



**SANTA CRUZ - 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 Service Agreements with subcontractors First Five (First5) and Santa Cruz Community Health (SCCHC). 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 for each subcontractor. A Promotor and Program Manager is expected to be hired to oversee projects for First5 and SCCHC, respectively.	10/31/2022	N/A
Compile and prepare outreach materials to share with the subcontractor in anticipation of Public Health Emergency termination after October 15, 2022.	11/31/2022	N/A
CCHI's contracted Salesforce Developer will provide access and set subcontractors up to use CCHI's Salesforce CRM System to collect data.	11/31/2022	N/A
CCHI's Salesforce Administrator will ensure subcontractors 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 require all assisters of subcontractors 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 under each task is on Tab 6.

TASK	STRATEGIES AND ACTIVITIES	TARGET POPULATIONS	RESPONSIBLE ENTITY
Outreach	Participate in community 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	First5 & SCCHC
Outreach	Subcontractors will conduct inreach to existing clients.	1,2,3,4,5,6,7,8,9,10,11	First5 & SCCHC
Outreach	Conduct outreach to key stakeholders and give presentations/facilitate meetings around Medi-Cal enrollment services and new application information.	1,2,3,4,5,6,7,8,9,10,11	First5 & SCCHC
Outreach	Disseminates outreach material via texts, and mailers	1,2,3,4,5,6,7,8,9,10,11	First5 & SCCHC
Media Outreach	Subcontractors will post social media posts across Subcontractors' agency platforms.	1,2,3,4,5,6,7,8,9,10,11	First5 & SCCHC CCHI
Application Assistance	Assist with the application process and submit the necessary documents for enrollment in Medi-Cal.	1,2,3,4,5,6,7,8,9,10,11	First5 & SCCHC
Troubleshooting	Offers troubleshooting assistance to all individuals to ensure receive health coverage through Medi-Cal.	1,2,3,4,5,6,7,8,9,10,11	First5 & SCCHC
Access & Utilization	Assist with accessing and utilizing healthcare services by performing a 2-month post-enrollment follow-up survey.	1,2,3,4,5,6,7,8,9,10,11	SCCHC
Retention	Offer and advertise assistance with redetermination services.	1,2,3,4,5,6,7,8,9,10,11	First5 & SCCHC
Application Assistance	Assist clients with submitting the necessary documents for enrollment, become an authorized representative(s) if needed, and keep in touch with clients for any further information needed. HAAs will maintain communication with the client via phone, in-person, or zoom (based on the client's preference).	1,2,3,4,5,6,7,8,9,10,11	First5 & SCCHC
Outreach	Disseminate outreach material via texts, and mailers. Texts will be sent in the primary language of the clients.	6,7,8,9	First5 & SCCHC
Outreach	Utilize flyers and forms for all events occurring now that sites are opening up their events again.	6,7,8,9	First5 & SCCHC



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Enrollment	CCHI will ensure that Subcontractors pre-screen potential applications and provide education.	1,2,3,4,5,6,7,8,9,10,11	First5 & SCCHC
Access & Utilization	Subcontractors will provide health insurance application assistance to new parents in the hospital in order to establish Medi-Cal coverage for eligible newborns.	6,7,8,9,10	First5
Access & Utilization	When providing application assistance to newborns, subcontractors will also provide education on available dental and vision services they can access through Medi-Cal. Additionally, help NICU birthing parents access their Medi-Cal card before the 45 days in cases where a BIC card is needed sooner.	6,7,8,9,10	First5
Enrollment	Provide a list of newborn and new parent information to local Medi-Cal officials to verify that forms are processed and approved in a timely fashion. If applications are denied subcontractors will partner with the applicant to resolve issues when possible.	6,7,8,9,10	First5



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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	Subcontractors will 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	First5 & SCCHC
Outreach	Provide as much PHE-related education and materials as possible and as is available to the communities being served.	1,2,3,4,5,6,7,8,9,10,11	First5 & SCCHC CCHI
Outreach	Disseminate educational information on PHE and the impact once it comes to an end via phone calls, text, and mailers.	1,2,3,4,5,6,7,8,9,10,11	First5 & SCCHC
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	First5 & SCCHC CCHI
Outreach	CCHI will continue to share with community members the importance of keeping up-to-date information with DHCS. The message will be shared at outreach, enrollment, retention, and utilization events.	1,2,3,4,5,6,7,8,9,10,11	First5 & SCCHC
Media Outreach	Subcontractors see social media to share with community members information gained from DHCS regarding PHE updates. Utilize all social media platforms to do so (Twitter, Facebook, Instagram, texting).	1,2,3,4,5,6,7,8,9,10,11	First5 & SCCHC
Media Outreach	Subcontractors will use interview opportunities such as radio stations to share with community members the importance of keeping up-to-date information with DHCS to maintain health coverage.	1,2,3,4,5,6,7,8,9,10,11	First5 & SCCHC
Redetermination Assistance	Assist families in completing renewal forms.	6,7,8,9,10	First5 & SCCHC
Retention	Follow up with families to determine if their Medi-Cal is still active.	6,7,8,9,10	SCCHC
60 Days Prior to PHE Termination			



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Outreach	Subcontractors' outreach events such as: tabling at outdoor markets and festivals, community colleges, food bank distributions, school parent presentations, back-to-school nights, and conferences. Special hosted 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	First5 & SCCHC
Outreach	Provide Medi-Cal updates and information via monthly electronic newsletter, 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	First5
Retention	Follow up 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	SCCHC
Media Outreach	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	First5 & SCCHC
Retention Assistance	When connecting with Medi-Cal moms at hospitals, help them complete a change of address form when appropriate and submit it to Medi-Cal. So that Medi-Cal can update their information.	6,7,8,9,10	First5
12 Month PHE Unwinding Period			
Retention	Subcontractors will make courtesy calls to remind beneficiaries of their renewal date and PHE.	1,2,3,4,5,6,7,8,9,10,11	First5 & SCCHC
Redetermination Assistance	Assistance with renewal packets and submitting all supporting documents.	1,2,3,4,5,6,7,8,9,10,11	First5
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	First5 & SCCHC
Redetermination Assistance	Assists families in completing renewal forms.	6,7,8,9,10	SCCHC
Redetermination Assistance	Provide follow-ups with families to determine if their Medi-Cal is still active.	6,7,8,9,10	SCCHC