



MAHA Community Ambassador Program Final April 2024 Report

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Final Program Summary

In January 2023, the Metro Area Health Alliances (MAHA) launched the first cohort of the Community Ambassador Program. MAHA partnered with trusted community-based organizations to reach communities that often fall through the gaps. Community organizations received funding, support, and guidance from MAHA to share Medicaid renewal messaging with the community. Our ambassadors conducted monthly outreach through navigation and case management services, community events, programming, or social media communications. By building rapport with the community, our ambassadors increased their capacity to address barriers community members face and deliver messaging in a culturally appropriate manner.

We had the following organizations participate in our ambassador program:

- Community Outreach Service Center
- Doctors Care: Sheridan Rising & North Littleton Promise
- Families Forward Resource Center
- Focus Points Family Resource Center
- Maria Droste
- MIEL Organization
- Struggle of Love
- The Gathering Place
- Village Exchange Center
- Vuela for Health

Community of Practice Meetings

Ambassador organizations participated in Community of Practice gatherings every month to learn from other organizations and about topics related to Medicaid and health coverage. Previous meetings have included an in-person speed networking event, interactive Jamboard discussions, and knowledgeable speakers from Connect for Health, Colorado Community Health Alliance, Colorado Access, and Colorado Department of Health Care Policy & Financing. We also invited other community-based organizations like Benefits in Action and PCs for People to share resources. Past presentations and speakers have focused on sharing Medicaid unwind data and updates, the Community Health Worker (CHW) benefit, using the Connect for Health marketplace, and Omnisalud. Many of these meetings were open to the public and other community partners interested in the topic.

Post-Program Survey Summary

To evaluate the program's success, MAHA disseminated a pre-program survey in early February 2023 to gather baseline data on perceptions and knowledge of the end of Medicaid continuous coverage. We followed up with a post-program survey, sent to the ambassadors at the end of the program period in April 2024. Both surveys were available in English and Spanish and covered the same questions as the pre-program survey.

The post-program survey asked the following questions, with 5 being “extremely comfortable”:

- On a scale of 1-5, how comfortable are you talking to your community about the 'Update Your Address' campaign?
- On a scale of 1-5, how comfortable are you talking to your community about preparing for Medicaid/CHP+ renewals?
- On a scale of 1-5, how comfortable are you talking to your community about the Medicaid redetermination/renewal process? This includes the timeline, steps, and administrative process of the Medicaid continuous coverage unwind.
- On a scale of 1-5, What is the general level of knowledge you believe the community you serve has around 'Update Your Address' and Medicaid renewals?
- Have you previously engaged in work surrounding Medicaid and/or health care coverage before this program?
- Did you feel equipped to do this work? What additional resources would you have liked before starting the program?

Results

Overall, there was an improvement in the ambassadors' knowledge of the Medicaid unwind process, with 71.4% of ambassadors reporting that they are extremely comfortable discussing the Update Your Address campaign with their community, compared to 64% in 2023. Similarly, 71.4% of ambassadors were extremely comfortable with helping the community prepare for Medicaid renewals compared to 57.1% in the previous year. Ambassadors are less confident in talking to community members about the administrative aspects of the Medicaid renewal process. This includes the timeline, steps, and administrative process of the Medicaid continuous coverage unwind. However, post-program results show that 57% of ambassadors are extremely comfortable talking to their community about this topic, compared to 42.9% at the beginning of the program. Lastly, the level of knowledge the general public has about the renewal process has improved slightly compared to pre-program survey results. In 2024, 82.7% of respondents reported levels of knowledge ranging from 3-5, with 5 being “extremely knowledgeable.” In 2023, only 42.8% reported this level of knowledge. While several ambassadors had not done Medicaid outreach prior to the program, all respondents reported feeling equipped to do this work.

