

Community Engagement & Communications Committee

December 11, 2024
3rd Meeting
12pm-2:30pm



Universal Health Plan
Governance Board

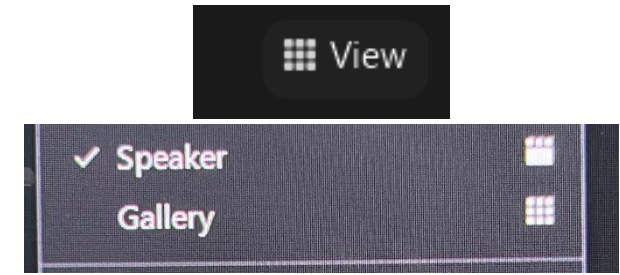
Welcome Remarks – Co-Chairs Glass and Fellows

- Tech Check
- Roll Call
- Agenda Review

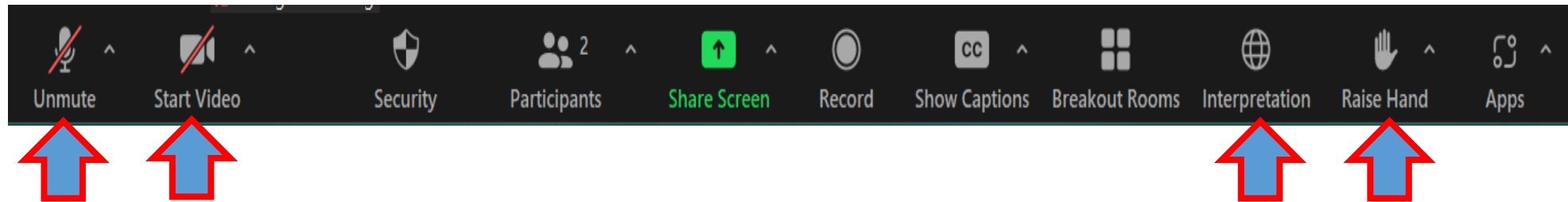
Tech Check / Zoom Navigation

- In the upper right corner:

- Select “View”
 - Choose between Gallery or Speaker view at any time during meeting
 - Gallery – shows all participants at the same time
 - Speaker - shows active speaker



- At the bottom of screen:



- Please stay muted when not speaking
- Please start video, if you are able
 - Members of the public are invited to attend, but they are unable to connect audio or video. By having committee members on camera, it makes it easy to distinguish who committee members are
- **Interpretation is enabled!**
 - You will need to select “Interpretation” and then choose the language you prefer - Spanish or English
- There is no meeting chat. Please select “Raise Hand” when you would like to speak



Agenda

- Welcome, Tech Check, Roll Call and Agenda Review
- Update to Board Policies and Procedures
- Workplan Check-In and Report Back on Committee Work
- Community Health Assessments – Landscape Overview
- Discussion of Key Takeaways from Community Input Presentations
- Community Engagement Overview and Planning Discussion
- Communications Overview and Planning Discussion
- Meeting Reflections and Future Topics
- Public Comment

Update to Board Policies and Procedures

Section 11 of board Policies and Procedures - *State Email Accounts and Member Communications* is amended to state:

”The board and its committees hold a firm commitment to transparency and the preservation of public trust. The board also recognizes that it is important to have some limited communication among members to facilitate the work of the board and accomplish its deliverables laid out in Senate Bill 1089. **Communications among less than a quorum of the board is permitted, so long as it does not create a serial communication creating a quorum. A quorum of the members of the board shall not, outside of meetings conducted in compliance with the Public Meetings Law, use a series of communications of any kind, directly or through intermediaries, for the purpose of deliberating, making recommendations, or deciding on any matter that is within the jurisdiction of the board.** All board and committee members are encouraged to take the training offered by the Oregon Government Ethics Commission (OGEC) and to submit inquiries to OGEC if unsure about compliance.”

Workplan Check-In and Report Back on Committee Work

- Co-Chairs Fellows and Glass

Community Engagement Tasks and Deliverables

Tasks:

- Review Joint Task Force Final Report's appendices on community engagement, understand existing feedback that communities have given and identify gaps in engagement including, but not limited to, behavioral health consumers and providers
- Identify strategies to engage with communities and stakeholders using existing structures and meetings
- Engage with key partners including: federally recognized tribes in Oregon, businesses, Providers, Clinics, CCOs, community-based organizations (CBOs), disability-led organizations and insurance carriers
- Develop plan for general public outreach to engage throughout the Finance and Operations committees
- Engage with small and large businesses particularly in the development of the revenue and finance development of the Universal Health Plan
- Present feedback received through community engagement efforts to the Governance Board committees and board to inform decisions

Deliverables:

- Use existing mechanisms to get feedback and identify gaps
- Community engagement outreach plans for business, health care industry and health care consumers throughout Oregon
- At a minimum, present workstream recommendations to relevant community partners following each workstream to get feedback on recommendations prior to board review

Communications Tasks and Deliverables

Tasks:

- Identify communication materials needed and develop strategies for using the materials
- Identify the best messages to communicate the value of a Universal Health Plan

