

## Board of Directors Meeting February 1, 2018

### CalOptima Community Outreach Summary — December 2017 and January 2018

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#### **Background**

CalOptima is committed to serving our community by sharing information with current and potential members and strengthening relationships with our community partners. One of the ways CalOptima accomplishes this is through our participation in public events. CalOptima participates in public activities that meet at least one of the following criteria:

- Member interaction/enrollment: The event/activity attracts a significant number of CalOptima members and/or potential members who could enroll in a CalOptima program.
- Branding: The event/activity promotes awareness of CalOptima in the community.
- Partnerships: The event/activity has the potential to create positive visibility for CalOptima and create a long-term collaborative partnership between CalOptima and the requesting entity.

We consider requests for sponsorship based on several factors as indicated pursuant to Policy AA. 1223: Participation in Community Events Involving External Entities, including, but not limited to: the number of people the activity/event will reach; the marketing benefits for CalOptima; the strength of the partnership or level of involvement with the requesting entity; past participation; staff availability; and budget availability.

In addition to participating in community events, CalOptima staff actively participates in a number of community meetings including coalitions/collaboratives, committees and advisory groups focused on community health issues related to improving access to health care, reducing health disparities, strengthening the safety net system and promoting a healthier Orange County.

#### **CalOptima Community Events Update**

On December 12, 2017 the Community Alliances Forum marked a significant milestone with its 40th forum over the past decade. Organized and hosted by CalOptima, the quarterly forums have served over 6,000 community partners in local community-based organizations, health care providers, policymakers, and academic community. It has also provided a platform to discuss health issues impacting our county.

The December forum was held at the Delhi Center in Santa Ana. CalOptima's CEO, Michael Schrader shared opening remarks and provided an update on behavioral health services; CalOptima will begin administering behavioral health services directly to its Medi-Cal members starting January 1, 2018. CalOptima's Behavioral Health department hosted a resource table and shared information about behavioral health benefits available to members. OC Health Care Agency's OC Links hosted a resource table and answered questions and shared information about behavioral services available to Orange County residents.

The featured speaker at the December forum was Randall Bell, Ph.D., author of the book *“Me We Do Be: The Four Cornerstones of Success.”* He also is the CEO of Landmark Research Group, LLC. As a

social economist, Bell has consulted on disasters around the world and shared what he has discovered as the foundation of recovery and great achievement. Bell shared stories from his professional work to demonstrate concepts of Core IQ and provided realistic and practical tools.

More than 100 community partners attended, and the feedback was extremely positive. Attendees appreciated this leadership training and that the content was applicable for their personal and professional development.

For additional information or questions, please contact Tiffany Kaaiakamanu, manager of Community Relations at **657-235-6872** or email [tkaaiakamanu@caloptima.org](mailto:tkaaiakamanu@caloptima.org).

### **Summary of Public Activities**

**During December 2017 and January 2018, CalOptima participated in 52 community events, coalitions and committee meetings:**

#### **TARGET AUDIENCE: HEALTH AND HUMAN SERVICES PROVIDERS**

<b>Date</b>	<b>Events/Meetings</b>
12/01/17	<ul style="list-style-type: none"><li>• Covered Orange County General Meeting</li><li>• Help Me Grow Advisory Meeting</li></ul>
12/04/17	<ul style="list-style-type: none"><li>• Orange County Health Care Agency Mental Health Services Act Steering Committee Meeting</li></ul>
12/05/17	<ul style="list-style-type: none"><li>• Collaborative to Assist Motel Families Meeting</li></ul>
12/06/17	<ul style="list-style-type: none"><li>• Orange County Aging Services Collaborative Meeting</li><li>• Anaheim Human Services Network Meeting</li><li>• Orange County Healthy Aging Initiative Meeting</li></ul>
12/11/17	<ul style="list-style-type: none"><li>• Orange County Veterans and Military Families Collaborative Meeting</li><li>• Fullerton Collaborative Meeting</li></ul>
12/12/17	<ul style="list-style-type: none"><li>• Orange County Strategic Plan for Aging — Social Engagement Committee Meeting</li><li>• Buena Clinton Neighborhood Coalition Meeting</li><li>• Susan G. Komen Orange County — Unidos Contra el Cancer del Seno Coalition Meeting</li><li>• San Clemente Youth Wellness and Prevention Coalition Meeting</li></ul>
12/13/17	<ul style="list-style-type: none"><li>• Buena Park Collaborative Meeting</li></ul>
12/14/17	<ul style="list-style-type: none"><li>• FOCUS Collaborative Meeting</li></ul>
12/19/17	<ul style="list-style-type: none"><li>• Placentia Community Collaborative Meeting</li></ul>
12/20/17	<ul style="list-style-type: none"><li>• Covered Orange County Steering Committee Meeting</li><li>• Minnie Street Family Resource Center Professional Roundtable</li></ul>

