



Meeting Title: Navigators Project
Date: Thursday, February 16, 2023
Time: 11:00 AM – 12:00 PM
Call in: Teams
Meeting Purpose: Monthly Partner Meeting
Next Meeting: March 16, 2023

ATTENDEES				
Sysvanh Kabkeo (DHCS)	Brandon Roberts (DHCS)	Nancy Ojeda (DHCS)	Tina Coulson (DHCS)	Estephanie Arreola (DHCS)
Alameda	Butte	Colusa	Fresno	Kern
Kings	LA DPH	Lake	Madera	Merced
Napa	Nevada	Orange	Placer	Riverside
San Bernardino	San Diego	San Luis Obispo	San Mateo	Stanislaus
Trinity	Tuolumne	Ventura	Ampla Health	Bonita Family Resource Center
California Coverage and Health Initiative	Catholic Charities	Center for Human Development	Community Service Solutions	Harwood Memorial Park/Family Resource Center Network
Innecare	Kaweah Health Foundation	Marin Community Clinic	Sacramento Covered	San Francisco Community Clinic Consortium (SFCCC)

1.	Introductions/Roll Call
2.	DHCS Statewide Medi-Cal Outreach Campaign: Here is a link to the presentation materials: GMMB Presentation

***Additional information regarding the Statewide Outreach Campaign**

- As discussed during our Health Navigators Project Stakeholder meeting on Monday February 6, 2023 – The vendor, GMMB, will help promote the Medi-Cal outreach campaign.
- GMMB will be hosting a webinar on (TBD). Partners, subcontractors, representatives from the advocate community, etc. are all encouraged to attend.
- DHCS released an announcement on Wednesday, February 8th regarding the launch of the Medi-Cal renewal outreach campaign to raise awareness among Medi-Cal members about the return of Medi-Cal redeterminations when the continuous coverage requirement ends on March 31, 2023.
- One of the goals for this campaign is to maintain coverage for Medi-Cal members by providing outreach material and information that inform them about the steps necessary to maintain coverage.
- As part of this campaign, DHCS will provide customizable materials, including flyers, one-page fact sheets, social media posts, sample messaging, and infographics, for ambassadors and other partners to use. These materials will be translated into English and Spanish as well as 17 additional languages. Partners will be able to customize resources to fit their needs, and then share messaging through their own channels.
- The resources are currently available in English and Spanish and will be available in more languages in the next few weeks. You can find those resources here: [resources webpage](#).

In addition, DHCS Coverage Ambassadors can request packages of English and Spanish-language print materials, including one poster in each language, 250 dual-language flyers, and 100 dual-language palm cards. **To request these materials, provide a mailing address at this link by February 28:** <https://www.surveymonkey.com/r/BRTMBNQ>

Q&A for GMMB's Presentation

Q: Could you provide the complete name for GMMB?

A: GMMB is the complete name. It is the initials of our founding partners.

Q: Will Spanish material be available?

A: Yes, Spanish material is available

Q: Can we personalize or customize this material?

A: Yes, partners can use this material as is, or customize the material

Q: For text campaign, do we need to have consent from the consumer?

A: The Federal Communications Commission (FCC) issued a response to this question and determined that consumers who provide their telephone number in a healthcare program application have given express consent to be called or texted at

the number if the communication is regarding eligibility for and ongoing enrollment in healthcare programs.

Q: Will there be any video ads created for partners to use?

A: Yes, video ads are still being developed and once they are finalized they will be available to use.

Q: When will the materials request be sent to Health Navigator Partners?

A: A survey link is noted below and available until February 28.

Q: Can we use the provided written materials to post them on our social media platforms?

A: Yes, partners can use and are encouraged to use this material and post on their social media platforms

Partner Best Practices (Open Forum)

- As stated in our previous partner meeting, the Best Practice Open Forum is allowing all partner to share their work efforts, intended activities, successes, and/or challenges regarding the project. This open discussion will allow partners to share ideas, collaborate, and brainstorm in an attempt to enhance project work efforts and activities.

