

B.3 Outreach/Marketing/Education (Approved by CMS August 2010)

This section discusses the general outreach, orientation and training that will be provided to various stakeholders who will interact with, and have an impact on, potential demonstration participants, their families, and their peer supports in the community. Each lead organization will organize one or more regional transition team(s) that will draw on existing formal and informal relationships rich in resources to build on the goals of this demonstration and facilitate the transition of inpatient facility residents to community living.

California Community Transitions Brochure

Distribution of brochures represents only one method of outreach for the demonstration; however, receipt of a brochure may be a resident's first contact with the California Community Transitions (CCT) demonstration. DHCS will provide lead organizations and transition team members with an electronic version of the brochure in several threshold languages. Teams will add local contact information and arrange for printing and distribution. DHCS will also assist with this effort. The brochure identifies the demonstration as a collaborative effort of the state, the federal government and local communities. Local contact information will ensure the response is timely and reflective of the locally coordinated home and community-based services network.

The CCT brochure presents the demonstration as a way of learning more about alternatives to inpatient facility living. It is intentionally designed to be very brief and provide a simple introduction to CCT, including eligibility requirements, and is not specific to any subpopulation. Facilities are expected to keep a supply of CCT brochures available to provide to their residents, families, and significant others. If residents, their family members or significant others are interested in more information, they will call a phone number staffed by the local organization, or can send an e-mail inquiry to DHCS at OLTC_CCT@dhcs.ca.gov. Brochures will be distributed to facility residents and their families without regard to a person's current eligibility for the demonstration.

DHCS plays a critical role in providing health care for the state's multicultural populations and is committed to ensuring cultural competency training for staff, contractors, and subcontractors who develop, administer and evaluate health care services. State law requires counties to comply with all threshold language requirements contained in Title 9, California Code of Regulations section 1810.410. Threshold language means a language that has been identified in the Medi-Cal Eligibility Data System (MEDS) as the primary language for 3,000 beneficiaries in an identified geographic area, or five percent of the beneficiary population, whichever is lower. The identified threshold languages are Spanish, Hmong, Vietnamese, Cantonese, Mandarin, Armenian, Korean, Cambodian, Russian, Tagalog, Farsi, and Arabic (see Appendix VI).

DHCS will work with local organizations to ensure that brochures are made available in threshold languages and alternative formats. Lead organizations and their transition teams will determine what formats are needed to ensure accommodations are made for individuals with various disabilities. In addition, sign language interpreters will be available at local presentations and training sessions.

1. *Introductory Informational Flyer* – Facility residents, their families and authorized surrogate decision makers, as applicable, can expect to receive an introductory informational brochure about the demonstration, which will be developed by local teams and approved by the project director using language from the general recruitment brochure, during the admission process to a participating inpatient facility and at various times during resident's stay. Introductory brochures will be made available in participating inpatient facility lobbies and social services staff offices, in activity rooms, at resident and family council meetings, through the Long-Term Care Ombudsman, and any other location frequented by residents. Additionally, organizations in the participating regions will circulate brochures, public service announcements, and other notices through local human service networks. Inpatient facility residents will be contacted proactively to assess interest and feasibility of transitioning to community living. (The proactive, one-on-one private interviews are discussed in sections A and B.1.) Families, friends, service providers and other community-based networks also will hear about the demonstration, and may wish to follow-up directly by calling a transition team member.

Brochures will be distributed broadly to:

- ✓ *Facilities and Industry Partners* – Transition coordinators and transition team members will distribute brochures to facility administrators and hospital discharge planners to highlight CCT and to develop rapport with facility providers. Inpatient facilities must be familiar with the project as a first step in establishing trust with potential demonstration participants. Project staff and transition teams will encourage health care trade associations and other appropriate groups to use brochures as a tool to invite members to participate in CCT. This brochure will be used widely by state staff, members of the Transitions Advisory Committee, other interested stakeholders, and various community liaisons to meet personally with the inpatient facility staff to review the demonstration and discuss the transition process.
- ✓ *Counties, Local Organizations and HCBS Partners* – The brochure, which outlines participation guidelines, qualifications, and goals of the project and highlights the need for existing and new service provider networks in the community, will be used along with presentations by the project team and lead organizations. These sessions will provide a forum to recruit and orient lead organizations who have accepted the challenge to enlist other team members and service providers. The brochure can be used to reach out to HCBS providers who are considering participating in the demonstration, both initially and during the demonstration as capacity grows in the regions.

Media

- ✓ *General Participant Recruitment Public Service Announcements* – The state will supply a generic narrative and scripts that can be used for public service announcements for radio and television venues. Local teams may make modifications to the general narrative to include the characteristics of their regions, and submit drafts to the project director for approval. The state will approve local releases to ensure that information about the demonstration is consistent statewide.