- Orange County Promotoras Meeting
  - La Habra Collaborative — Move More, Eat Healthy Campaign Meeting
  - Orange County Communication Workgroup
- 12/21/17
- Orange County Children’s Partnership Committee
  - Surf City Senior Providers Network Luncheon
  - Orange County Women’s Health Project Advisory Board Meeting
- 12/26/17
- Orange County Senior Roundtable
- 01/02/18
- Collaborative to Assist Motel Families Meeting
- 01/04/18
- Refugee Forum Orange County
- 01/05/18
- Covered Orange County General Meeting
- 01/08/18
- Fullerton Collaborative Meeting
- 01/09/18
- Orange County Strategic Plan for Aging — Social Engagement Committee Meeting
  - Buena Clinton Neighborhood Coalition Meeting
  - Susan G. Komen Orange County — Unidos Contra el Cancer del Seno Coalition Meeting
  - San Clemente Youth Wellness and Prevention Coalition Meeting
- 01/10/18
- Buena Park Collaborative Meeting
  - Anaheim Homeless Collaborative Meeting
- 01/11/18
- FOCUS Collaborative Meeting
  - State Council on Developmental Disabilities Regional Advisory Committee Meeting
- 01/12/18
- Senior Citizens Advisory Committee Meeting
- 01/16/18
- North Orange County Senior Collaborative Meeting
  - Placentia Community Collaborative Meeting
- 01/17/18
- Covered Orange County Steering Committee Meeting
  - Minnie Street Family Resource Center Professional Roundtable
  - Orange County Promotoras Meeting
  - La Habra Collaborative — Move More, Eat Healthy Campaign Meeting
  - Orange County Communication Workgroup
- 01/18/18
- Orange County Children’s Partnership Committee
  - Orange County Women’s Health Project Advisory Board Meeting
- 01/22/18
- Stanton Collaborative Meeting
- 01/23/18
- Orange County Senior Roundtable

- Santa Ana Building Healthy Community

01/25/18

- Disability Coalition of Orange County
- Orange County Care Coordination for Kids

**TARGET AUDIENCE: MEMBERS/POTENTIAL MEMBERS**

<b>Date</b>	<b># Staff Attended</b>	<b>Events/Meetings</b>
12/16/17	1	<ul style="list-style-type: none"> <li>• Community Breakfast with Santa hosted by the Cambodian Family Community Center (Registration Fee: \$500 included a table for outreach)</li> </ul>
1/20/18	1	<ul style="list-style-type: none"> <li>• Community Health and Wellness Fair hosted by Santa Ana College School of Continuing Education</li> </ul>

**CalOptima organized or convened the following eight community stakeholder events, meeting and presentations:**

**TARGET AUDIENCE: MEMBERS/POTENTIAL MEMBERS**

<b>Date</b>	<b>Events/Meetings/Presentations</b>
12/12/17	<ul style="list-style-type: none"> <li>• CalOptima Health Education Workshop — Topic: Applying Beers Criteria for Potentially Inappropriate Medication Use in Older Adults</li> </ul>
12/13/17	<ul style="list-style-type: none"> <li>• Community Alliances Forum — Topic: Me We Do Be: The Four Cornerstones of Success</li> </ul>
01/12/18	<ul style="list-style-type: none"> <li>• County Community Service Center Health Seminar — Topic: Understanding Cervical Cancer: Prevention and Treatment (Vietnamese)</li> </ul>
01/16/18	<ul style="list-style-type: none"> <li>• CalOptima New Member Orientation for Medi-Cal Members (English and Spanish)</li> </ul>
01/19/18	<ul style="list-style-type: none"> <li>• County Community Service Center Health Seminar — Topic: Understanding Osteoporosis (Vietnamese)</li> </ul>
01/24/18	<ul style="list-style-type: none"> <li>• CalOptima New Member Orientation for Medi-Cal Members (Korean and Farsi)</li> <li>• CalOptima Health Education Workshop at Madison Elementary School — Topic: Nutrition and Body Mass Index</li> </ul>
01/25/18	<ul style="list-style-type: none"> <li>• CalOptima New Member Orientation for Medi-Cal Members (Vietnamese)</li> <li>• CalOptima New Member Orientation for Medi-Cal Members (Chinese and Arabic)</li> </ul>

**CalOptima provided zero endorsements for events during this reporting period (e.g., letters of support, program/public activity event with support, or use of name/logo).**