

# ACA – Outreach, Education and Enrollment Subcommittee

Coordinated planning for a new health system

## MEETING NOTES - DRAFT

**Friday, August 16, 2013**

**2:00 PM to 3:30 PM**

In Attendance:

Blonsley	Gill	Health Commission	Lewis	Cathy	ASN/Hep C
Borenstein	Penny	Health Agency- PH	Merkle-Scott	Teresa	CenCal
Cameron	Sue	PH?LEMC	Stets	Natalie	The LINK
Carsel	Becca	First 5-Health Access Consultant	Tyler	Pat	CenCal
Diringer	Joel	Diringer & Associates	Quennell	Colin	DAS
Dudley	Pam	Health Agency- PH	Walters	Nancy	Sierra Vista MEP
Gilman	Amy	PH Consultant	Wood	Craig	CHC
Hughes	Susan	First 5			

Joel Diringer welcomed the attendees and asked each person to introduce themselves. It was noted that other entities, such as DSS, should be encouraged to attend the OEE coordination meetings.

Covered CA is coming to SLO for our 9/17 meeting!!

### **Review of Activity Matrix:**

Amy Gilman shared the latest version of the Activity Matrix, explaining that it lists all of the potential outreach, education, and enrollment known so far, organized by geographic region and by organization. Further noted that there is considerable potential outreach and education within existing clients of partner organizations ('inreach') and most of the partners are aimed toward lower income categories of people. A noted gap is the middle income; those more likely to enroll in Covered CA. Per Covered CA outreach and education strategies, target populations include ethnic and cultural groups, rural residents, small business employees, and young adults. As county has few funded resources for outreach and education, how should we prioritize the target population and how can we mobilize more resources?

- Cal Poly will have a designated O&E person through a Covered CA university-oriented grant.
- Cuesta College should be targeted.
- Both First 5 and the Public Health Department (PHD) can organize and carry out O&E.
- DAS counselors could do some O&E.
- Schools, via parent newsletters and Back-to-School Night are other possible venues. Title II staff persons may be good contacts.
- Outreach at Farmer's Markets is of questionable value.
- Libraries
- Food-4-Less and other groceries
- Small businesses may be already reached through private insurance companies; could work with Chambers of Commerce.
- Contractors/builders could be reached via Planning Departments' front counters; Home Builders Association.
- Child Care providers, businesses, will be reached through Health Access Training.
- Use of county/city utility bills to send info.

Conclusion: Generally, four target populations were identified: 1) small business employees, 2) young adults at Cal Poly and Cuesta, 3) Latinos, and 4) parents through schools.

Amy will draft a plan to reach these groups – be more proactive, rather than reactive within available resources.

Gill Blonsley, Health Commissioner, is participating in the Speakers Bureau. He spoke at the Atascadero Democratic Club on Thursday evening; small but interested group of attendees. The Speakers Bureau needs more members in order

to reach the various community groups that seek information on the ACA. In addition to Mr. Blonsley, Joel Diring, Ron Freeman, Rich Burke, and CenCal staff have offered to assist with such activities.

- Activities should be coordinated with CHC, in order to create more Spanish opportunities.
- Training of Promotores will be completed in October. In partnership with a host organization, possibly Promotores can assist with community outreach.

Will we set targets for our OEE activities? No, as we are doing this on a volunteer-basis. We can count the number of activities per the Activity Matrix.

#### **Proposed trainings for county and CBO staff members:**

Through the Blue Shield Foundation of California, Diring and Associates are intending to provide training for staff members who likely will be able to do some outreach/inreach and education. Proposed are two 2-3 hour trainings, targeting relevant county staff and CBO staff members. A large venue will be needed; the Vets Hall, SLO, has dates available in mid-Sept through early October.

- Wednesdays are better than Mondays. One should be morning hours; one should be afternoon hours to allow flexibility with people's time.
- To be in advance of enrollment opening, should target Sept 18<sup>th</sup> and 25<sup>th</sup>.
- Should send save-the-date as soon as possible. Amy will make flyers.
- Targeted county departments are: Public Health, Behavioral Health, Sheriff, Probation, and DSS.
- Invitations to CBOs can be sent via First 5, United Way, Partnership for Excellence, and Community Foundation's email lists.
- Likely should gear the training toward a train-the-trainer model.
- Training content suggestions include:
  - Overview and where do you go next?
  - 10 essential health benefits
  - Demonstration/screen shots of the Covered CA website
  - What does MAGI mean?
- Heads of agencies/organizations should be encouraged to consider how they will operationalize any outreach and education activities following the training.

#### **Review of draft consumer materials:**

Outreach & education needs to be supported with materials to hand out to people and to help guide discussions with clients. Three ready-made samples are proposed:

1. "Health Care Reform" contains very general ACA information and possibly could be used with consumers who want to better understand why/how changes are coming about.
2. ITUP's "ObamaCare" contains general information, yet is more geared to how a person can access insurance; also possibly for use with consumers/clients.
3. ITUP's "Guide to ACA" contains dense information on the new insurance programs and how to enroll; intended to be used at the staff level.

- "Health Care Reform" is much too wordy for many people to read or understand. Pat Tyler, CenCal Member Services, offered to revise it.
- Do not use the term 'ObamaCare'; prefer using Health Care Reform. Such language should be standardized in all materials.
- Need Spanish versions of any consumer materials. Pat Tyler also volunteered to translate.
- If doing outreach at an event, also need a very basic 'postcard' to hand out.
- CHC is creating a 'postcard'; Craig Wood will share with Diring & Associates for possible adaption.
- Covered CA responded to an inquiry as to when their materials and broad media outreach will be launched with "By October". No further information is available.

**Next meeting:** Monday, September 9<sup>th</sup>, 3:30 – 5:00 pm