



**SANTA BARBARA COUNTY - CALIFORNIA COVERAGE AND HEALTH INITIATIVES
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
California Coverage and Health Initiatives (CCHI) will convene a group meeting with subcontractors to review expectations, roles, and responsibilities.	10/31/2022	N/A
CCHI will execute a Service Agreement with the subcontractor, Children and Family Resource Center (CFRS). CCHI will clarify all deliverables and sort compliance complications.	11/31/2022	N/A
CCHI will work with subcontractors to ensure appropriate staff is hired to manage the project. CFRS is expected to hire a Program Manager to oversee the project. CFRS will address staffing needs for this contract. CFRS intends to hire a Program Manager.	10/30/2022	N/A
CCHI will work and provide a memorandum of understanding (MOU) template to CFRS to execute agreement services with local partner agencies such as Family Resource Centers, regional community based organizations (CBOs), and Promotores.	11/31/2022	N/A
CCHI will ensure that CFRS and its staff are trained and equipped to use CCHI's Salesforce CRM system to collect data points. CCHI will facilitate establishing Salesforce and verify all data input screens are easy to navigate and facilitate efficient data input.	11/31/2022	N/A
CCHI will provide Salesforce training to all who require it within CFRS such as the newly hired Program Manager.	11/31/2022	N/A
CCHI will assist CFRS to identify key departments within their county government and establish relationships to verify enrollment status.	11/31/2022	N/A
CCHI will require all Assisters of CFRS to complete CCHI's Health Access Assister (HAA) Curriculum training to ensure Assisters are up to date with knowing how to complete an enrollment application.	11/31/2022	N/A



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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 undeach task is on Tab 6.

TASK	STRATEGIES AND ACTIVITIES	TARGET POPULATIONS	RESPONSIBLE ENTITY
Outreach	CCHI will ensure Subcontractors host outreach events such as: tabling at outdoor markets, festivals, community colleges, food bank distributions, school parent presentations, back-to-school nights, and conferences.	1,2,3,4,5,6,7,8,9,10,11	CFRS
Outreach	Subcontractors will host special Medi-Cal outreach nights held at CBO locations (family resource centers), staffed with local Promotores.	1,2,3,4,5,6,7,8,9,10,11	CFRS
Outreach	Outreach to County of Santa Barbara Departments such as WIC, Public Health, and Behavioral Wellness to distribute collateral materials and collect contact lists for potential enrollees to outreach to.	1,2,3,4,5,6,7,8,9,10,11	CFRS
Outreach	Conduct in-reach to existing clients.	1,2,3,4,5,6,7,8,9,10,11	CFRS
Outreach	Conduct outreach to key stakeholders and give presentations/facilitate meetings.	1,2,3,4,5,6,7,8,9,10,11	CFRS
Outreach	Distribute outreach material via texts, and mailers. Posters will be posted in markets and common areas for the community to see of enrollment services.	1,2,3,4,5,6,7,8,9,10,11	CFRS
Media Outreach	Work with local radio stations to provide Medi-cal information that targets Spanish-speaking communities (3 stations).	1,2,3,4,5,6,7,8,9,10,11	CFRS
Media Outreach	Post social media posts across agency platforms and all regional promotores groups' platforms.	1,2,3,4,5,6,7,8,9,10,11	CFRS
Application Assistance	Provides assistance with streamlined Medi-Cal applications and assists with the application process by submitting the necessary documents.	1,2,3,4,5,6,7,8,9,10,11	CFRS
Troubleshooting	Work with clients to troubleshoot enrollment application issues that prevent clients from receiving Medi-Cal benefits.	1,2,3,4,5,6,7,8,9,10,11	CFRS
Access & Utilization	Assist with accessing and utilizing healthcare services after enrollment of coverage.	1,2,3,4,5,6,7,8,9,10,11	CFRS
Retention	Provide 2-months and 10 months post-enrollment follow-up surveys to ensure clients maintain coverage.	1,2,3,4,5,6,7,8,9,10,11	CFRS



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Retention	Subcontractors will proactively notify beneficiaries when their renewal packets are on the way, explain the renewal process, and be sure families know they need to submit their materials in advance of the deadline to avoid a lapse in coverage.	1,2,3,4,5,6,7,8,9,10,11	CFRS
Retention	Salesforce CRM system will track all enrollment and redetermination activities to ensure accurate data collecting.	1,2,3,4,5,6,7,8,9,10,11	CFRS CCHI



