

# Brainstorming Sessions

**MassHealth Member Advisory Committee (MAC)**



**Welcome! 😊**

# Agenda

- 1 Welcome, Check In, Recap**
- 2 Outreach Continued**
- 3 BREAK**
- 4 Interactive Activity**
- 5 Wrap Up and Closing**

# Meeting Guidelines

- Provide the information and support needed for all to engage.
- Ensure space for all to contribute.
- Avoid jargon and acronyms (or spell them out first).
- Recognize all opinions matter and there are no right or wrong answers.
- Actively listen and limit outside distractions.
- Build trust in increments.
- Arrive on time and keep cameras on as much as possible.
- Provide space for breaks and take breaks when needed.
- Share your thoughts while also leaving time for others' ideas.
- Adhere to meeting agendas and try to stay on topic.
- Protect everyone's personal information and shared experiences.
- Check in with the group about their understanding of concepts with a show of hands.

# Feedback Provided

- Add more slide subtitles
- Consider interactive activity
- Peel back the "onion" of outreach and engagement

# Checking In!

- 1 Name
- 2 Pronouns
- 3 What does “cultural relevance” mean to you?

# Last We Talked About...

Desired MAC Participation

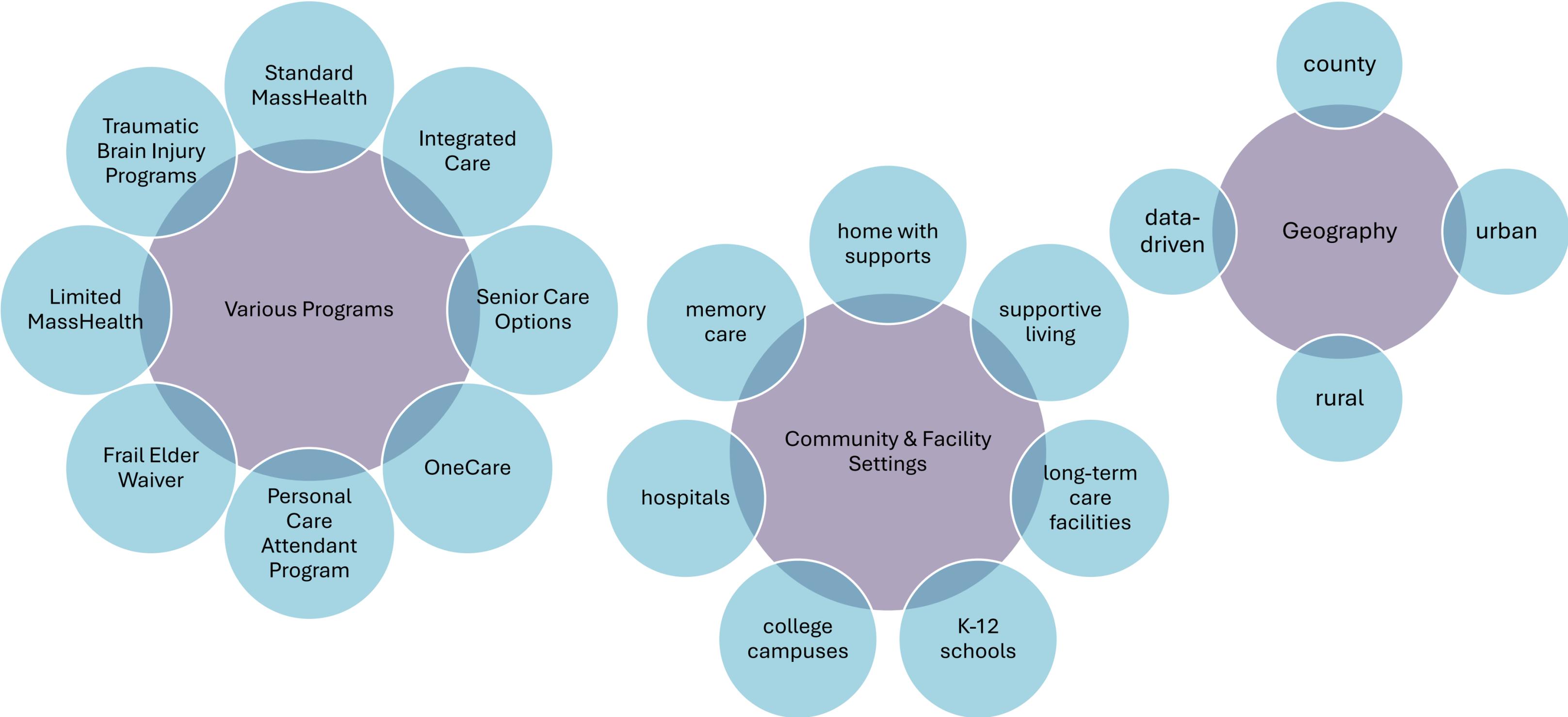
Outreach Obstacles

Outreach Lessons Learned

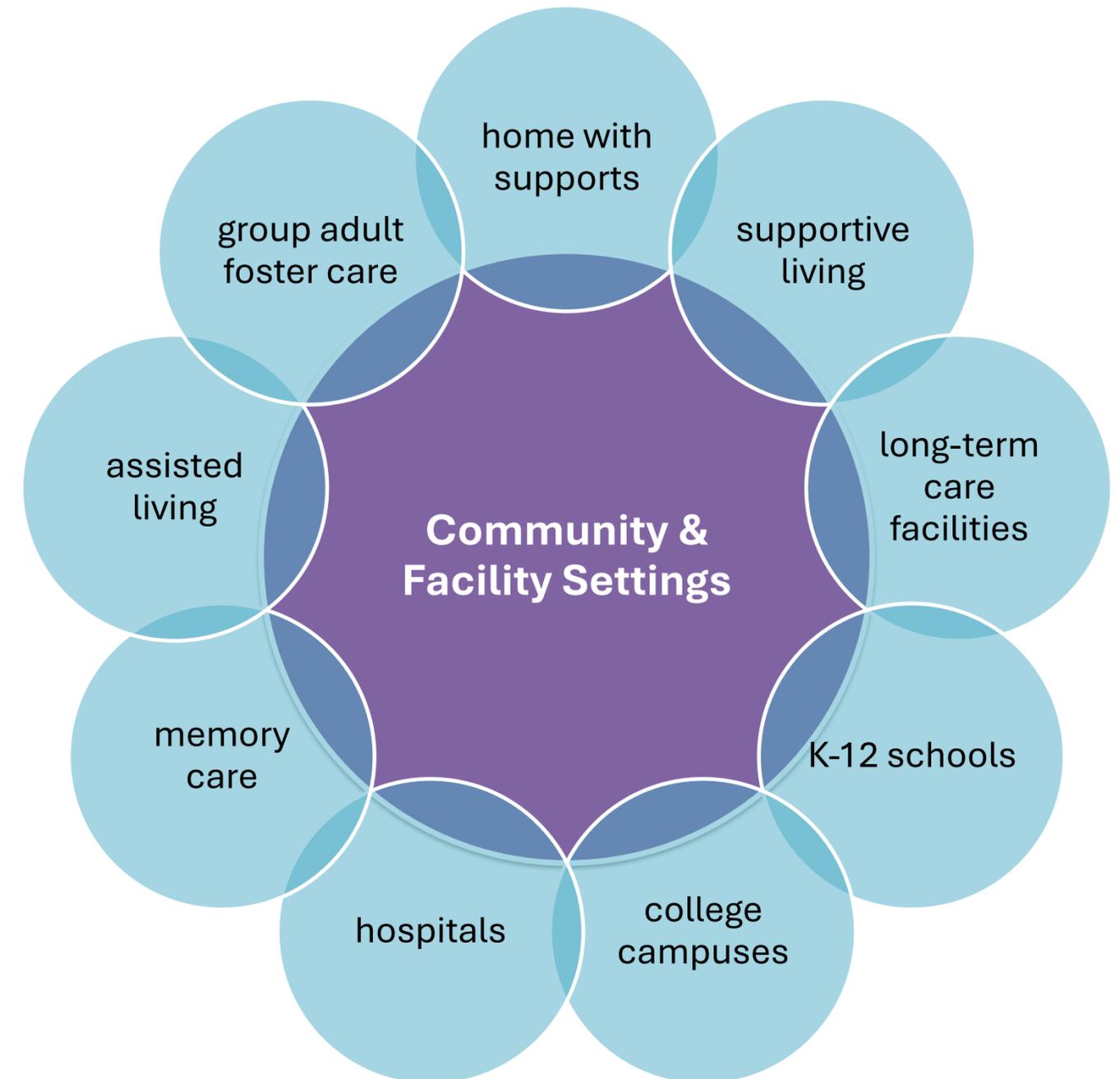
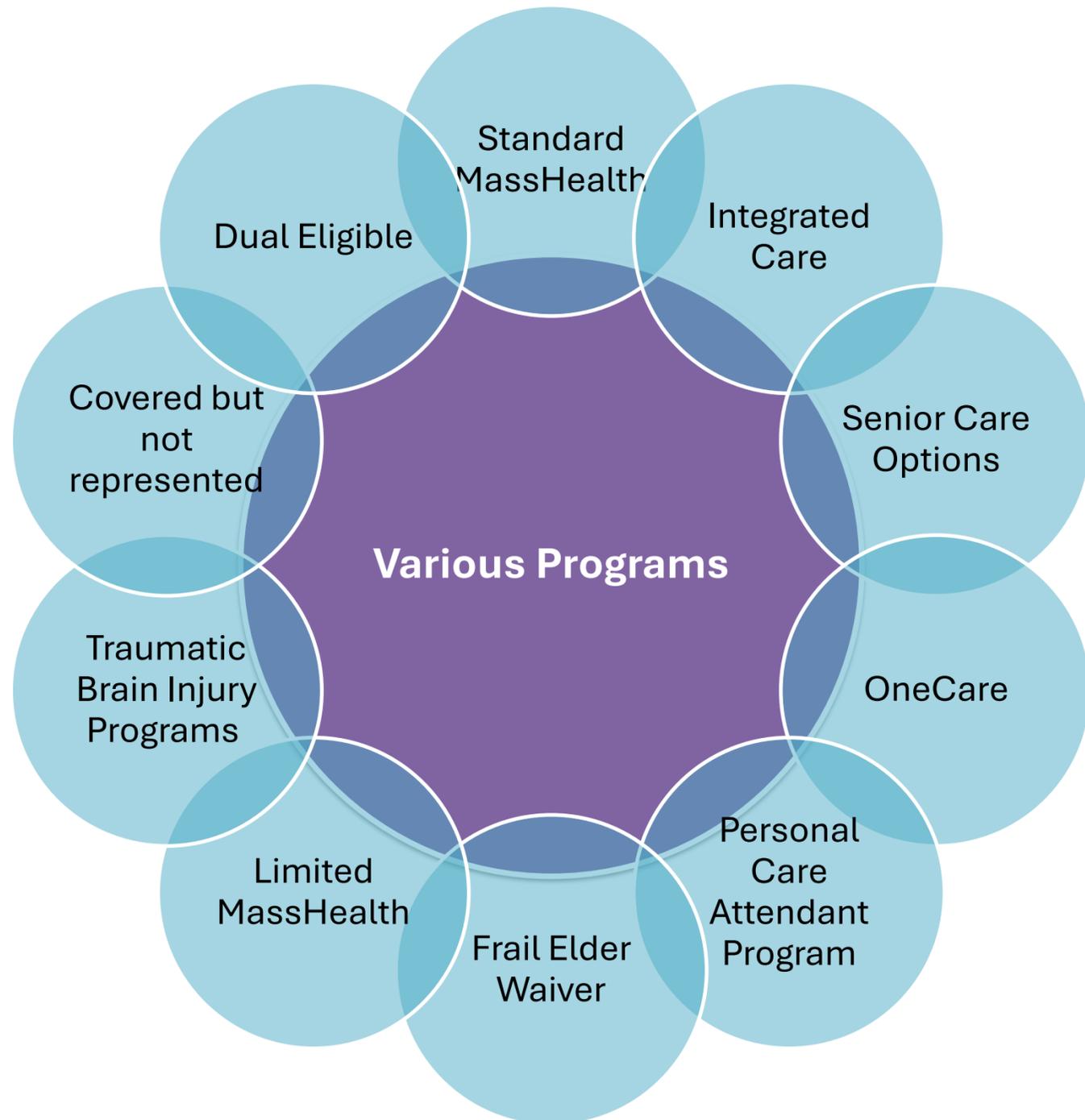
Outreach Partnerships for Success

