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
Continue partnership with Imperial County Health and Human Services Agency. This will be achieved through the continuous creation of accounts in BenefitsCal for new Certified Enrollment Counselors and Volunteers.	On-going	On-going
Translation activities toward enrollment or navigation services: Bilingual Medi-Cal Flyer Imperial Valley. This will be achieved by having the bilingual staff update English and Spanish flyers based on the FPL for Imperial Valley county using Office Publisher or Google Drawings. A local marketing company/print shop will also be contacted to print out flyers for outreach efforts.	On-going	On-going
Begin a partnership with Catholic Charities and connect with their community members through events and meetings. This will be achieved by contacting the charities and sharing our organization's information and flyers.	On-going	On-going
Maintain and expand our partnerships with local schools, non-profit organizations, businesses, libraries and other community-based organizations to attend community events with and informational table and give presentations. This will be achieved by making connections through community events, health fairs, back to school nights, PTO meetings and district event. Exchanging business cards/emails and sharing physical and electronic newsletters/flyers. Currently the BFRC Imperial Valley office has over 55 partnerships including: Imperial Valley Food Bank, Woman haven, Clinics del Valle, VO Centro Medico, Imperial Valley Family Care Medical Group, Calexico Wellness Center, Ventanilla de Salad/ECMRC, Clinics De Salad Del Pueblo, Molina HealthCare, Calexico Independent Chamber of Commerce, Sure Helpline Crisis Center, Children's and Parents Council, and the California WIC [Women, Infants and Children].	On-going	On-going
Provide follow up calls to prospective applicants using BFCR's outreach sign up sheets from different events and outreach activities per Community Health Worker. This will be achieved by continually training new volunteers and Community Health Workers on making these calls. Train Community Health Workers to take sign-up sheets to each event and collect information in a secure manner.	On-going	On-going
Use BFRC's social media presence (Facebook, Instagram, Twitter, website (www.bonitfrc.org)) to reach out to more people. This will be achieved by posting weekly on BFRC social medias promoting Medi-Cal assistance.	On-going	On-going
Reconnect with local radio stations and newspaper outlets as well as promoting inside local malls. This will be achieved by setting up meetings with corresponding agents and obtaining quotes.	On-going	On-going
Increase our word-of-mouth referrals. This will be achieved by continuing to offer excellent client support in a culturally and linguistically competent manner.	On-going	On-going

Continue to assist with completing applications and inform clients about fillng out the Release of Information (ROI) Form so BFRC staff can help with checking the status of their benefits when calling the Imperial County. This will be achieved by educating consumers on what paperwork is necessary for their application beforehand.	On-going	On-going
Continue to follow COVID-19 guidelines, while helping and reaching out to people in the places where they work, live and play. This will be achieved by following CDC health guidelines and encouraging our consumers to do it as well.	On-going	On-going
Increase the population of pregnant women BFRC is able to reach by growing our existing partnerships and outreach with WIC [Women, Infants and Children Program], Planned Parenthood, and community clinics, all of which focus on assisting this target population. Through mutual referrals with these partners BFRC will be able to connect pregnant women with food, health and educational assistance. There are many immigrant pregnant women struggling in Imperial Valley; to reach these women BFRC will share flyers and posters in their commonly visited areas.	On-going	On-going

![DHCS logo]

