



Don't Lose Your
Medicaid Coverage

Creating Effective Outreach Campaigns

Navigating Redetermination with Special Populations

FAM



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PRESENTERS

- Becky Burns, Family Voices Consultant
- Suzanne Farris, Family Voices Project Director
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Please share your name, state and the organization you represent by typing it into the chat.

Stay Covered! Academy



Session	Date	Topic
Session I	11/30/2023	PHE Unwinding: Understanding the Impact on Families
Session II	12/14/2023	I've Lost Services. Now What?
Focus Group	1/24/2024	How's It Going?
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Session VI	3/21/2024	Ask the Experts: Responding to the Challenges of the PHE Unwinding



Register for the entire series by visiting:
<https://us02web.zoom.us/meeting/register/tZwrceCrqDwuGdSM32dKYLfTs2HwBru6dRr0>

All Sessions will be recorded and available for viewing at
<https://familyvoices.org/unwinding>



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Our Goal



To help families understand the end of the Public Health Emergency (PHE) and the impact on the Medicaid renewal process.

The Family Voices network of F2Fs/AOs, along with other partners, will create, customize, and distribute informative and educational materials to guide and support families during the redetermination process.



Learning Objectives

- Learn the distinction between passive and active outreach.
- Understand the six parts of the outreach cycle and how to use this model to increase community impact.
- Describe effective strategies for building a culture of outreach within an organization.

Pre-Session Questions



<https://www.surveymonkey.com/r/StayCoveredMod5Pre>





Defining Outreach

Defining Outreach



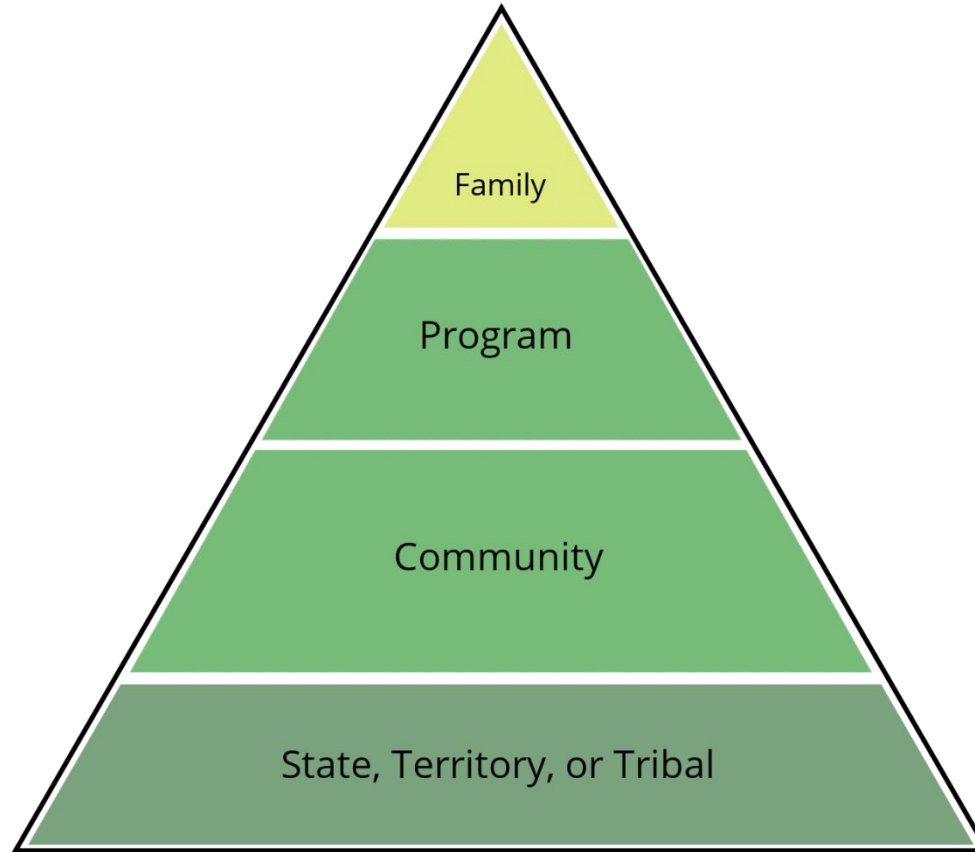
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Outreach is sharing information to increase awareness of available services.

