



Amador & Tuolumne County Outreach and Enrollment Fact Sheet

Lead Agency: Amador and Tuolumne County

Award Amount: \$80,000

Community Partnerships

Target Populations

- Persons who are homeless
- Persons with mental health disorder needs
- Persons with substance use disorder needs

Summary of Outreach and Enrollment Focus:

Amador and Tuolumne County will host a meeting for agencies, organizations, non-profits, and faith-based groups that provide services to target populations. With assistance from county social services, the counties will develop a training curriculum for community-based organization (CBO) staff on Medi-Cal Services, enrollment processes, eligibility requirements, and renewals. Also, the counties will prepare public service announcements for local newspapers and radio. Press releases will be developed to announce project start for community church bulletins and newsletters.

Summary of outreach and enrollment activities:

- Increase awareness of project through displays: posters, fliers, and brochures containing contact information.
- Participate in health fairs, church suppers and breakfasts, veteran stand downs, and food giveaways.
- Provide education and outreach materials about Medi-Cal to school staff at each school in Amador and Tuolumne school districts.
- Attend shelter house meetings in Amador and Tuolumne counties and provide private space for engagement with individual residents to review the enrollment process, paperwork, and documentation.
- Meet one-on-one with homeless individuals and families for enrollment opportunities.
- Track beneficiaries with a database for last known location or address and make regular contact when possible for renewal purposes.

Revised: 9/29/2015



Butte, Glenn, Colusa and Yuba County Outreach and Enrollment Fact Sheets

Lead Agency: Butte County Behavioral Health, Butte County Social Services, Glenn County Human Resource Agency (HRA) and Colusa County Health and Human Services

Award Amount: \$80,000

Community Partnerships

Target Populations

- Persons who are homeless
- Persons with mental health disorder needs
- Persons with substance use disorder needs
- Persons who are in county jail, in state prison, on state parole, on county probation, or under post-release community supervision
- Young men of color
- Persons with limited English proficiency
- Families of mixed-immigration status

Summary of Outreach and Enrollment Focus

Butte County's Behavioral Health and its Social Services offices will collaborate with Glenn County Human Resource Agency and Colusa County Health and Human Services to announce participation in AB 82 through media outlets. Staff will be hired and trained as outreach coordinators as outreach and enrollment strategies will be integrated into existing programs and events. Summary of outreach and enrollment activities:

- Attend public gatherings consisting of targeted populations to provide information on enrollment and recertification requirements.
- Develop working relationships with Medi-Cal Enrollment Entities such as county offices and Certified Enrollment Entities (CEEs) to facilitate enrollment process.
- Coordinate with local service agencies to develop and teach classes that will increase awareness about Medi-Cal coverage and the enrollment process.
- Coordinate enrollment activities at single adult shelters, homeless shelter sites, resource center, congregate meal sites, etc.
- Provide outreach education and enrollment assistance at public gatherings such as faith-based community services, English as a Second Language (ESL) classes, low wage employment sites, employment service center, etc.
- Develop forms for use with outreach clients to obtain consent for contact with enrolling entities, contact information for client and Medi-Cal status information for follow-up.
- Develop relationships with enrollment entities to obtain follow-up information.

Revised: 9/29/2015



Butte County Outreach and Enrollment Fact Sheet

Lead Agency: Butte County Public Health (BCPH)

Award Amount: \$41,434

Community Partnerships

Target Populations

- Persons who are homeless
- Persons with limited English proficiency

Summary of Outreach and Enrollment Focus

BCPH will work with Hmong Cultural Center and train selected staff on engaging target population, enrollment procedures and knowledge of Medi-Cal programs. In planning community events, materials will include brochures and other information about Medi-Cal. Summary of outreach and enrollment activities:

- Conduct outreach through local Hmong radio programs in Butte County.
- Educate and inform the Hmong community about the Medi-Cal program, and clarify new standards for eligibility.
- Attend community events held by the county to reach targeted populations.
- Post application assistance schedule on social media, organizational monthly calendar, organization website and announce on radio station.
- Maintain a Facebook account to provide tips on Medi-Cal enrollment, contact information and further insight on how to enroll.
- Develop a presentation to educate the community during workshops on how to enroll into Medi-Cal programs.
 - Provide two workshops during the grant period.
- Provide information to community during workshops about the importance of staying covered with the Medi-Cal program.
- Include information about the importance of staying covered in radio announcement.

