

ACA Readiness Project
Outreach and Education Subcommittee Meeting
October 11, 2013
Meeting Notes

Outreach, Education and Enrollment:

- Cindy shared information from the TCE Messaging Test Among Latinos in CA focus group and referenced Bobbie Wunsch's Delivery System Gap Analysis presentation from the Sept. Consortium meeting. Information from both presentations will be used to inform future efforts.
- The Google calendar is up on the ACA Readiness O&E Subcommittee webpage: <http://www.co.merced.ca.us/index.aspx?NID=2006>. You will need to have a Google account to access and enter information.
- Several agencies and staff are in the process of becoming Certified Enrollment Counselors (CEC). Golden Valley Health Center, Livingston Medical Group and Catholic Charities. Group shared frustration with the process and delays on Covered CA's part. Folks can go to the Covered CA website to find a CEC near them at <https://www.coveredca.com/enrollment-assistance/>. The group agreed that we need a CEC list for people who prefer in-person assistance. Insurance agents and assisters might become CECs.

Outreach and Education Venue Ideas:

- Schools – Martha from Catholic Charities shared that a tentative meeting with Steve Gomes is scheduled for Nov. 12th at 1:30 PM. The first meeting will only include a few O&E representatives: Martha Armas-Kelly, Mary-Michal Rawling, Lupe Delgado and Kathleen Grassi. The group was interested in identifying another date/time to host a forum with other school administrators to talk about opportunities for collaboration, including the following possibilities: 1) Hosting events at schools, 2) Conducting O&E at County Office Schools, 3) Getting time on an agenda where all School Superintendents are already convening, 4) Identifying O&E strategies that work and are preferred by the schools, 5) Garnering support around health reform. Martha will confirm the meeting date and time.
- Faith based organization – Catholic Charities met with the Monsignor and is still working on facilitating a meeting with Clergy groups and other religious leaders. MOP is also trying to get on the Congregation calendar.

Outreach to Specific Groups:

- We reviewed the list once again and group members did not feel they had targeted efforts for each of the categories listed, rather felt that it was possible to serve members of these subgroups within their agency or during regular outreach events. Golden Valley Health Center is waiting to hear about a potential grant opportunity to work with Boys and Men of Color.

Next Steps:

- Martha will confirm Steve Gomes meeting date, time and location.
- Folks will receive another Google Calendar invite reminder. Email Cindy Valencia at cvalencia@co.merced.ca.us if you did not receive a Google calendar invite and would like to have access.
- Cindy will send the TCE Messaging Test Among Latinos and Delivery System Gap Analysis presentation to the group.
- MOP shared educational material samples from BHC Fresno – CEC list, frequently asked questions, list of documents required to sign up. The group agreed these documents would be helpful. Cindy will take the lead and develop drafts for review.
- The group would like to hear about the Merced County Call Center so they can share information about the local process with consumers. Cindy Valencia will follow-up with Chris Bobbitt at HSA.
- BHC will have a Convoy for Help in Fresno where their goal is to enroll 1,000 people. MOP will attend and update the group on their planning process. City of Sacramento will have a huge enrollment event. The group was open to hosting or jointly attending an existing upcoming event to help enroll people. Some concerns shared about Covered CA approval process to collaborate and who would get to count the leads. More discussion to follow on this possibility.