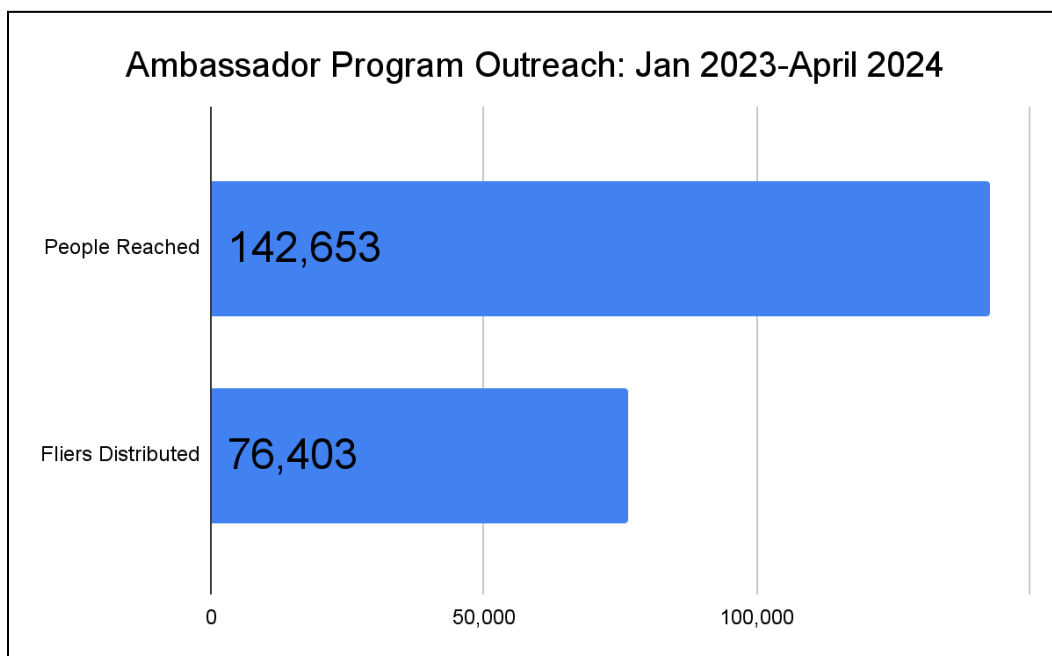
See the appendix for charts of the survey results.

Community Outreach

The ambassadors conduct monthly outreach activities, or touchpoints, to educate the community about the Medicaid renewal process. Each organization has displayed different approaches to this outreach, including integrating the renewal messaging into their existing programming and services, attending community events, and using various forms of media to spread awareness.

- Navigation and Assistance
 - Assisted with completing renewal packets and updating addresses
 - Provided renewal information during on-site appointments or intake processes with specialists (navigators, advocates, case managers) on staff.
- Community Programming and Events
 - We have held conversations on the renewal process at external community resource events at schools, churches, mobile home parks, and clinics.
 - We have shared messaging through their organization’s events, and programming including community meals, leadership academies, school supplies distributions, and more.
- Media
 - We shared renewal information with community members via WhatsApp groups, newsletters, Facebook, Instagram, Twitter/X, and LinkedIn.
 - One organization partnered with a radio show to disseminate information.

From January 2023 to April 2024, ambassadors reached 142,653 people and distributed 76,403 fliers. Additionally, those who utilized media outreach made 639 posts over the program period, including social media, newsletters, and WhatsApp group posts. Overall, ambassadors dedicated over 4,529 hours to this outreach.



April Report

Community of Practice Meeting

April Community of Practice (CoP)

In April, we plan to hold a final discussion to hear from the ambassadors on their experiences in the program. We will use the following questions/prompts for each ambassador to follow.

1. What did you do for your community outreach?
2. What resonated with your communities regarding the types of outreach?
 - a. What didn't?
 - b. If you used social media, Whats app, etc., was that successful?
3. Would you do anything differently?

The agenda for the meeting can be found in the Appendix.

Monthly Reporting

We collected monthly reports from the ambassadors for April, due April 22nd. Below are key themes from their reporting and outreach activities.

Ambassador Organizations: Monthly Reporting

Qualitative	
Question	Key Themes
Please provide a brief description of activities and types of materials used for each of your two monthly touch points.	<ul style="list-style-type: none">● Navigation and Assistance<ul style="list-style-type: none">○ Assistance with completing renewal packets and updating addresses○ Provided renewal information during on-site appointments and/or intake processes with:<ul style="list-style-type: none">■ Family Advocates■ Wellness Navigators■ Case Managers■ Mental health professionals<ul style="list-style-type: none">● Fliers shared in the waiting room○ Partnerships with other social services to disseminate information:<ul style="list-style-type: none">■ Community Insurance Options (CIO)■ Denver Health and Human Services● Community Programming and Events

