



ALAMEDA COUNTY SOCIAL SERVICES AGENCY
NAVIGATORS PROJECT WORK PLAN

Program Planning and Startup Plan

Section 1: Identify specific Navigators Project's planning and start-up activities and the anticipated completion dates for the activities identified.

PROGRAM PLANNING AND START-UP ACTIVITIES	ANTICIPATED COMPLETION DATE	ACTUAL COMPLETION DATE
Identify Project Coordinator	June 2022	June 2022
Identify continuing CBO partners	July 2022	July 2022
Identify potential areas of expansion and potential new CBO partners	Ongoing	
Identify training and technical assistance needs of CBO staff	Ongoing	
Identify and expand on previously successful outreach, enrollment, and renewal assistance methods	Ongoing	



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Normal Operations

Section 2: Identify specific outreach, application assistance, enrollment, access & utilization to health care, troubleshooting, and retention strategies and activities that meet the core objectives of AB 74 you will conduct to implement this approach. Identify specific target population(s) and the responsible entity who will implement these activities. Please list an activity(ies) for each task. For reference, a short list of examples of activities under each task is on Tab 6.

TASK	STRATEGIES AND ACTIVITIES	TARGET POPULATIONS	RESPONSIBLE ENTITY
Enrollment	CBOs will utilize their presence in the community and years of experience with enrollment assistance to assist target populations with Medi-Cal enrollment. CBOs will also propose additional strategies representing a full spectrum of enrollment activities to enroll potentially eligible individuals based on targeted populations. CBO partners will assist community members with completing and submitting Medi-Cal applications, primarily via the MyBenefits CalWIN Platform. CBO partners will also assist applicants with gathering and submitting necessary documentation for a Medi-Cal eligibility determination. Lastly, if authorized to do so by the applicant, CBO partners will also follow up on the status of pending applications on behalf of the client. ACSSA is also planning on expanding it's implementation to include additional CBO partners that are providing other services to the target populations.	4,5,6,7,8,9,11	Partner CBOs
Retention	CBOs will utilize their client databases to assist target populations with retaining Medi-Cal benefits. CBOs will also propose additional strategies to further identify and educate current Medi-Cal recipients on the need to complete an annual redetermination and assist them with the completion of these forms so that they can retain their Medi-Cal coverage. CBO partners will assist community members with completing and submitting Medi-Cal renewals, primarily via the MyBenefits CalWIN Platform. As part of this process, CBO partners will leverage their existing databases to identify individuals who are approaching their Medi-Cal renewal month and will provide reminders to these beneficiaries that a renewal will need to be completed. CBO partners will also assist beneficiaries with gathering and submitting necessary documentation to determine continued Medi-Cal eligibility. ACSSA is also planning on expanding it's implementation to accommodate additional CBO partners.	4,5,6,7,8,9,11	Partner CBOs



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<p align="center">Outreach</p>	<p>CBOs will leverage their presence in the community and utilize currently implemented outreach strategies and propose additional innovative outreach strategies to identify, educate, and enroll or retain eligible individuals based on targeted populations. CBOs will continue to implement outreach strategies that have proven successful in the past such as participation in various health fairs, sports events, festivals and conducting outreach activities in other areas with high foot traffic such as parks and farmers' markets. CBOs will also continue integrating Medi-Cal outreach into other services they provide such as food distribution events, translation/immigration related services, and support groups for various vulnerable populations. CBOs will also continue integrating Medi-Cal outreach into COVID-19 testing and vaccination activities that they host or participate in. CBOs will also continue to host or participate in online and in-person information sessions to discuss the benefits of the Medi-Cal program and how to use those benefits. CBOs also include informational materials about Medi-Cal with any items distributed at these events, including food packs, back-to-school backpacks, safety kits for the elderly, and sanitation kits. Furthermore, CBO partners are constantly developing partnerships with other local organizations, school, places of worship, among other groups, in order to participate in their events and conduct Medi-Cal outreach. Additionally, CBOs will also utilize text or email blast, flyers and billboards to promote the Medi-Cal program. Some CBO partners will also utilize mobile information centers to conduct Medi-Cal outreach at schools, colleges/universities, homeless encampments, outside Santa Rita Jail, and even provide on site application or renewal assistance. Lastly, CBO partners are consistently identifying ways to assist the community in light of current events, and integrating Medi-Cal outreach into those events. Some examples in the past include safety training sessions for AAPI elderly individuals, and celebrations for Black History Month, AAPI Heritage Month and Pride Month. ACSSA is also planning on expanding it's implementation to include additional CBO partners.</p>	<p align="center">4, 5, 6, 7, 8, 9, 11</p>	<p align="center">Partner CBOs</p>
<p align="center">Media Outreach</p>	<p>Launch a targeted multicultural marketing campaign that utilizes several strategic media platforms to promote the Medi-Cal Program. The campaign will direct Alameda County residents to an online portal, HealthyAC.org, that will provide information on the Medi-Cal program and provide information on the nearest CBO partner to them for application or renewal assistance, and will include online banners, social media posts and videos, e-blasts, posters, transit shelter ads, TV ads via zoned cable and Asian cable network, print ads in local newspapers/magazines as well as radio ads which will be available in multiple languages including English, Spanish, Chinese, Tagalog, Vietnamese, Khmer and Farsi.</p>	<p align="center">4,5,6,7,8,9,11</p>	<p align="center">Alameda County Social Services Agency, Hill and Company Communications</p>



