



FRESNO 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>
Create social media posts for County Facebook, Instagram, and Twitter accounts to inform public of pending PHE end and steps current Medi-Cal clients should take to assist in maintaining active Medi-Cal.	2/28/2023	
Create fliers to inform public of pending PHE end and steps current Medi-Cal clients should take to assist in maintaining active Medi-Cal.	2/28/2023	
Create ads for social media posts and fliers to provide tips for maintaining an active Medi-Cal case and to assist in choosing a Managed Care Plan for those that do not qualify for Medi-Cal.	4/30/2023	
Concentrate specific outreach efforts to community centers and senior centers throughout Fresno County in order to expand messaging of program changes (Medi-Cal Expansion) and pending PHE termination.	2/28/2023	
Provide targeted training to contracted Neighborhood Resource Centers to educate support staff regarding upcoming Medi-Cal program changes.	2/28/2023	
Generate scope of work, amend current NRC contracts, initiate process to contract with interested CBOs and secure Board of Supervisor approved contracts, conduct initial training sessions with partners for the provisions related to PHE messaging and retention as outlined in contracts, and any other related tasks to initiate CBO activities start-up.	4/30/2023	



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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.**

<b>TASK</b>	<b>STRATEGIES AND ACTIVITIES</b>	<b>TARGET POPULATIONS</b>	<b>RESPONSIBLE ENTITY</b>
Outreach	Conduct outreach events (pop-ups or one-off community events) to distribute fliers, resource materials, and incentives. Provide general information and/or one-on-one assistance to attendees/clients.	5,6,7,8,9,10,11	CBOs
Application Assistance	Assist applicants in person with completing Medi-Cal applications and/or collecting necessary verifications. Submit client applications to DSS for processing/enrollment.	5,6,7,8,9,10,11	CBOs
Retention	Provide assistance to clients when completing redetermination packets and/or submitting required substantiating documentation.	5,6,7,8,9,10,11	CBOs
Troubleshooting	Assist clients with accessing/contacting DSS eligibility staff to discuss issues; provide guidance, literacy assistance for client during interactions.	5,6,7,8,9,10,11	CBOs
Access & Utilization	Provide information about how to use Medi-Cal, provide information regarding the various managed care plans in the area and how to access; assist with accessing services.	5,6,7,8,9,10,11	CBOs
Enrollment	Provide assistance to clients when completing enrollment packets and/or submitting required substantiating documentation.	5,6,7,8,9,10,11	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.**

<b>TASK</b>	<b>STRATEGIES AND ACTIVITIES</b>	<b>TARGET POPULATIONS</b>	<b>RESPONSIBLE ENTITY</b>
<b>During PHE</b>			
Outreach	Share resources at outreach events informing public of impending changes with PHE and the need for updated client contact information. Conduct case look-ups onsite, inform clients of information/verification necessary to maintain an active case.	5,6,7,8,9,10,11	DSS
Media Outreach	Create Medi-Cal outreach and PHE unwind messaging, with tools such as the Canva application, to be shared with the general public via news and social media outlets (Local TV stations, Podcasts, Department YouTube account, Instagram, Twitter).	5,6,7,8,9,10,11	DSS
Outreach	Provide PHE unwind messaging through direct client contact	1,2,3,4,5,6,7,8,9,10	CBOs
<b>60 Days Prior to PHE Termination</b>			
Outreach	Share resources at outreach events informing public of impending changes with PHE and the need for updated client contact information.	5,6,7,8,9,10,11	CBOs
Outreach	Provide client education through direct contact regarding actions/documentation necessary to maintain active case following end of PHE.	1,2,3,4,5,6,7,8,9,10	CBOs
<b>12 Month PHE Unwinding Period</b>			
Outreach	Provide assistance to clients in the field and in office when completing their redetermination packets and/or submitting required substantiating documentation.	5,6,7,8,9,10,11	CBOs
Outreach	At outreach events, provide direct information to clients regarding how to maintain their ongoing case, update contact information, and provide information on necessary verifications.	5,6,7,8,9,10,11	CBOs
Retention	Continue client education and PHE messaging. Assist clients with on-site retention/reenrollment applications.	1,2,3,4,5,6,7,8,9,10	CBOs