

MAC Brainstorming Sessions

Activity 2

Meeting 3: May 23, 2024 Afternoon Session

Welcome and Introductions

Heather welcomed the group and reviewed meeting guidelines, key points participants learned during Brainstorming Sessions, and key elements for MassHealth to consider. Participants also shared what they have learned during these sessions or points they would like to highlight, including:

- Brainstorming Session Meetings allow participants to hear perspectives from areas of specialty outside of their usual ‘bubble’
- The word clouds help bring the diversity of perspectives to the surface
- When we listen to people, we can draw similarities in our own experiences and leverage new solutions
- Elevating lived experience drives home why the MAC will be important

Review of What We Have Learned So Far

The group reviewed Asset Maps documenting what participants have shared to inform MAC Outreach. Participants shared additional feedback based upon the visuals:

- Add Program of All-inclusive Care for the Elderly to “Various Programs” visual
- Add transportation to the “Services” visual, including programs that provide medical and non-medical transportation
- Add Prior Authorizations to “Services” visuals
- Add OBGYN to “Services” visuals, including doula services
- Add reproductive and sexual health education to “Services” visuals
- Add translation to “Services” visuals
- Add nutritionist to “services” visuals
- Add transgender, non-binary, and gender non-confirming people to “Target Communities” visual
- Add those recovering from substance abuse to “Target Communities” visual
- Add people recently released from incarceration to “Target Communities” visual
- Add older adults to “Target Communities” visual

- Add sex workers to “Target Communities” visual
- Add those in protective custody to “Target Communities” visual

The group also discussed obstacles to outreach and lessons learned about outreach. Participants provided the following additions:

- Add limited availability of providers to “Obstacles” visual
- Add lack of best practice knowledge for language, identity, and cultural competency in LGBTQ+ communities and other stigmatized communities
- Add fear of deportation to “Obstacles” visual
- Add fear due to active warrants to “Obstacles” visual
- Add social isolation to “Obstacles” visual
- Add being in protective custody due to experiencing abuse to “Obstacles” visual
- Add minimize technical language to “Lessons Learned” visual
- Add reaching out multiple times in different formats to “Lessons Learned” visual

Participants shared suggestions for partnerships for success:

- Add National Alliance for Mental Illness (NAMI) to the “Disability Community” visual
- Add Mental Health Clinics to the “Disability Community” visual
- Add community gardens to “Older Adults” visual
- Add technology training to “Older Adults” visual
- Add other supportive housing to “Older Adults” visual
- Add resident service coordinators to “Older Adults” visual
- Add rest homes to “Older Adults” visual
- Add Greater Boston Chinese Golden Age Center to “Older Adults” visual
- Add libraries to “Older Adults” visual
- Add faith organizations to “Immigrant Communities” visual
- Add food pantries to “Immigrant Communities” visual
 - Consider adding flyers to food boxes provided by these organizations
- Add housing voucher program, such as Section 8 or CHAMP to “Immigrant Communities” visual
 - These may be helpful for partners across target communities
- Add translation services centers, including those that provide languages beyond the top five in Boston, to “Immigrant Communities” visual
- Add bodegas to “Immigrant Communities” visual
- Add convenience stores to “Immigrant Communities” visual
- Add parks and recreation departments to “Immigrant Communities” visual

- Add ice cream trucks to “Children, Youth, and Families” visual
- Add HIV/AIDS testing sites to “Young and Middle-Aged Adults” visual
- Add university and college health centers to “Young and Middle-Aged Adults” visual
- Add Facebook & social media ads to “Young and Middle-Aged Adults” visual
- Add hospitals to “Mixed Literacy” visual

Breakout Groups Jam Board Activity

The group broke out into smaller groups and worked together on a ‘Jam Board,’ a virtual platform that allowed participants to place ‘sticky notes’ with their ideas on a shared ‘white board.’ The groups discussed effective outreach methods. The completed Jam Board can be found here:

https://jamboard.google.com/d/13hyyYNP3kKSI9kVRCYIV0m_i0JiMAPSSDrrRXZ8e3pk/edit?usp=sharing

When the groups rejoined, participants also shared some highlights from break-out discussions, including:

- We must make outreach messaging fun and catchy
 - Ex: MassHealth? More like MassHELP? Join our Mass Advisory Committee and be heard.
- Go into the community where people are already providing community care, such as coat drives
- Messages must be tailored to reflect diverse experiences rather than translations of the same messages
- Consider advertising on the MBTA

Planning for the Next Meeting

The final Brainstorming session will include participants from all Brainstorming groups. The groups discussed strategies for effectively sharing Activity 2 progress in the upcoming meeting. A member shared that the Asset Maps are thought provoking and interesting and may be useful to share in the final meeting. One member is willing to share on behalf of the group in the final meeting.

Wrap Up

- Participants will fill out the meeting evaluation survey
- Haylee will share meeting notes with the group

- The team will compile participants ideas and prepare to share them in the final meeting