Revised: 9/29/2015



Calaveras County Outreach and Enrollment Fact Sheet

Lead Agency: Calaveras County Health and Human Services Agency (CHHSA)

Award Amount: \$80,000

Community Partnerships

Target Populations

- Persons who are homeless
- Persons with mental health disorder needs
- Persons with substance use disorder needs

Summary of Outreach and Enrollment Focus:

CHHSA will work in collaboration with the Resource Connection Food Bank and other partners to recruit, hire, and purchase IT equipment. CHHSA will also train the Food Bank staff on Medi-Cal enrollment. Summary of outreach and enrollment activities:

- Conduct weekly outreach activities at Food Bank, WIC sites, and United States Department of Agriculture (USDA) Commodity locations.
- Conduct face-to-face enrollment activities at other partner locations such as Calaveras Unified School District, faith based pantries, Mark Twain Medical Center, and Resource Connection programs/locations.
- Follow up monthly with CHHSA staff regarding status of applications.

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Lake County Outreach and Enrollment Fact Sheet

Lead Agency: Lake County Department of Social Services (LCDSS) – Track A

Award Amount: \$77,500

Community Partnerships

Target Populations

- Persons who are homeless
- Persons with mental health disorder needs
- Persons with substance use disorder needs

Summary of Outreach and Enrollment Focus

LCDSS and North County Opportunities (NCO) will draft a service contract to work together and with board of supervisors' approval, the partnering entities will inform stakeholders and public of future enrollment activities through e-mail and press releases. Additionally, eligibility workers will be hired and trained on how to use www.coveredca.com. Summary of outreach and enrollment activities:

- Host visible display stations with informational literature such as brochures, flyers, and posters at hospitals, clinics, and other venues.
- Establish a presence at outreach locations to answer questions and assist with enrollment.
- Meet with individuals one-on-one or by telephone to provide assistance with the enrollment process and to answer questions.
- Increase awareness for individuals through direct education and enrollment assistance.
- Facilitate retention efforts for at least 90% of eligible new beneficiaries.
- Make contact attempt with individuals 60-90 days prior to renewal date.
- Offer multiple methods of completing renewal process and/or personal information changes, such as electronic, in person, mail, or by telephone.
- Work with partners to locate beneficiaries who may have moved and/or are homeless.

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Mono County Outreach and Enrollment Fact Sheet

Lead Agency: Mono County Social Services (CSS)

Award Amount: \$40,000

Community Partnerships

Target Populations

- Persons who are homeless
- Persons with mental health disorder needs
- Persons with substance use disorder needs
- Persons who are in county jail, in state prison, on state parole, on county probation, or under post-release community supervision
- Persons with limited English proficiency
- Families of mixed-immigration status

Summary of Outreach and Enrollment Focus

CSS will identify and contact all potential CMSP partners and stakeholders to establish an initial CMSP outreach group and meetings. From there CSS will establish an overall outreach strategy with the input of partners and stakeholders. The county will also meet with partners and stakeholders routinely to examine program outcomes. Summary of outreach and enrollment activities:

- Create visual displays with informational literature, such as brochures, flyers, and posters, for distribution to target populations.
- Participate in community events such as health fairs, safety fairs, community fairs, job fairs, and multicultural festivals.
- Advertise and host semiannual presentations to individuals in senior and community centers.
- Participate in school-based events, such as back to school nights, open house nights, health and safety fairs, and Kindergarten Roundups.
- Host informational meetings for individuals to facilitate the enrollment/application process.
- Educate individuals through media-based efforts such as newspaper ads, community newsletters, and an informational website.
- Collaborate with partners to locate beneficiaries who may have moved and/or are homeless for retention efforts.
- Track reenrollment dates and make regular contact with beneficiaries through the mail, telephone, and in-person visits by way of a newly created target population database.

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Nevada County Outreach and Enrollment Fact Sheet

Lead Agency: Nevada County Health and Human Services & Department of Social Services

Award Amount: \$80,000

Community Partnerships

Target Populations

- Persons who are homeless
- Persons with mental health disorder needs
- Persons with substance use disorder needs
- Persons with limited English proficiency
- Families of mixed-immigration status

Summary of Outreach and Enrollment Focus

Nevada County Health and Human Services and Department of Social Services will provide enrollment assistance training to the project manager for Community Recovery Resources (CoRR), intake staff, client services staff and other partnering agencies, including Nevada County 211 call center operators and others (e.g. law enforcement). Nevada County will also develop outreach, marketing, and promotional materials as well as establish systems and protocols to conduct and track screening for Medi-Cal eligibility and enrollment assistance. Summary of outreach and enrollment activities:

- Set up a computer enrollment kiosk at the CoRR campus to engage targeted populations.
- Educate 211 callers on information about Medi-Cal in Nevada County and ask if they would like to participate in a Medi-Cal prescreening.
- Alert individuals of the renewal process at the time of their annual renewal.
- Incorporate questions about client's status of coverage into CoRR's follow-up items for renewals.