Defining Outreach



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Redefining Outreach



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~~Hard-to-Reach Families~~



Hard-to-Reach Services

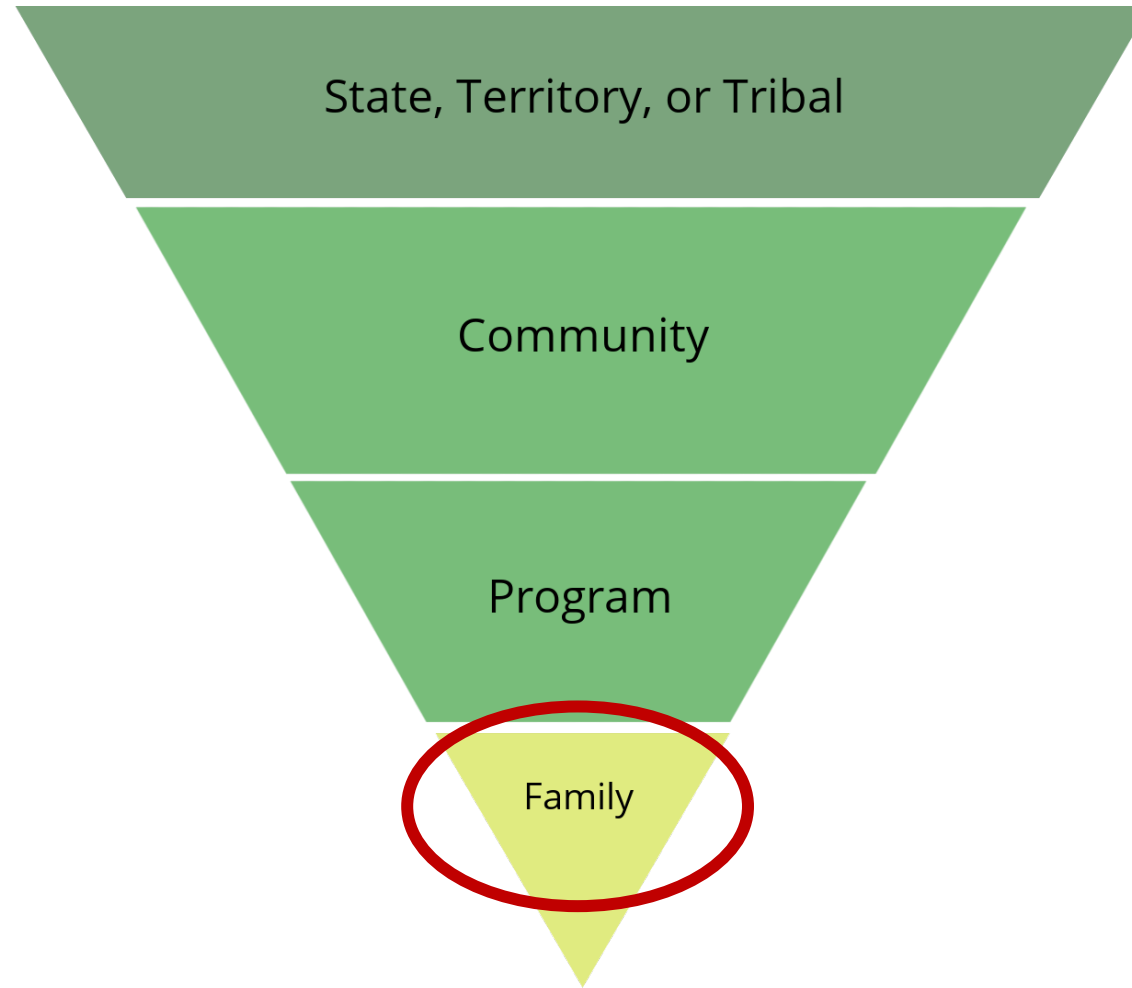
U.S. Department of Health and Human Services, Administration for Children and Families, Office of Head Start, National Center on Parent, Family, and Community Engagement. (2020). Family Outreach Series—Strategies for Outreach to All Families: Overview (2nd ed., rev.). Family Outreach Series Strategies for Outreach to All Families: Overview (2nd ed., rev.)