Messaging Strategies and Content

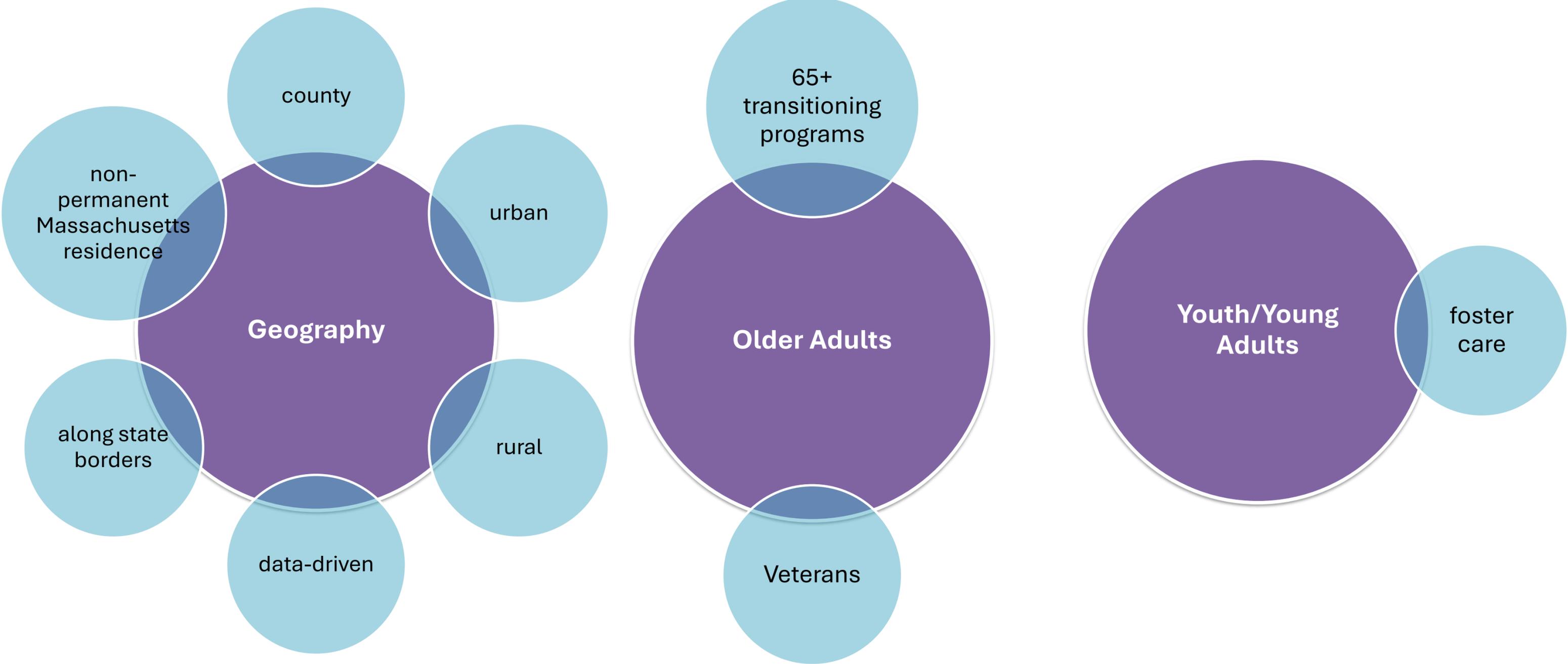
# Where We Started...