Deliverables:

- Develop a communications plan, including messaging strategy, that includes materials developed at major benchmarks of the project available for outreach and community engagement
- A minimum of 10 presentations of the comprehensive plan to finance and administer a Universal Health Plan open to communities throughout Oregon to hear the final work prior to submission to the legislature
- Create a dissemination plan to the final report to ensure full public knowledge

Report Back on Committee Work

Community Engagement Tasks:

- Review of Joint Task Force community engagement
- Review of Oregon Advocacy Commission's HB 4052 engagement
- Review of Community Health Assessments (Today)
- Key Themes from Community Input Presentations
- Identify existing meetings and structures

Communications Tasks:

- Identify communications materials
 - Instruction for public testimony
 - FAQ

Community Health Assessments – Landscape Overview

-Committee Staff

Community Health Assessments (CHA) and Plans (CHP)

Community health assessments (CHAs) identify key health needs and issues through systematic, comprehensive data collection and analysis.

Community health improvement plans (CHPs) are long-term, systematic efforts to address community health issues, needs and priorities based on the results of community health assessment activities and the community health improvement plan process. Both CHAs and CHPs require significant partner, stakeholder, and community engagement.

CCOs are required, per Oregon Revised Statute and CCO contract, to complete a CHP, based on a CHA, at least every five years. CCOs are also required to submit annual CHP progress reports to OHA.

Community Health Assessments Reviewed

- Coos County, 2023
- Curry County, 2023
- Harney County, 2019
- Jackson and Josephine Counties, 2023-24
- Klamath County, 2021
- Lake County, 2019
- Linn, Benton, Lincoln, 2022
- Malheur County, 2021
- Marion-Polk County, 2023 update to 2019
- Umatilla County, 2021
- Wallowa County, 2022
- Willamette Collaborative, 2022 (Clackamas, Multnomah, Washington counties, OR and Clark County, WA)
- Yamhill County, 2022

CHA Information

Information Sources

Primary Sources

- Focus Groups
- Community Survey
- Key Informants

Secondary Sources

- Federal Data Collections and Records
- State Data Collections, Surveys and Records
- County Records
- Former CHAs

Information Collected

Demographics

Social Determinants of Health

- Economic Stability
- Housing
- Education
- Food
- Environment
- Equity

Health Behaviors

Health Outcomes

Access to Healthcare

Community Health Assessments

Key Takeaways



Housing

- Affordable Housing
- Available Housing
- Homelessness



Food and Nutrition

- Food Insecurity
- Access and Affordability of Health Food



Mental and Behavioral Health

- Access to providers
- Stigma



Substance Use



Economic Security



Physical Health Care

- Access
- Affordability
- Dental
- Vision



Environmental Factors

- Wildfires

Discussion of Key Takeaways from Community Input Presentations

-Committee Staff

Joint Task Force Community Input

Key Takeaways

Community Alignment with Joint Task Force Policy Recommendations

Aligned

- Access and Affordability
- Comprehensive Benefits
- Eligibility and Enrollment
- Provider Reimbursement
- Equity
- SDOH

Partial Alignment

- ERISA
- Governance
- Patient safety and quality
- Private/Commercial insurers
- Regional involvement

Opportunities for Alignment

- Costs & Proposed Tax Rates
- Farming/Agriculture
- Implementation risk
- Medicare enrollees
- Multi-State Employers
- Workforce
- Community engagement with transition and implementation

Oregon Advocacy Commission Community Input

Key Takeaways

- BIPOC Community Health Workers
- Bilingual Provider Salary Increase
- Emergency Response for Rural and Frontier Communities
- Affordable Counseling Services
- Mental Health Education
- Healthcare Sanctuary for Immigrants
- Healthcare Education & Advocates
- Mobile Health Unit
- Increased Healthcare Access
- Nutrition Education
- Linguistically and Culturally Specific Healthcare Services
- Tribal Health Care Workforce
- Mental Health Services for the LGBTQ2SIA+ Community
- Wildfire Emergency Planning (including multilingual)
- Addiction Recovery
- Youth Disability Assistance
- Community Health Promotion
- Culturally Specific Dental Services

Community Health Assessments Community Input

Key Takeaways



Housing

- Affordable Housing
- Available Housing
- Homelessness



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Substance Use



Economic Security



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Environmental Factors

- Wildfires



UHPGB Communications and Engagement Committee

December 11, 2024

Diana Bianco, JD

Artemis Consulting



Our time
together
today...

