# Meeting 3: Bringing it all Together

# Thursday, May 23rd, 2024​

Brainstorming Sessions

MassHealth Member Advisory Committee (MAC)​



## Welcome!

## Agenda

1. Welcome, Check In, Recap
2. Meeting 1 and 2 Reflections
3. BREAK
4. Messaging Activity
5. Plan for Next Week’s Meeting

## 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.

## Feedback Provided

**WHAT YOU LEARNED**

* Scope and reach of MassHealth
* Accessibility challenges in outreach
* People genuinely care
* Asset Mapping
* Gaps in our own knowledge
* Oral health is under-represented
* The “Why” and “How” of outreach are different
* Strength in numbers
* Support for people with different needs

**THINGS TO CONSIDER**

* What happens to all the interest that will be generated as a result of MassHealth’s outreach efforts when that interest cannot all result in acceptance for MAC Membership?
* How can we eliminate the “weight” of being selected as a member?
* Broader engagement strategies outside the MAC, such as webinars and accessible YouTube videos
* Place facilitation questions into the slide deck

## Checking In!

What is one thing you learned from participating in Brainstorming Sessions?

## We Have Talked About

* Helpful MAC Perspectives and Experiences
* Outreach Obstacles
* Outreach Lessons Learned
* Partnerships for Success

## Perspectives and Experiences

**Services**

* Durable Medical Equipment
* Facility-based services
* Mental Health
* Social Determinants of Health
* Lack of Primary Care Provider
* Personal Care Attendant
* Home and Community Based
* Housing
* Food

**Geography**

* Rural
* Urban
* Proximity to Boston

**Various Programs**

* MassHealth Secondary
* Prescriptions
* Standard MassHealth
* Vision
* Integrated Care
* Dental
* Senior Care Options
* Traumatic Brain Injury
* OneCare
* MassHealth Limited
* State Waivers

Perspectives and Experiences

**Target Communities**

* Caregivers
* Transitional ages
* mixed literacy
* at risk youth
* complex medical needs
* mixed immigration status
* foster care
* unhoused
* mental health
* family members
* disability

Is there anything we missed for experiences and perspectives?

Who else should be considered for the MAC?

Outreach Obstacles

* Financial barriers
* Communication and literacy differences
* Technology barriers
* Perception of healthcare
* Transportation barriers
* Long hold times associated with MassHealth
* Lack of recognition of historical mistrust in health care
* Oppressive Practices
* Competing priorities
* Traditional outreach assumptions

Outreach Lessons Learned

**Lessons Learned**

* Align outreach strategy with target audience
* Collaborate with community allies
* Success with surveys
* Mutual Benefits
* Prioritize accessibility
* Meet Communities Where They Are
* Bottom-up and top-down approaches
* Use Many Languages
* Fun Messaging
* Multi-prong approach
* Highlight the benefits of the opportunity
* Create a safe space

## Partnerships For Success

**Colored Circles**=New Additions from Meeting 2

**White Circles**=Insights from Meeting 1

**Disability Community**

* Aging Service Access Points
* Personal Care Attendant Union
* Senior Centers
* Provider Network
* Schools
* Independent Living Centers
* Somali Parents Advocacy Center for Education
* Community-Based Day Programs
* Boston Disability Commission
* Department of Mental Health Clubhouses
* Facebook Support Groups
* Deaf Inc.
* Durable Medical Equipment Providers
* National Parents Union
* Special education departments
* Mass Advocates for Children
* Special Education Parent Advisory Councils
* Black Autism Coalition
* Federation for Children with Special Needs
* Transportation Services

**Older Adults**

* Aging Service Access Points (ASAPs)
* Senior Centers
* Home Health Workers
* Personal Care Attendant Union
* Hospitals
* Senior Day Care Centers
* Nursing Homes
* My Ombudsman
* Elder Stakeholders’ Group
* Ombudsman for Nursing Facilities

**Immigrant Communities**

* Places of Worship
* Community Centers
* Home Health Workers
* The Office of New Bostonians
* Community Health Workers
* Local Social Clubs
* The Embassy
* Local Celebrations
* School Resource Fairs
* International Exchange Student Hosts
* English as a Second Language Classes
* Citizenship Classes
* Legal Advocates
* Community Health Centers
* Farms
* Recreational Sports Leagues

**Rural Community**

* Municipal Health Departments
* Rural Nurses
* Provider Network
* School Nurses
* Mobile Health Clinics
* Libraries
* Laundromats
* Community Action Centers
* Schools
* Grocery Stores
* Behavioral Health Network
* Metro West Nonprofit Network

**Children, Youth, Families (including at risk youth)**

* Schools
* YMCA
* Pediatricians
* School Nurses
* Mobile Health Clinics
* Day Care Centers
* Homeschooling Organizations
* Mobile Bus Care
* MBTA
* Children’s Behavioral Health Initiative
* Primary Care Offices
* Hospitals
* Shelters
* Provider Network
* Recreation Departments
* Colleges
* Mutual Aid Groups
* Health Care for All
* Foster Care
* Nail Salons
* Boys and Girls Club

**Unhoused Community**

* Shelters
* Bodegas
* Corner Stores
* Laundromats
* Grocery Stores
* Meal Caravans
* United State Postal Services
* MBTA
* Mutual Aid Groups
* Legal Advocates
* Health Care For All
* Food Banks

**Young and Middle-Aged Adults**

* Alcoholics Anonymous
* Heath Care For All
* Legal Services
* Mutual Aid
* MBTA
* Places of Worship
* Housing Departments
* Hospitals
* Chamber of Commerce
* Primary Care Providers
* Meal Caravans
* United States Postal Service
* Schools
* Brockton Worker’s Alliance
* Men of Color Health Awareness
* Oral Health Progress and Equity Network
* YMCA
* Greater Boston Food Bank
* Shopping Malls
* Medical Interpreters
* Farmers Markets
* Peer Support Specialists

**Mixed Literacy**

* Medical Interpreters
* Peer Support Specialists
* Places of Worship
* Schools
* Grocery Stores
* Laundromats
* Libraries
* Legal Advocates

## So, What Do We Do with All of This?

* **How can we reach the diverse perspectives we have talked about?**
* **What kinds of messages will help us outreach to these communities?**

LET’S BREAK

## Messaging

* Think about how you would develop messaging for the MAC
* Group activity to brainstorm MAC Outreach media
* Click [here](https://jamboard.google.com/d/1X1esmlY2_-maUGOArdD78pH69D4YDCws0pg0M3BR-L8/edit?usp=sharing)

**Activity Instructions**

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

## Plan for Next Meeting

Purpose of Meeting 6 is to bring Brainstorming groups together to:

* Hear about what we have learned
* Celebrate progress
* Discuss next steps

## Plan for Next Meeting

* **Key Points this Group wants to Make?**

## Plan for Next Meeting

* **Ideas for How?**
* **Ideas for Who?**

## Thank you!​

## See you on May 29th!

## Post Meeting Survey

4 questions