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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			
Outreach	Do extensive in-reach to existing clients to offer further education about the PHE and who may be impacted.	1,2,3,4,5,6,7,8,9,10,11	CFRS
Outreach	Provide as much PHE-related education and materials as possible and available.	1,2,3,4,5,6,7,8,9,10,11	CFRS CCHI
Outreach	CCHI will ensure subcontractors will disseminate outreach material-phone calls, texts, and mailers. subcontractors will also hand out posters in markets and common areas.	1,2,3,4,5,6,7,8,9,10,11	CFRS
Media Outreach	Subcontractors will provide information related to the PHE on Spanish radio (3 stations).	1,2,3,4,5,6,7,8,9,10,11	CFRS
Media Outreach	Subcontractors will utilize all social media platforms and distribute PHE content.	1,2,3,4,5,6,7,8,9,10,11	CFRS
Outreach	Attend the Department of Health Care Services Ambassadors webinars to be informed regarding the unwinding of the Public Health Emergency. Dispersing said information and adjusting practices based on most recent publications.	1,2,3,4,5,6,7,8,9,10,11	CFRS CCHI
Outreach	CCHI will continue to share with community members the importance of keeping up-to-date information with DHS. The message will be shared at outreach, enrollment, retention, and utilization events.	1,2,3,4,5,6,7,8,9,10,11	CFRS
Media Outreach	Through social media platforms, PHE updates will be shared with community members as received from DHCS. All social media platforms include Twitter, Facebook, Instagram, and texting.	1,2,3,4,5,6,7,8,9,10,11	CFRS CCHI
Media Outreach	Media interview opportunities through radio or talk shows will be use to share with community members the importance of keeping up-to-date information with DHCS.	1,2,3,4,5,6,7,8,9,10,11	CFRS
Redetermination Assistance	Follow up with current families to determine if their Medi-Cal is still active.	6,7,8,9,10	CFRS



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60 Days Prior to PHE Termination			
Outreach	Continue to share with community members the importance of keeping up-to-date information with DHS. This message will be shared at outreach, enrollment, retention, and utilization events.	1,2,3,4,5,6,7,8,9,10,11	CFRS
Outreach	Inform clients who were assisted with a Medi-Cal application in the past years through different methods (mailing, texting, or robocalling) about the unwinding of the PHE. Promotion of the termination date of the PHE (per approval) during Monthly Outreach will occur.	1,2,3,4,5,6,7,8,9,10,11	CFRS
Retention Assistance	Encourage clients to renew when necessary and contact the subcontractor if they need to know when their next renewal is.	1,2,3,4,5,6,7,8,9,10,11	CFRS
Media Outreach	Continue to provide Medi-Cal updates and information on social media platforms (Facebook, Instagram, and Twitter), including the need for Medi-Cal enrollees to update addresses and other information changes to Medi-Cal as well as instructions on how to make those changes and/or get assistance.	1,2,3,4,5,6,7,8,9,10,11	CFRS
Outreach	Provide Medi-Cal updates by email to local partner agencies for them to share with the families they serve.	1,2,3,4,5,6,7,8,9,10,11	CFRS
Outreach	Conduct follow-ups with families one year after applying to remind them about renewing their Medi-Cal.	1,2,3,4,5,6,7,8,9,10,11	CFRS
Retention Assistance	Conduct follow-up by email or phone with families who have successfully enrolled in the Medi-Cal program to remind them to renew before the year as well as the subcontractor sending emails or mail letters to families who have successfully enrolled in the Medi-Cal program that explain how they need to report address or information changes to Medi-Cal.	1,2,3,4,5,6,7,8,9,10,11	CFRS
Outreach	Continue conducting organization presentations to outside entities (schools, county workers, low-income housing, etc.) with PHE information.	1,2,3,4,5,6,7,8,9,10,11	CFRS
12 Month PHE Unwinding Period			
Retention	Subcontractors will make courtesy calls to remind of their renewal date and PHE.	1,2,3,4,5,6,7,8,9,10,11	CFRS
Redetermination Assistance	Offer assistance with renewal packets and submit all supporting documents.	1,2,3,4,5,6,7,8,9,10,11	CFRS
Retention	Mail letters to families who have successfully enrolled in the Medi-Cal program that explains how they need to report address or information changes to Medi-Cal.	6,7,8,9,10	CFRS
Redetermination Assistance	Subcontractors will follow up with families to determine if their Medi-Cal is still active.	6,7,8,9,10	CFRS