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Access & Utilization	CBOs will host online or in-person information events to teach individuals about how to use their Medi-Cal benefits. CBOs will also provide additional information on selecting a managed care plan once an individual has been approved.	4,5,6,7,8,9,11	Partner CBOs
Troubleshooting	CBOs will work with ACSSA to assist clients with ICTs and access to care issues. CBOs will assist clients with collecting any necessary documents that may be needed to resolve issues and submit them to ACSSA.	4,5,6,7,8,9,11	ACSSA and Partner CBOs



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Public Health Emergency (PHE) Plan

Section 3: On this tab, partners should list additional activities that go above and beyond the core AB74 activities as for the following phases of PHE. 1) Identify activities relating to outreach focus during PHE to encourage beneficiaries to provide their local county social services agency with any updated contact information such as: name, address, phone number, and email so the county can contact beneficiaries with important information about keeping their Medi-Cal coverage. Identify specific target population(s) and the responsible entity who will implement these activities. 2) Identify activities relating to outreach and retention during the 60 days prior to PHE termination. Identify specific target population(s) and the responsible entity who will implement these activities. 3) Identify activities relating to the PHE unwind which focuses on retention. Identify specific target population(s) and the responsible entity who will implement these activities.

TASK	STRATEGIES AND ACTIVITIES	TARGET POPULATIONS	RESPONSIBLE ENTITY
During PHE			
Media Outreach	Targeted multimedia marketing campaign will include additional materials that will align with Phase 1 of the DHCS Unwind Communications Strategy to encourage Medi-Cal beneficiaries to ensure that ACSSA has their up-to-date contact information. Additional materials will include updated information on HealthyAC.org, digital banners, e-blasts, as well as printed material in Alameda's threshold languages.	4,5,6,7,8,9,11	Alameda County Social Services Agency, Hill and Company Communications
Outreach	CBO partners will incorporate messaging to encourage Medi-Cal beneficiaries to update their contact information into their outreach activities in line with Phase 1 of the DHCS Unwind Communications Strategy. This messaging will be incorporated into each CBO's outreach activities to the clients they have previously assisted with Medi-Cal applications or renewals via text or email blast and flyers. CBOs will also integrate Phase 1 messaging into online or in-person information sessions that they host. Additionally, CBOs will identify individuals who are already Medi-Cal beneficiaries at events that they participate in or among those individuals that receive other services from the CBOs, and will provide reminders to these individuals about updating their contact information with ACSSA, in line with Phase 1 messaging.	4,5,6,7,8,9,11	Partner CBOs
60 Days Prior to PHE Termination			



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Media Outreach	Targeted multimedia marketing campaign will include additional materials that will align with Phase 2 of the DHCS Unwind Communications Strategy to remind Medi-Cal beneficiaries to look out for Medi-Cal renewal packets and notices to ensure they are able to keep their Medi-Cal, if they continue to be eligible as well as to remind them to update their contact information, if necessary. Additional materials will include updated information on HealthyAC.org, digital banners, e-blasts, as well as printed material in Alameda's threshold languages.	4,5,6,7,8,9,11	Alameda County Social Services Agency, Hill and Company Communications
Outreach	CBO partners will incorporate messaging in their outreach activities to remind Medi-Cal beneficiaries to look out for Medi-Cal renewal packets and notices in line with Phase 2 of the DHCS Unwind Communications Strategy. This messaging will be incorporated into each CBO's outreach activities to the clients they have previously assisted with Medi-Cal applications or renewals via text or email blast and flyers. CBOs will also integrate Phase 2 messaging into online or in-person information sessions that they host. Additionally CBOs will identify individuals who are already Medi-Cal beneficiaries at events that they participate in or among those individuals that receive other services from the CBOs, and will provide more information about the Medi-Cal redetermination process and remind these individuals to look out for their renewal packets and notices in the mail, in line with Phase 2 messaging.	4,5,6,7,8,9,11	Partner CBOs
12 Month PHE Unwinding Period			
Retention	CBO partners will assist individuals with completing and submitting their Medi-Cal renewals during the PHE unwinding period and with collecting up-to-date contact information to be put onto the renewal forms. CBO partners will primarily submit the collected renewals via the MyBenefits CalWIN platform for tracking purposes. As part of this process, CBO partners will leverage their existing databases to identify individuals who are approaching their Medi-Cal renewal month and will provide reminders to these beneficiaries that a renewal will need to be completed. CBO partners will also assist beneficiaries with gathering and submitting necessary documentation to determine continued Medi-Cal eligibility.	4, 5, 6, 7, 8, 9, 11	Partner CBOs