RE-Defining Outreach



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RE-Defining Outreach



Outreach is a **data-driven and strategic** communications initiative that is **culturally responsive** and increases the **knowledge or awareness** of specific services, supports or practices in a specified community.

Passive Outreach vs. Active Outreach



Passive Outreach

- We have something to offer, and people who want or need it will come to get it.
- I have posted the information on all our channels; now we'll see how much engagement we get.

Active Outreach

- We have something to offer, and we need to get it out to people who need or want it.
- I have posted the information on all our channels. How can I make sure it gets in front of those who I want to see it?



Cycle of Outreach

Cycle of Outreach



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Conduct a Needs Assessment



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- What resources exist?
- What resources are needed?
- Where do people go for information?
- What communities are most in need of our services or information? Where do members of these communities congregate?
 - Think of physical and virtual spaces

Identify the End Goal

- What issue are you trying to address?
- How will you know if you have been successful?
- Who does this matter to?



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Develop a Strategy



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- Using your measures of success, work backwards.
- How will you make sure that the people you want to reach have gotten your message in a way that is meaningful, clear and culturally responsive?

Build Partnerships



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- Who are the stakeholders involved?
- Go back to the needs assessment to identify potential opportunities for coalition building.
- Who is working towards the same goals and how can we share the effort required?

Build Partnerships



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Craft the Message



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A well-crafted message is:

Clear

Consistent

Inspiring

Culturally responsive

Related to the goal

Memorable

Relatable

Not a pitch

Craft the Message



- Take time to identify the purpose of the message and why it is important.
- Highlight what can be achieved by engaging.
- Make sure to include a call to action.

Measure Your Impact



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- Did we reach our vision of success?
 - If yes, what was successful?
 - If no, what went wrong?
- What have we learned and how will that impact our efforts moving forward?

Cycle of Outreach



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Creating a Culture of Outreach

A Culture of Active Outreach



- Organizational commitment to active outreach
- Data-driven strategies
- Involves stakeholders, including families, throughout the process
- Resources and funding committed to outreach
- No wrong door
- Collaborative approach - "All Hands On Deck"

Getting Buy In



Build a shared understanding of active outreach and a commitment from all staff to be a part of this work.



Getting Buy In



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Work with community partners and stakeholders to find champions for the work you are doing.

Getting Buy In



Build outreach into all planning, including budget and staffing allocations.

Getting Buy In



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Focus on consistency and sustainability.

Getting Buy In



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Age is not necessarily correlated to social media
comfort or skill levels.

Getting Buy In



Make sure policies and procedures align with the goals you have set.

What's Working?

- A story or an example of a time that you saw an outreach strategy make a difference in an outcome?
- What is working for your team?
- What has worked for other teams you have worked with?
- Has anyone had a social media post go viral?
- Do we have anyone here with a large TikTok following?
- What low- or no-tech strategies have you found effective?



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Review

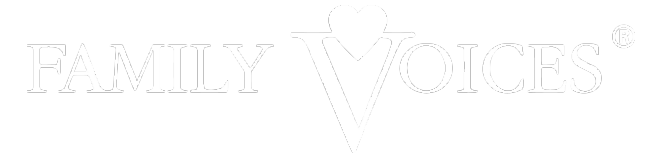
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How can Family Voices Help?

Click [here](#) to schedule.

Questions and Discussion



THANK YOU!

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Sticky Notes



What is ONE thing I heard today that is important enough to go on a sticky note?



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Post-Session Questions



<https://www.surveymonkey.com/r/StayCoveredMod5Post>



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