Questions DHCS Asked Partners to Address:

- Describe the outreach activities and strategies you are currently doing and/or intend to implement to reach vulnerable target populations in your communities
- What outreach material do you use? Do you use the DHCS Toolkits?
- Describe the outreach activities and strategies you intend to implement to assist with the continuous coverage unwind.

3.

Alameda: “We are subcontracting with several CBOs to cover all cities in the county. Utilizing a marketing media campaign such as; TV, Radio, Billboards with outreach messaging. Utilizing DHCS Toolkits and have found them to be very successful for enrollment and renewals.”

Riverside: “Working with CBOs and implementing a ‘mobile outreach’ in western and eastern parts of Riverside. Found the mobile outreach to be beneficial to those in vulnerable communities who are hard to reach. Use flyers and customize messaging.”

Stanislaus: “Subcontracting with CBOs to conduct outreach. Using a marketing campaign”

California Coverage and Health Initiatives (CCHI): “Covering multiple counties across California. Using zip codes as an outreach tool to identify those who are potentially eligible for Medi-Cal coverage. Provide outreach efforts in the identified zip codes. Utilizing DHCS Toolkits”

	<p>Bonita Family Resource Center: “Using social media as an outreach tool. Collaborating with CBOs in our cities. Using the Income Tax Office to identify those who are potentially eligible for Medi-Cal. Connecting with San Diego State University public health podcast to provide outreach messaging.</p> <p>Center For Human Development: “Conduct ‘In-Person Outreach’. Found that word of mouth approach has been helpful. Working with schools and food pantries. Created a calendar identifying the various outreach activities. Utilize DHCS Toolkits and social media platforms.”</p> <p>San Francisco Community Clinic Consortium (SFCCC): “Conduct in-reach and outreach approaches. Our clinics have access to renewal dates to keep track of those and remind individuals of their renewal. Put flyers up in all of the clinics and utilize social media. Expanded office hours to every other Saturday and found that to be very successful”</p> <p>Sacramento Covered: “Provide in-person assistance 5x a week at 3 to 4 locations. Collaborating with the Office of Education to provide presentations in schools. Utilizing a communication team. Have Navigator staff located in hospitals</p> <p>Trinity: “Have had some challenges to outreaching due to the weather. Open to any suggestions from partners of outreach alternatives if the weather is a factor”</p>
4.	<p>Project Updates and Deliverables</p> <ul style="list-style-type: none"> - The December 2022 data is due February 28, 2023 - If you received an executed agreement in December and were unable to implement the project and obtain data, please notify DHCS that your county or organization has no data to submit for the month of December - As mentioned in the previous partner meeting, AB 74 Partners will begin to receive close out letters for the AB 74 iteration. Once you receive that close out letter, your AB 74 allocation agreement is concluded.
5.	<p>Partner Expectations</p> <ul style="list-style-type: none"> - We want to remind all project partners that deliverables and requests should be submitted and/or responded too in a timely manner or by the deliverable due date - Based on our recent requests, we are noticing that partners are providing a slow response past the deliverable due date and/or require additional follow up to the request. - Our expectation is that partners respond to deliverables and requests by the allocated timeframe and due dates or plan communication clearly with us on challenges and we will assess and provide flexibilities if needed.
6.	<p>Q&A</p> <p>Q: Would the subcontracted CBOs be allowed access to BenefitsCal?</p> <p>A: DHCS is still gathering more information and details regarding the access to BenefitsCal. DHCS will share any new information as it becomes available.</p>

ACTION ITEMS

Description		Due Date	Responsible
1.	December 2022 Data	February 28, 2023	Project Partners
2.	<p>Follow-up from previous meetings and the most recent stakeholder meeting.</p> <p>Q: Will there be agency access to complete renewals in BenefitsCal?</p> <p>A: Right now zero functionality for CBOs in BenefitsCal. However, there is an effort to grant access to DHCS contracted CBOs underway. The exact date or timeframe for implementation of the change in access to BenefitsCal is not known at this time.</p>		
3.	Q: We face weather challenges, such as hot temperatures; can we continue assisting over the phone?	Next Partner Meeting (3/16/23)	DHCS