A sample narrative for a public service announcement follows:

Long-term care services and supports can be provided in lots of different ways. If you or a loved one lives in a nursing home or another type of health care facility, and you wish to return to where you live or work, you may be able to get the services and support you need. To learn more about California Community Transitions in your area call _____ at _____, or visit our website at _____.

- ✓ *Press Releases* – The state will supply a generic press release that can be used to submit to regional publishers of newspapers, bulletins, and newsletters, and to use for on-line content. Transition teams may make modifications to the general narrative to fit the characteristics of their areas/regions, and submit drafts to the project director for approval. The state will approve local releases to ensure the information about the demonstration is consistent statewide. A state-level press release will utilize similar narrative as that of the public service announcement.

Website

Information about the California Community Transitions demonstration can also be found online at <http://www.dhcs.ca.gov/services/ltc/Pages/CCT.aspx>. The site can be easily navigated on the newly-established DHCS' website, and demonstrates to communities and families of potential demonstration participants that the CCT demonstration is state and federally-sanctioned. From the DHCS home page, information on CCT can be easily found by clicking the "services" tab, then accessing the "Long-Term Care Alternatives (Home and Community-Based Services Options)" link. The short introduction describes long-term care alternatives as those offering an array of home and community choices that allow persons with disabilities to avoid unnecessary institutionalization, including the opportunity to purchase high-quality long-term care insurance policies for middle-income Californians, available through the California Partnership for Long-Term Care.

Information about demonstration activities will be regularly updated. The site will have available relevant reports, academic studies, and links to other resources, organizations, programs, and services. Teams are encouraged to develop local website information and links of their own for posting on the CCT website.

General Outreach

Recruitment efforts to the general population may generate high levels of telephone traffic from individuals interested in avoiding a nursing facility stay rather than calls from individuals already residing in a nursing facility. Local teams will project their unique community's needs, write their own protocols to handle phone inquiries, and develop a process to redirect callers who request information related to the demonstration.

Participant Recruitment

As discussed in section B.1, demonstration participants will work directly with transition coordinators and/or transition team members who will conduct Preference Interviews and provide information about California Community Transitions. Potential participants will be identified weekly by the project team who will navigate through the Service Utilization Review, Guidance, and Evaluation (SURGE) system to get National Provider Identifiers for facilities. The project team will obtain a listing of Treatment Authorization Requests (TARs), which provide residents' information, eligibility and action of the TAR as adjudicated by DHCS nurses, and analyze which residents would be eligible for the demonstration. Taking HIPAA requirements into consideration, listings will be regularly shared with lead organizations.

DHCS worked with Transitions Advisory Committee members representing the California Association of Health Facilities and lead organizations to develop a "Facility Informing Notice" for the purpose of informing inpatient facilities of the roles and responsibilities of local lead organizations and their designated transition teams under the demonstration. Upon approval of this protocol, DHCS will post the form on the CCT website, and initially distribute it to inpatient facilities in the counties of Butte, Colusa, Contra Costa, Glenn, Sacramento, Shasta, Solano, Sutter, Tehama, Yuba, Northwestern and Southern Los Angeles.

Lead Organization Training

The CCT project nurse developed components of the training curriculum conducted at the first training session for lead organizations in April 2008. To ensure their thorough understanding of the demonstration, training included the following topics:

- Demonstration overview
- Project standards and legal issues
- Eligibility
- Elder and dependent adult abuse and reporting requirements
- Community resources and services
- Transition process
- Medi-Cal coverage under waivers, programs, and state plan services
- Treatment Authorization Request submission and service codes

The full-day training included lecture-discussion sessions, and ended with a group discussion on specific scenarios and situations. The group discussion provided the ideal forum for the lead organizations to share their knowledge and experiences with successful transition protocols.

Throughout the term of the demonstration, the project team will be available by telephone, e-mail, and/or in person, to answer questions and concerns.

State Department Orientation

As previously stated, the project team has collaborated with other state departments whose goal it has been to safely transition facility residents to a community environment. DHCS, in conjunction with members of the Transitions Advisory Committee, will continue to conduct orientation forums for state departments who administer HCBS programs and services to be coordinated during the demonstration. These sessions will provide:

- Orientation to the CCT goals
- Local team roles & responsibilities
- Transition coordinator duties
- Opportunities to make improvements in HCBS service delivery

Other Community Training

The project team will also hold “train the trainer” sessions, to provide lead organizations and transition team members the opportunity to facilitate local educational sessions with their existing networks. DHCS will support lead organizations as they conduct forums to connect and educate stakeholders in their regions about the opportunity to participate in the demonstration. It is likely that very specific consumer training needs will be identified in different areas of the state.

Other Training Tools

The state is in the process of identifying other funding and resources to acquire audio-visual presentations that can be available on these same subjects.