

Outreach Discussion

Implementation Council Meeting

November 15, 2013

Outreach to multiple populations/target groups. Approach should ensure individuals hear the message from multiple sources and some sources must be trusted sources.

- Dually eligible individuals
- Health and human service providers
- Communities and Organizations

Make additional information readily available

- Provider manuals should be easy to find
- Information for consumers about how to get their providers to join is needed

Messaging

- Positive messaging
- Simplified messaging
- Assurance to consumers that you will get what you need
- You can order a 3 month supply of prescription medication

Which organizations or provider types should be included in the approach?

- Critical MASS (enddisparities.org)
- Community Health Centers
 - Mass League of Community Health Centers (massleague.org)
- Community Action Agencies (masscap.org)
 - Action for Boston Community Development
 - Valley Opportunity Council
- Community Development Corporations (macdc.org)
- SAMHSA Grantees
- Fiscal Intermediaries (send information in PCA checks)
- Shelters
 - Massachusetts Housing and Shelter Alliance
 - <http://www.mass.gov/hed/economic/eohed/dhcd/contacts/shelter-resource-listing.html>
- Public Housing
 - Boston Housing Authority - Elderly/Disabled Resident Services Program
 - <http://www.bostonhousing.org/detpages/rservices122.html>

- Tenant Organizations
- Mass Alliance of HUD Tenants (www.saveourhomes.org/maht)
- Union of Minority Neighborhoods (unionofminorityneighborhoods.org)
- Provider's Council (providers.org)
- Continuum of Care providers
- ADDP (addp.org)
- ARC (arcmass.org)
- NA MI (namimass.org)
- Independent Living Centers (masilc.org)
- Emergency Service Providers (ESP program? MBHP)
- Transformation Centers (transformation-center.org)
- Nurse Practitioners
- Community Health Workers
 - Massachusetts Association of Community Health Workers (machw.org)
 - Department of Public Health
 - <http://www.mass.gov/eohhs/gov/departments/dph/programs/community-health/primarycare-healthaccess/healthcare-workforce-center/comm-health-wkrs/>
- Visiting Nurse Associations
- National Association of Social Workers (socialworkers.org)
- Massachusetts Medical Society (massmed.org)
- Certified Application Counselors
 - <https://bettermahealthconnector.org/get-help/certified-application-counselor-directory/>

What types of events should be leveraged?

- Physician/Grand Rounds
- MassHealth Training Forum
- Deaf Community Events
- “Tabling” events
 - Clubhouses
 - Community Centers
 - Recovery Learning Communities
 - Peer Recovery Centers
 - Colleges
 - Stores
 - Laundromats

What approaches are needed?

- Have coffee/food available if you expect people to show up

- Implementation Council members acting as “door openers” for plans, MassHealth
- “Ambassadors” to reach wide range of communities (geography, culture, etc.)
- Determine if there are areas/zip codes with high numbers of eligible enrollees
- Survey providers for help with messaging
- Train consumers
- Train –the-trainer or Inform-the-informer technique