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Plumas County Outreach and Enrollment Fact Sheet

Lead Agency: Plumas County Public Health Agency (PCPHA)

Award Amount:

Community Partnerships

Target Populations

- Persons who are homeless
- Persons with mental health disorder needs
- Persons with substance use disorder needs
- Young men of color
- Persons who are in county jail, in state prison, on state parole, on county probation, or under post-release community supervision

Summary of Outreach and Enrollment Focus:

PCPHA will develop a Memorandum of Understanding (MOU) to be entered into with community-based organizations (CBO). The county will host monthly workgroup meetings to develop an overall strategy for outreach, screening, referral, and a responsibility network for specific target populations. Summary of outreach and enrollment activities:

- Develop handouts specific to targeted populations regarding information and documentation needed for Medi-Cal determination.
- Utilize social media to provide outreach to target populations through Plumas Health and Wellness Facebook page, Plumas county Facebook classifieds, and Plumas County webpage.
- Provide online application assistance at PCPHA clinic sites, family resource centers, mental health service sites, alcohol and drug program sites, and Plumas County jail and probation locations.
- Incorporate best practices for Medi-Cal renewals into CBOs policies and procedures.
- Contact beneficiaries two months prior to renewal to improve retention rates.
- Assist individuals and beneficiaries in establishing mailing addresses to ensure they have access to mail during enrollment and renewal processes.

Revised: 9/29/2015



Trinity County Outreach and Enrollment Fact Sheet

Lead Agency: Trinity County Health and Human Services (HHS)

Award Amount: \$79,768

Community Partnerships

Target Populations

- Persons who are homeless

Summary of Outreach and Enrollment Focus

Trinity county HHS will collaborate with Human Response Network (HRN), Public Health, Probation Office and Sheriff's Office to implement policies and procedures to facilitate transition into Medi-Cal coverage. Strategy meetings will be held to coordinate key staff roles, responsibilities, and procedures needed to assist with Medi-Cal enrollment for eligible individuals. Summary of outreach and enrollment activities:

- Provide outreach through local food pantries and soup kitchens, public no or low-cost flu clinics, health fairs, wellness fairs, county fair and other community activities.
- Perform outreach and enrollment activities year-round and capitalize on media enrollment messages during Covered California open enrollment period to reach targeted Medi-Cal populations.
- Distribute materials and referrals for enrollment at community events.
- Collaborate with community partners, assess results from community events and conduct retention activities for newly eligible clients enrolled in late 2013 and early 2014.

Revised: 9/29/2015



Yolo County Outreach and Enrollment Fact Sheet

Lead Agency:

Yolo County Department of Employment and Social Services (DESS)
Yolo Family Resource Center
United Christian Center
Yolo County Children's Alliance (YCCA)

Award Amount: \$215,275 (three separate projects)

Community Partnerships

Target Populations

- Persons who are homeless
- Persons with mental health disorder needs
- Persons with substance use disorder needs
- Persons who are in county jail, in state prison, on state parole, on county probation, or under post-release community supervision
- Young men of color
- Persons with limited English proficiency
- Families of mixed-immigration status

Summary of Outreach and Enrollment Focus

Yolo county will collaborate with DESS, United Christian Center, Yolo County Children's Alliance (YCCA) and other community partners to reach the targeted populations. Meetings will be held with stakeholders as recruits will be hired and trained in Medi-Cal enrollment procedures. The county will also work to develop outreach materials for distribution in English, Spanish and Russian languages. Summary of outreach and enrollment activities:

- Develop referral process with Center for Families Medi-Cal outreach staff.
- Provide outreach and enrollment services at community resource centers.
- Provide enrollment events at Woodland Community College, Sacramento City College campuses, Washington Unified School District and Woodland Unified School District campuses.
- Distribute press releases to local newspapers promoting Medi-Cal and availability of bi-lingual application assistance.
- Conduct interviews with homeless population, screen for eligibility and provide enrollment assistance.
- Maintain client database for retention purposes.
- Mail postcards to clients reminding them to call and schedule an appointment to reenroll two months before reenrollment date.

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