# Where We Went...



# Where We Went...



# Partnerships For Success

Assistive  
Technology  
Center

Non-  
profits

Disability  
Advocacy  
Orgs

Community  
Service  
Organizations

Behavioral  
Health  
Community  
Partners  
Program

Independent  
Living  
Centers

Hiring  
Agencies

Local  
History  
Groups

Food  
Pantries

Senior  
Centers/Aging  
Centers

Accountable  
Care  
Organizations

Community  
Centers

Domestic  
Violence  
Shelters

Housing &  
Apartment  
Complexes

Tour Guides

Travel  
Agencies

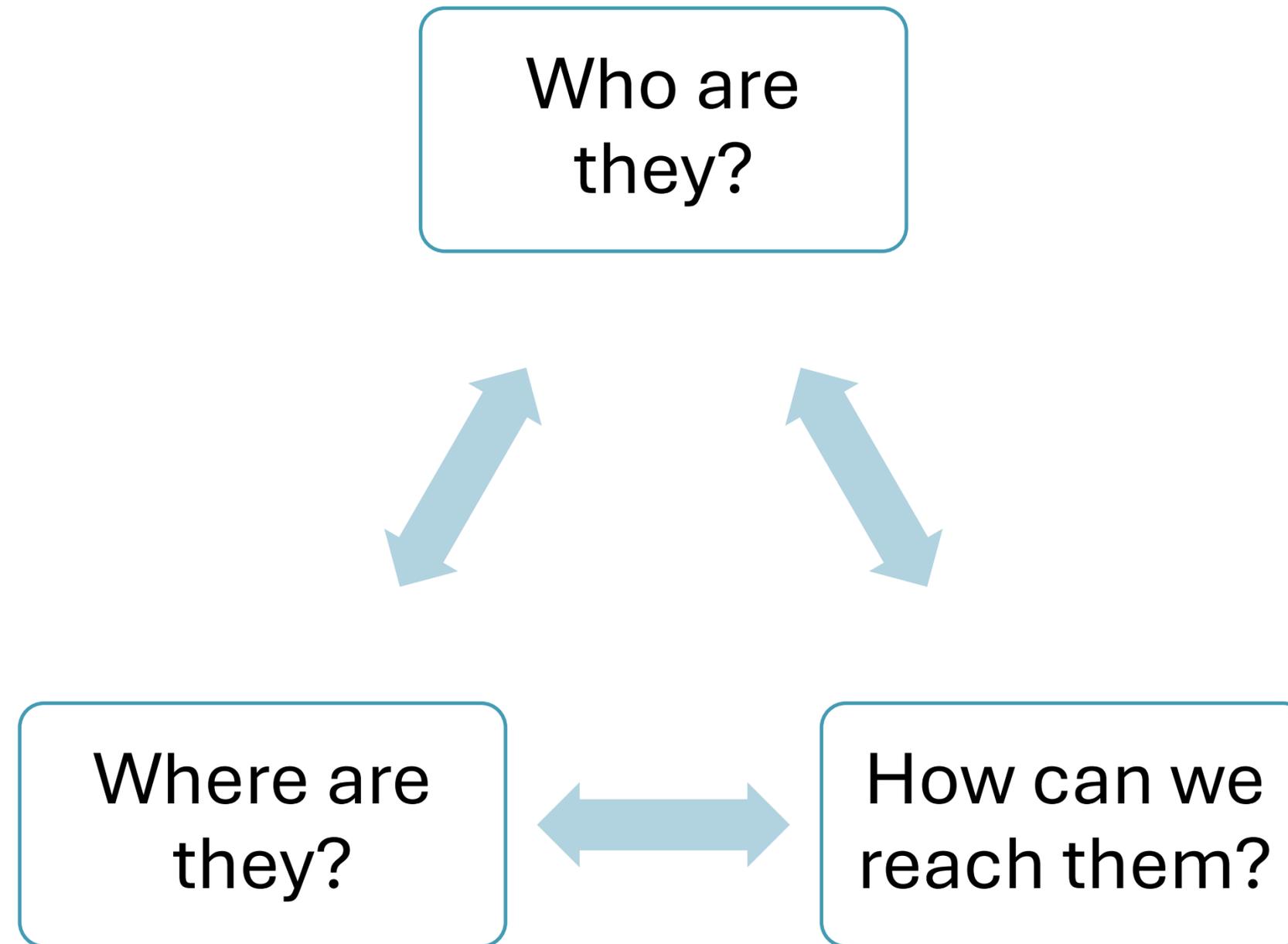
Town  
Government

Town  
Newspaper

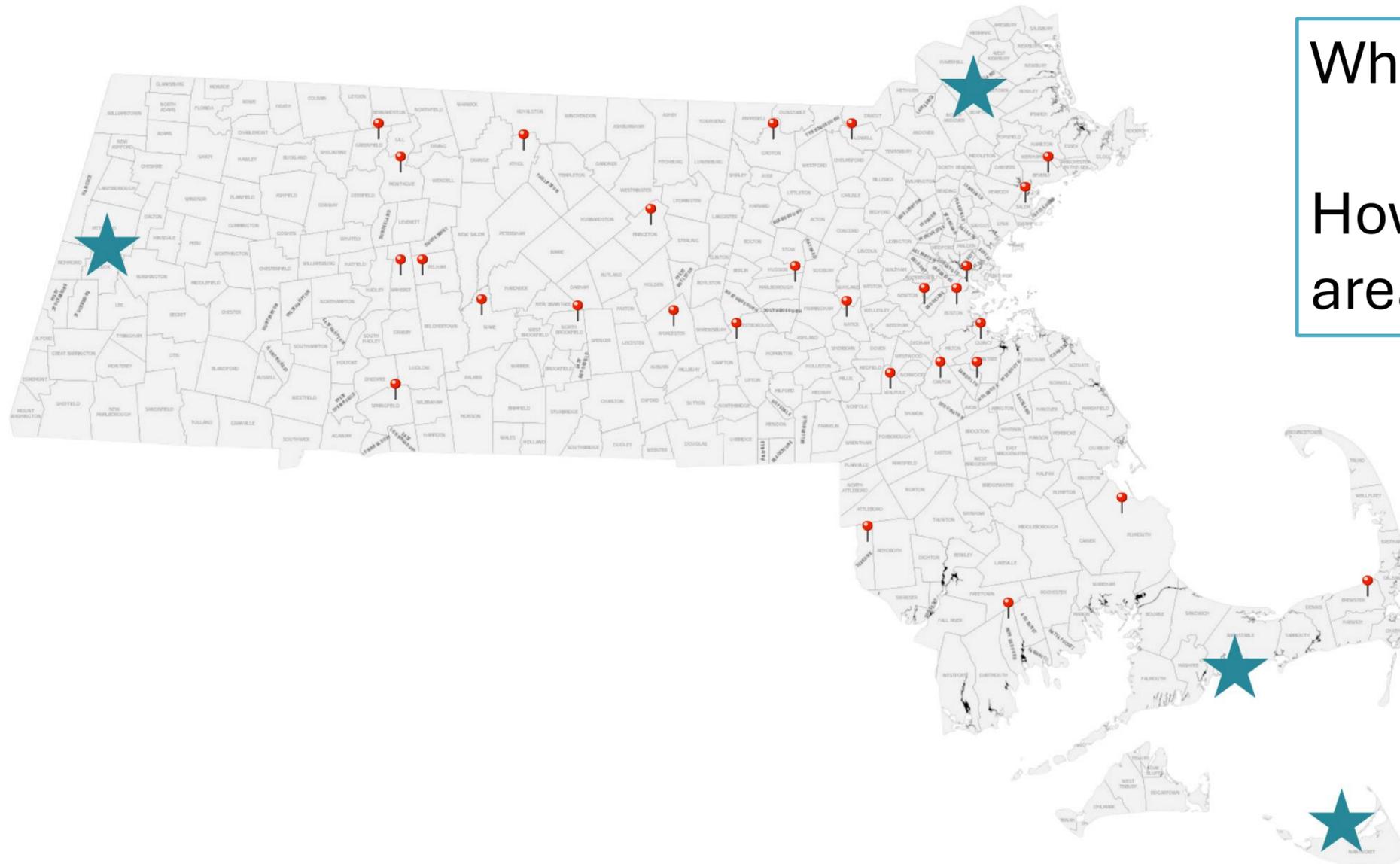
Sexual  
Health  
Clinics

Charities  
for US  
Citizenship

# Think About Your Community Allies



# Outreach at the Edges of the State



What locations must we reach?

How can we reach the starred areas of the state?

**LET'S BREAK 😊**

# Messaging

- Think about how you would develop messaging for the MAC
- Group activity to develop a sample of MAC Outreach media
- Click [here](#)

## Activity Instructions

1. Go over "Jamboard" features
2. Use the link in the chat to see the "Jamboard"
3. Auto-assign to a Zoom Break Out Room  
Make sure to note your group number!
4. Work together for 15 minutes to brainstorm outreach media on the slide with your group
5. Select one group member to share your brainstorming with the whole group
6. Haylee will share her screen to show what you created

# Implementing the MAC

What needs to be communicated to ensure potential members and MAC members feel supported?

What would make you feel informed and confident?

# Wrap Up and Closing

- Plan for Next Meeting
- Any Questions?



**Thank you!**

**See you on May 22<sup>nd</sup>**

# Post Meeting Survey

- 4 questions

