

Outreach and Education Plan Approval Standard Requirements

[Senate Bill \(SB\) 1019](#) added new requirements to the standards for approval of Medi-Cal managed care plans' (MCPs) covered Non-Specialty Mental Health Services (NSMHS) outreach and education plans.

Approval Standards Must:

- » Ensure MCP's outreach and education plans are aligned and informed by:
 - National [Culturally and Linguistically Appropriate Service \(CLAS\) Standards](#)
 - Best practices in stigma reduction
 - Population Needs Assessment/National Committee for Quality Assurance (NCQA) Population Assessment
 - A utilization assessment of MCP's covered mental health services, known as NSMHS.
- » Tribal Engagement
 - MCPs should coordinate with their tribal liaisons in the development of their outreach and education plans to ensure plans incorporate tribal partner input and address continuity of care for American Indian MCP Members.
 - MCPs should reference [APL 24-002](#) for further guidance on tribal liaison roles and responsibilities, as well as relevant trainings on (1) [cultural humility](#) and (2) the Indian Health Service [trauma-informed care and historical trauma](#).

- » Ensure MCP's outreach and education plans are informed by stakeholder/tribal partner input, and must engage:
 - Plan's Community Advisory Committee
 - Local stakeholders and tribal partners representing diverse racial and ethnic communities
- » Ensure MCPs provide multiple points of contact for Members to access mental health benefits. Points of contact may include, but are not limited to:
 - Plan Contact Information (including MCP Tribal Liaisons): website, phone number, and/or email address
 - MCP Ombudsman
 - DHCS Ombudsman

Outreach and Education Plans May:

- » Include the following outreach methods, but are not limited to those listed below:
 - Online outreach
 - Mail
 - Telephone
 - Partnerships with community-based organizations
 - Partnerships with primary care providers, including Indian Health Care Providers
 - Use of navigators, community health workers, and other providers trained to conduct outreach and education
- » Include consumer-friendly information in existing member-facing communication channels, such as the MCP's website
- » Include an independent evaluation plan to assess and improve outreach to members related to NSMHS

Outreach and Education Plan Approval Standard Initial Proposal

| Outreach and Education Plan Requirements | Description |
|---|--|
| Alignment with National CLAS Standards | Plan ensures compliance with NCLAS Communication and Language Assistance Section |
| Best Practices in Stigma Reduction | Plan addresses how they are applying stigma reduction practices, as well as why they included specific practices, in their outreach and education plan |
| Multiple Points of Contact for Member Access to NSMHS | Plan lists more than one point of contact for members seeking access to NSMHS |
| Alignment with Population Needs Assessment/NCQA Population Assessment | Plan contains language addressing how outreach and education incorporates findings from the Population Needs Assessment/NCQA Population Assessment |
| Alignment with Utilization Assessment | Plan includes tactics to address any utilization gaps outlined in the submitted utilization assessment |
| Developed with Stakeholder and Tribal Partner Engagement | Email attestation that Community Advisory Committee was involved in plan development |