**Phase 1 (August-September) – DODD Led**

ADS General/Broad messaging

5 Things (ish)

1. Intention of the service

What is it?

Who can use it?

1. What service means for people receiving services
2. What families, guardians need to know about the service
3. What County Boards need to know about the service
4. What providers need to know about the service

Open up survey again? Discussion – leaning towards no.

What will we learn and how would it change what we are doing?

Light BEST messaging to folks enrolled/enrolling in vochab

**Phase 2 (October-December)** - More collaboration with partners

BEST is coming – education and information about service

ADS General/Broad messaging continues

**Phase 3 (January-March)** - Mass Coordination - All from same mic

Specific information about the BEST service and transition

ADS General/Broad messaging continues