	<ul style="list-style-type: none"> ○ Family and individual conversations on the renewal process and Update Your Address messaging for CHP+ and Medicaid members ○ Information was shared at a wide variety of community events this month, including: <ul style="list-style-type: none"> ■ Resource fair ■ Health and wellness fair ■ Community meals ○ These events or individual conversations took place at various locations around the metro area, including: <ul style="list-style-type: none"> ■ Community organizations (onsite) ■ Churches ■ Vaccination clinic ■ Doctors Care Clinic ■ Food pantry (Village Exchange Center) ● Media <ul style="list-style-type: none"> ○ Shared renewal information with community members in newsletters, Facebook, Instagram, Twitter/X, and LinkedIn. ○ Information on TV display in the waiting rooms ○ Renewal messaging was sent individually via WhatsApp groups.
<p>Were any of your materials adapted from other campaigns (like Update Your Address)? If so, how did you adapt and why? Did you collect any community feedback on what to change?</p>	<ul style="list-style-type: none"> ● Some ambassadors add their contact information or organization logo to the HCPF fliers. ● Maria Droste created a graphic using information from CMS's announcement about the temporary special enrollment period. ● COSC received feedback from community members who had lost coverage that the process of getting their coverage back was terrible.
<p>Did you partner with any groups/organizations? If yes, who?</p>	<p>Partner organizations for events attended include:</p> <ul style="list-style-type: none"> ● Faith organizations <ul style="list-style-type: none"> ○ Annunciation Catholic Church ○ Holy Rosary Catholic Church ● Government Organizations <ul style="list-style-type: none"> ○ CDPHE ● Organizations <ul style="list-style-type: none"> ○ Jefferson Center ○ Aurora Wellness Center ○ Julissa Soto Health Equity Consulting ○ Community Insurance Options
<p>What was successful for you this month? What accomplishments would you like to highlight?</p>	<ul style="list-style-type: none"> ● The Gathering Place (TGP) continued to expand efforts to reach pregnant and post-partum community members and provide education on expanded benefit eligibility. The Wellness program at

	<p>TGP also introduced a trans and non-binary affinity group and has introduced more customized support with name and document changes for the trans community.</p> <ul style="list-style-type: none"> ● Community Outreach Service Center stated that this is a great program that has helped so many people. ● Maria Droste used materials announcing the extension of the special enrollment period, which gave them new content to share. This approach got more engagement. ● MIEL Organization had support from the volunteers to participate in almost eight events, three of which were health fairs. ● Village Exchange Center had many families continuing to seek Medicaid assistance and was able to make several referrals to application assistance sites. ● Vuela for Health shared messaging through its spring mental health programs, which allowed them to share important information in a more intimate setting compared to a community health event. ● Focus Points continues to receive positive feedback about their support services regarding their ability to help families submit their renewal applications. ● Doctors Care's promotores worked with different schools and organizations.
<p>What was a challenge this month? What additional support do you need?</p>	<ul style="list-style-type: none"> ● Maria Droste's community outreach coordinator is on vacation so they haven't attended any outreach events this month. ● Community Outreach Service Center has met with several people who have lost coverage. ● The MIEL organization cited additional case management as a challenge. ● Village Exchange Center reported that many families are inquiring about health insurance for their minor children, and there continues to be a great need for it in the community. ● Vuela for Health finds that most people have already renewed their Medicaid and do not need to stop and learn more. While it is a good thing, it kept their conversational engagement numbers lower.
<p>If applicable, how have you incorporated what you have learned (or skills you have acquired) from the Community of Practice or other program activities in your work?</p>	<ul style="list-style-type: none"> ● How to share important resources and information on Medicaid. ● Learning about what other organizations are doing.
<p>Are there any topics or questions you would like to discuss with the project liaisons or with the Community of Practice?</p>	<ul style="list-style-type: none"> ● The Village Exchange Center has applied everything they have learned during our community of practice meetings and has gained knowledge of many of the shared resources.

<p>What else would you like to share about this program?</p>	<ul style="list-style-type: none"> • TGP is very grateful for the opportunity to participate in this project and to have worked with the Metro Area Health Alliance over the past year. • “This program was very helpful for the community. Many community members failed to complete their re-determination packages after COVID. The advocates doing outreach were able to assist many community members and guide them on the necessary steps they should take to complete the process.”
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Quantitative			
Metric	Average per ambassador	Monthly Total	Year To Date (YTD)
Please provide the total estimated time (in hours) spent on the project this month.	21.3	171	4,529
How many people (estimated) were reached with your messaging and outreach efforts?	1,099	8,795	142,653
How many fliers did you distribute this month?	360	2,876	76,403
How many social media posts did your organization make this month?	4	32	639

Note: Struggle of Love and Families Forward Resource Center were not able to submit reporting for April.

Program Budget

Activity	Total Budget	Expenses to date
Fiscal sponsor fee at 10%	\$56,452.20	\$56,452.20
Staffing: Grant management, subcontracting, project management	\$108,488.00	\$108,488.00
Program expenses	\$19,581.80	\$ 3,165.98
Contract labor (program stipends): - Ten ambassador organizations - Two health alliances	\$380,000.00	\$380,000.00
Total	\$564,522.00	\$561,356.02
Remaining Budget	\$ 3,165.98*	

Notes:

- Current budget as of 4/23
- *The remaining budget will be allocated towards staff salaries as mentioned in the MOU.

Appendix

Activity	Link
Final Summary Only	Link
Post-Program Survey Results	Survey Result Charts
April Community of Practice Meeting	Agenda
Program Reporting	Reporting Results (Raw data)
General Program Resources	Ambassador Program Folder