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(is) 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	Community Health Workers will track and reach out to consumers who have expressed an interest in applying for Medi-Cal in every step of their application to ensure that there is no misinformation or mistakes preventing them from receiving Medi-Cal aid.	1,2,3,4,5,6,7,8,9,10	Bonita Family Resource Center
Retention	Identify consumers who are due for renewals/redeterminations and help them maintain their benefits. This will be achieved by maintaining our data base system updated and performing follow-up calls to beneficiaries due for redetermination or who have been discontinued during redetermination.	1,2,3,4,5,6,7,8,9,10	Bonita Family Resource Center
Outreach	Begin a partnership with Catholic Charities and connect with their community members through events and meetings. This will be achieved by contacting the charities and sharing our organization's information and flyers.	1,2,3,4,5,6,7,8,9,10	Bonita Family Resource Center
Media Outreach	Participate in a T.V. commercial and get a billboard promoting BFRC services and important information and updates regarding Medi-Cal, CalFresh and CCA.	1,2,3,4,5,6,7,8,9,10	Bonita Family Resource Center
Application Assistance	Utilize BFRC's connection with the county to ask case questions for our consumers. Directly connecting with the county will allow the Community Health Workers to see what type of information is missing for each application and clarify the next steps with the consumer.	1,2,3,4,5,6,7,8,9,10	Bonita Family Resource Center
Access & Utilization	Connect clients with their local clinic/doctors to set-up medical, dental and mental health visits. This will be achieved by asking Medi-Cal beneficiaries if they have a doctor ready and providing consumers with contact information, flyers, and brochures from their local clinic/doctors.	1,2,3,4,5,6,7,8,9,10	Bonita Family Resource Center
Troubleshooting	Create physical and digital flyers containing troubleshooting help lines such as access and make them available both in person and on social media.	1,2,3,4,5,6,7,8,9,10	Bonita Family Resource Center
Outreach	Initiate partnership with the Farmworker Services Coalition of Imperial Valley by the Employment Development Department. BFRC representatives will attend weekly meetings with the Farmworker Coalition in order to build connections.	1,2,3,4,5,6,7,8,9,10	Bonita Family Resource Center

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			
Outreach	Community Health Workers will directly promote Medi-Cal services at BFRC by dropping off flyers at local businesses and attending in-person events hosted by BFRC partners. During events Community Health Workers will obtain possible consumer contact information in a secure way and use this information to contact them to follow-up.	1,2,3,4,5,6,7,8,9,10	Bonita Family Resource Center
Media Outreach	Begin a partnership with Catholic Charities and connect with their community members through events and meetings. This will be achieved by contacting the charities and sharing our organization's information and flyers.	1,2,3,4,5,6,7,8,9,10	Bonita Family Resource Center
Media Outreach	BFRC will attend local radio stations to be interviewed by their host and audience in real time. During the interview, Medi-Cal assistance will be offered and explained to the listeners. BFRC contact information will be given to encourage radio listeners to reach out.	1,2,3,4,5,6,7,8,9,10	Bonita Family Resource Center
60 Days Prior to PHE Termination			
Outreach	Community Health Workers will continue to directly promote Medi-Cal services at BFRC by dropping off flyers at local businesses and attending in-person events hosted by BFRC partners. During events Community Health Workers will obtain possible consumers contact information in a secure way and use this information to contact them to follow-up.	1,2,3,4,5,6,7,8,9,10	Bonita Family Resource Center
Media Outreach	Social media direct message assistance will be open to answer questions regarding Medi-Cal applications and "frequent questions and answers" stories will be posted in order to provide consumers with an easy/convenient way to access information. Social media stories allow for information to be more widely spread and reach even more people.	1,2,3,4,5,6,7,8,9,10	Bonita Family Resource Center

Retention Assistance	Host first of two "Learn about your Medi-Cal Benefits" event in partnership with the Bi-National Health week. This event will be an educational session in which Medi-Cal retention assistance and retention will be the main focus. An informative presentation regarding future updates, changes and requirements will be given to attendees. Consumers will be allowed to ask questions and schedule appointments for personalized assistance with Medi-Cal renewals and application revisions.	1,2,3,4,5,6,7,8,9,10	Bonita Family Resource Center
Retention	Community Health Workers will call existing Medi-Cal recipients to ensure they remain enrolled in the program and educate them on how to correctly update/submit renewals. Consumers will be identified from event sign-up sheets and application records at BFRC.	1,2,3,4,5,6,7,8,9,10	Bonita Family Resource Center
12 Month PHE Unwinding Period			
Redetermination Assistance	Host second "Learn about your Medi-Cal Benefits" event; which will be promoted at BFRC frequently attended outreach locations and invitations will be extended to existing and potential partners to maximize attendance. This event will be more hands on and dedicated to active Medi-Cal application revision and document follow-ups; which should increase the retention rate within BFRC consumers.	1,2,3,4,5,6,7,8,9,10	Bonita Family Resource Center
Retention	Community Health Workers will continue to call existing Medi-Cal recipients to ensure they remain enrolled in the program and educate them on how to correctly update/submit renewals. Consumers will be identified from event sign-up sheets and application records at BFRC.	1,2,3,4,5,6,7,8,9,10	Bonita Family Resource Center