- Review Scope of Work
- Share overall approach
- Outline key components for a successful process
- Gather input and feedback from the Committee

Scope of work

- Assist board staff and the Community Engagement and Communications Committee to create a community engagement plan
- Focus engagement opportunities on (*required by the legislation*):
 - Employers (small and large)
 - Business organizations (small and large)
 - Health care providers
 - Health care insurers
 - Health care consumers
 - Coordinated Care Organizations (“CCO”)
 - Community Based Organizations (“CBO”)
 - Disability-led organizations

- Advise on the recommended number of engagement opportunities with each interested party (DCBS makes final decision).
- Develop a strategy to engage with regional organizations to identify workforce challenges.
- Assist to identify stakeholder groups and individuals for panels and/or forums.
- Assist to plan specialty forum meetings.
- Assist in determining how to evaluate and work with existing boards, commissions, and councils concerned with health care and health insurance.
- Assist in outreach to facilitate work with existing boards, commissions and councils concerned with health care and health insurance.
- Engage with key partners including businesses, Providers, Clinics, CCOs, CBOs, disability-led organizations and insurance carriers.
- Consult with the Committee before and after engagement meetings.
- Assist Committee with the planning process for panels and/or forums, including but not limited to meeting format and structure, forum participants and process for soliciting participation.
- Facilitate and lead engagement forum meetings with small and large businesses throughout the development of the Finance and Revenue, Plan Design and Expenditures and Operations structures of the Universal Health Plan.
- Conduct follow-up after meetings, as appropriate.
- Present engagement findings to board staff and applicable UHP committees.
- Provide DCBS and/or Committee follow-up consultation as needed.

Overall approach

- Affirm goals for engaging the specified groups
- Compile lists of groups to engage, with staff and Committee input
- Consider setting/approach for different groups
- Draft community engagement plan
- Coordinate with other board committees (which may mean waiting...)
- Ongoing consultation with board staff and Committee leadership

Key components for a successful process

- Meaningful engagement
- Create an inclusive space (what that looks like may vary across groups)
- Encourage participation from all who attend
- Foster open communication, trust and respect (to the extent possible in one-off sessions)
- Ask crisp questions (and send in advance)
- Provide information about how input will be shared and utilized
- Acknowledge the opportunities and challenges of virtual sessions
- Recognize capacity and resource limitations, while optimizing participation and input
- Coordination with other board committees
- *Understand that this work is only part of community engagement, not all of it*



Accountability
to the
legislature
under
SB 1089



Goals for engaging these groups

- Gathering input on plan design
- Informing groups about the work

Questions for discussion

- What are key components for success in engaging these groups?
- What are your worries about the engagement process? What challenges do you foresee?
- What are your thoughts about balancing capacity limits with the desire to hear from many people and to be inclusive?
- Is there anything else you want to share as we undertake this work?

Break
1:20-1:30

Communications and Communications Plans

Presenter: Mark Peterson, Communications Director
Department of Consumer and Business Services



Communications – What is it?

The active process of exchanging information and ideas

Effective communication goes beyond that

- Process of exchanging information and ideas so that the message is received and understood with clarity and purpose
- Includes plain language, accessibility, etc.

Effective communications

The 7 Cs

1. Clear
2. Concise
3. Concrete
4. Correct
5. Coherent
6. Complete
7. Courteous

The 7 Cs: Clear, concise, concrete, and correct

1. Clear: Be clear about your goal or message
2. Concise: Get to the point and keep it brief
3. Concrete: Details (not too many) and vivid facts
 - Message is solid
 - Audience has clear picture of what you are telling them
4. Correct: Make sure terms used fit audience's level of education or knowledge, avoid jargon; no spelling or grammatical errors

The 7 Cs: Coherent, complete, courteous

5. Coherent: Make it logical

- All points are connected and relevant
- Tone and flow are consistent

6. Complete: Audience has everything to be informed

- Call to action: Make it clear
- Include all relevant info

7. Courteous: Friendly, open, honest

- No hidden insults or passive-aggressive tones
- Keep reader's viewpoint in mind

Communications vs. marketing

They are not the same

- Marketing
 - Deals with reaching specific audiences
 - Tends to be customer-centric and sales driven
- Communications
 - Focuses on the message to audiences
 - Helps audience understand the product or service

Communications plan

What is it?

- A strategic document that outlines an organization's objectives, key messages, channels, and communications activities

Why is it important?

- Helps everyone to be on the same page
- Can prevent or mitigate the effect of potential crises
- Ensure that information is shared effectively and efficiently

Creating a communications plan: Steps 1-5

1. Establish goals
2. Identify your audiences
3. Do a SWOT analysis – Strengths, weaknesses, opportunities, and threats
4. Plan and design your key messages
5. Consider your resources

Creating a communications plan: Steps 6-9

6. Determine communications channels you will use (media, email, publications, presentations)
7. Create a tactical outreach plan
8. Specify a timeline for moving forward
9. Decide how you will evaluate the plan and adjust it as needed

Sample communications plan

Audience	Deliverable	Timeline	Description	Delivery methods	Owner
Small businesses	Finance structure recommendation	June 2025	Communicate the finance structure recommendation from the Finance and Revenue committee	Website, email, social media	UHPGB, DCBS Communications
Large businesses					
Health care providers					
Insurance companies					

Questions?

Mark Peterson

Communications Director

Department of Consumer and Business Services

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Communications Planning Discussion

- Co-Chairs & Committee Members

Committee Member Reflections and Future Topics

- Co-chairs Fellows and Glass and Committee Members

Public Comment



Universal Health Plan
Governance Board

Thank you