received letters in error about managed care transitions. All of the letters, even if not in error, made it clear that transition to managed care was voluntary for children, especially those in waivers. That is no longer the case. Families should open and review the letters and other materials they receive in the mail that is related to STAR Kids.

More Information

For more information about the resources and events above, go to bit.ly/STARKidsToolkit.

National Task Force on Workforce Development



NCSL



TCDD Chair Serves on National Task Force

The Council of State Governments (CSG), in partnership with the National Conference of State Legislatures, organized the National Task Force on Workforce Development for People with Disabilities. The task force is designed to help state leaders identify barriers to employment at the state level and provide them with policy recommendations to address those barriers. Advocates, professionals, and elected officials from across the country serve on the task force.

Mary Durham, TCDD Chair, was invited to serve on the task force's Career Readiness and Employability Subcommittee. The subcommittee is working to identify how state governments can impact the delivery of effective and meaningful education and training for people with disabilities.

"It has been an honor to serve on this subcommittee and to be part of this effort to improve education, transition, and employment outcomes for individuals with disabilities," said Chair Durham. "The subcommittee has been working diligently to develop policy recommendations designed to ensure that individuals with disabilities are included in career readiness and skill development programs."

The task force includes three other subcommittees: Hiring, Retention and Re-entry; Entrepreneurship and Tax Incentives; and Technology, Transportation and Other Employment Supports. This spring, the task force and subcommittees held meetings in Chicago and Washington, DC to develop and review policy options that states could consider to improve workforce development for people with disabilities. The task force's final report will be presented on December 8 during the 2016 CSG National Conference in Colonial Williamsburg, Virginia.

This effort is sponsored by the State Exchange on Employment and Disability (SEED) initiative of the U.S. Department of Labor's Office of Disability Employment Policy.