

June CAC Learning Collaborative: 6/9/20 Meeting Summary

Meeting Attendees

- **Advanced Health:** Bonnie Ell (CAC Coordinator, Curry County CAC); Laura Williams (CAC Coordinator; Coos County CAC/Director of Community Engagement)
- **AllCare CCO:** Carrie Prechtel (CAC Coordinator/Community Engagement Manager); Candy Rosenberg (Chair, Josephine County CAC); Nicole Witham (Chair, Jackson County CAC)
- **Cascade Health Alliance:** Maggie Polson (CAC coordinator/Director, Governmental Affairs & External Relations)
- **Columbia Pacific CCO:** Romy Carver (CAC Coordinator, Clatsop & Tillamook CACs); Margot Huffman (Co-chair, Tillamook County CAC)
- **Eastern Oregon CCO:** Ursula Schafer (CAC Coordinator, Sherman LCAC); Kristen Slatt (CAC Chair, Sherman LCAC); Tiffany Thomas (CAC Coordinator, Umatilla LCAC); Linda Watson (CAC Support-GOBHI); Amy Ashton-Williams (CAC Chair, Umatilla LCAC)
- **Health Share of Oregon:** Maria Tafolla (CAC Coordinator/Community Engagement Program Manager)
- **InterCommunity Health Network CCO:** Rebekah Fowler (CAC Coordinator)
- **Jackson Care Connect:** George Adams (CAC member), Nancy McKinnis (CAC coordinator,
- **PacificSource Central Oregon:** Gwen Jones (Community Health Coordinator), Kristen Tobias (Community Health Coordinator), Elizabeth Schmitt (CAC member)
- **PacificSource Columbia Gorge:** Suzanne Cross (CAC Coordinator/Project Manager); Lexi Stickel (Community Health Coordinator)
- **PacificSource Marion Polk:** Elaine Lozier (Community Health Coordinator)
- **PacificSource Lane / Trillium Community Health Plan:** Char Reavis (Chair, Rural Advisory Council); Michelle Thurston (CAC member)
- **Umpqua Health Alliance:** Jerry O'Sullivan (CAC chair)
- **Yamhill Community Care Organization:** Emily Johnson (CAC Coordinator/Community Health Specialist)
- **Oregon Health Authority:** Tom Cogswell (Project Coordinator, Transformation Center), Alissa Robbins (Deputy Director, Transformation Center).
- **Other attendees:** Renee Markus Hodin (Deputy Director, Community Catalyst)

Meeting Materials

- [Agenda](#)
- [CAC member recruitment strategies "Google Doc"](#)

1. Welcome & Introductions

- Meeting participants introduced themselves and briefly shared one way their CAC has been involved in the COVID-19 response in their community. Responses included:
 - Provided emergency COVID-19 grants to community-based organization partners
 - Reviewed requests for COVID-19-related funding
 - Assisted provider offices to support better telehealth services for members
 - Used Health-related Services to help remove barriers to accessing non-covered services for members
 - Used community benefit initiative projects and other CCO funding to address food, rent and utility needs of members
 - CAC members created videos for migrant farmworkers to educate them about COVID-19
 - Participated in calls with local public health and area partners to discuss COVID-19
 - Provided local county with large supply of Personal Protective Equipment (PPE) gear to first responders

- Ordered masks for CCO employees and members, and distributed to most vulnerable members
- Made a donation to tribal partners for their COVID-19 emergency fund

2. CAC Member Recruitment Strategies

- A handful of CAC members on the call shared how they were recruited to join their CAC or why they reached out to their CCO to volunteer on the CAC. Responses included:
 - CCO conducted outreach in rural part of county and placed CAC flyer on community board in local housing authority
 - CAC member learned about the CAC from a health conference speaker, who directed the person to reach out to a local hospital contact who was on the local CAC
 - CAC member joined the CAC in part due to prior relationships working with the CCO's executive director and local public health department director on other projects
 - CAC member was recruited by a professor in class
- Tom Cogswell briefly reviewed the ["Google Doc"](#) responses covering CAC member recruitment strategies. (Note: This Google Doc will remain open so that others can add to the document.) See below:

Strategy	Contact
Place social media invitation on CCO page, CAC page, and local discussion page (i.e. we will sometimes post on "What's Happening Coos County" page in Facebook)	Laura Williams, laura.williams@advancedhealth.com
Ask current CAC members to spread the word among their friends or clients. Share PDF posters.	Carrie Prechtel, carrie.prechtel@allcarehealth.com
Translate materials to other languages and disseminate through culturally appropriate methods	Gwen Jones, gwen.jones@cohealthcouncil.org
County CAC members posted recruitment ask on Next Door app	Maria Tafolla, maria@healthshareoregon.org
Attend an OHA collaborative meeting in your county. Collaboratives are groups of OHA community partners who meet regularly to discuss the best ways to reach and serve OHP members in their area.	OHA Community Partner Outreach Program (CPOP) team: community.outreach@dhsoba.state.or.us
Handout flyers at community events (e.g. health fairs, farmer's markets) when this is safe to do (during COVID-19)	
Reach out to local community partners	
Place CAC ads in traditional media outlets (e.g., newspaper, radio)	
Place ads on community bulletin boards	

- Several participants on the call agreed that "word of mouth" (i.e., a CAC member asking a friend) was the top way they have recruited CAC members in the past
- Other recruitment strategies shared during the meeting included:
 - Hosting 1-on-1 informational meetings with potential CAC members (pre- or post-COVID)
 - Issuing a press release to community partners and local media (including a Spanish-speaking radio station).
 - Link to press release: <https://www.oregon.gov/oha/HPA/dsi-tc/Documents/Board%20Member%20Seat%20Open%20Press%20Release-Spanish.pdf>

- Link to local news article that ran as a result of the PSA:
<https://ktvz.com/community/community-billboard/2020/06/12/c-o-health-council-board-seeking-medicaid-member/>
- Getting referrals for potential CAC members from community health workers, who in some cases also attended the CAC meetings themselves
- Setting an incoming CAC member up with a mentor who has participated in the CAC for a longer period of time
- Two CAC members also noted that the use of virtual meetings has enabled a larger number of CAC members to attend meetings since COVID-19 began
- Renee Markus Hodin (Community Catalyst) share two additional strategies: 1) build relationships with organizations who provide services in the community (e.g., food assistance), and ask if they would be willing to put a CAC flyer in a food distribution bag; 2) ask community health workers to talk about joining the CAC when making well-being care checks

3. Next Steps

- The next CAC Learning Collaborative Meeting will take place on Tuesday, July 14th from 11:30 a.m.-12:30 p.m. via conference call (877-836-1829, participant code: 3100151)
- The CAC 101 Review agenda item will be moved to this July meeting
- If you have suggestions for other July meeting agenda items, please contact Tom (thomas.cogswell@dhsosha.state.or.us, 971-304-9642)