



COLUSA COUNTY  
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.**

<b>PROGRAM PLANNING AND START-UP ACTIVITIES</b>	<b>ANTICIPATED COMPLETION DATE</b>	<b>ACTUAL COMPLETION DATE</b>
Coordinate Roles & Responsibilities with Ampla & First 5 staff.	7/29/2022	
Coordinate Roles & Responsibilities with Colusa DHHS Staff.	7/29/2022	
Review process for confirming application status with Ampla, First 5 & Colusa DHHS.	7/29/2022	
Develop Agreement for Professional Services contract with Ampla Health & First 5 Colusa.	10/31/2022	
Develop media advertising to raise awareness of Navigators services and ending PHE operations.	11/30/2022	



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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 meets 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.**

<b>TASK</b>	<b>STRATEGIES AND ACTIVITIES</b>	<b>TARGET POPULATIONS</b>	<b>RESPONSIBLE ENTITY</b>
Enrollment	Guide individuals through enrollment process from start to finish. Promote enrollment through media outreach, in office visits and community events.	6,7,8,9,10	Colusa DHHS/Ampla Health/First 5 Colusa
Retention	Outreach to individuals whose coverage is on the verge of expiration. Discuss ways to ensure coverage does not stop. Offer support via phone, BenefitsCal and/or in person.	6,7,8,9,10	Ampla Health/First 5 Colusa
Media Outreach	Media outreach will consist of radio, television and billboards in English and Spanish throughout Colusa County. Colusa County will design media outreach material as well as utilize any offered by DHCS. First 5 Colusa will provide any official DHCS Navigators media messaging through their Facebook page and within their offices. Ampla Health will also advertise and encourage outreach/retention with media in their offices. Ampla will distribute messaging as a part of their food distribution information packet. Colusa DHHS will air media outreach in all DHHS office lobbies.	6,7,8,9,10	Ampla Health/First 5 Colusa/Colusa DHHS
Application Assistance	Ampla Health & First 5 Colusa will work closely with individuals who request application assistance from start to finish while offering to troubleshoot any issues that may arise between application and certification. Ampla and First 5 will walk individuals through all steps of the application process. Ampla and First 5 have staff fluent in Spanish and are able to provide applications in multiple languages. If there are issues with the application, Ampla & First 5 have a designated employee at Colusa DHHS who they can reach out to for additional application assistance and troubleshooting.	6,7,8,9,10	Ampla Health/First 5 Colusa/Colusa DHHS
Access & Utilization	Ampla Health & First 5 Colusa will help answer questions about how individuals can use their Medi-Cal insurance as well as guiding customers on appropriate contacts to answer questions about eligibility, cost, limitations and everything else related to their insurance policy.	6,7,8,9,10	Ampla Health/First 5 Colusa



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Outreach	Both First 5 & Ampla Health will attend and host community wide outreach events that draw low income individuals and families and those with limited English speaking ability. Both organizations attend the Migrant Resource Fair, Williams Festival of Lights, Colusa Family Fair and the Pioneer Day Celebration. Ampla also attends the Colusa Community Resource Fair. First 5 does a back to school backpack distribution that gives school supplies to low income students in which information about health insurance is also given.	6,7,8,9,10	Ampla Health/First 5 Colusa
Outreach	First 5 conducts monthly food distribution in Williams, Grimes, Arbuckle, Colusa and Maxwell. Medi-Cal outreach material is placed in the boxes of food.	6,7,8,9,10	First 5 Colusa
Retention	Ampla Health will call individuals whose coverage is soon to expire or visited Ampla offices without insurance. Offers to assist in signing up will be made.	6,7,8,9,10	Ampla Health



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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
<b>During PHE</b>			
Outreach	Everyone who enters Colusa DHHS, Ampla Health & First 5 offices will be asked if their contact information in BenefitsCal is up to date. Colusa DHHS has been running advertisement on County of Colusa buses for the past 8 months that encourage people to update their information. Ampla Health proactively performs outreach to those whose coverage will expire soon and offers assistance renewing their coverage.	6,7,8,9,10	Colusa DHHS/Ampla Health/First 5 Colusa
Media Outreach	Colusa DHHS will publish radio, television and social media advertising that will run until and after the end of the PHE. Outreach will encourage individuals with BenefitsCal accounts to ensure account contact information is up to date and accurate.	6,7,8,9,10	Colusa DHHS
<b>60 Days Prior to PHE Termination</b>			
Outreach	Colusa DHHS will develop messaging to be broadcast over television, radio and social media, informing the public of the upcoming changes related to the PHE termination. Individuals will be advised to confirm contact information and to reach out to DHHS, Ampla and/or First 5 for assistance with applications. Advertisements will be run in English and Spanish as Colusa County has a large Spanish speaking community. Advertising will ask that people check their renewal date and confirm they have all documentation required.	6,7,8,9,10	Colusa DHHS
Retention Assistance	Ampla staff will communicate with those who are on the verge of seeing their coverage expire. Attempts to retain coverage will be made.	6,7,8,9,10	Ampla Health



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12 Month PHE Unwinding Period			
Retention	Continued messaging about the steps needed to prevent loss of coverage will resume. Advertising will be placed around the county and Colusa DHHS will communicate with all health providers and the County Public Health department to help with coverage retainment.	6,7,8,9,10	Colusa DHHS/Ampla Health/First 5 Colusa
Redetermination Assistance	Ampla & First 5 will walk people through the redetermination process. Issues with redetermination can be identified by contacting Colusa DHHS staff. Colusa DHHS staff will help explain what parts of the application are missing or need to be updated.	6,7,8,9,10	Ampla Health/First 5 Colusa
Retention	Ampla will contact individuals who visited their offices and do not have insurance or whose insurance will expire soon. Efforts to assist and renew coverage will be made.	6,7,8,9,10	Ampla Health