

# HEALTHCARE



# LITERACY

# COUNCIL

## Contra Costa County





# HEALTHCARE LITERACY

Helping Contra Costans successfully access and use their healthcare in an informed and efficient way





# A NEED FOR LITERACY

- Silver Tsunami places largest population ever on Medicare roles
- CalAIM increases Medi-Cal eligibility for low-income
- Peaked enrollment in East County
- Limited knowledge of healthcare system

# CONSEQUENCES



- Seniors and low-income struggling to maximize benefits
- Elevated anxiety, anger and frustration
- Chronic misuse of EDs
- Significant cost to healthcare providers



# COMMON CAUSE

## Behooves stakeholders to combine resources:

- Improved efficiencies
- More appropriate use of existing facilities
- Better client outcomes
- Promotion of prevention models
- Healthier communities
- Resident empowerment



**A HEALTHCARE  
LITERACY  
CAMPAIGN**



# PILOT CAMPAIGN

An integrated outreach and education campaign to help impacted communities properly access their healthcare

- Utilize key influencers and existing resources
- Culturally appropriate
- Community-based



# CORE CAMPAIGN PARTNERS



East County leaders dedicated to healthcare literacy:

COUNTY  
SUPERVISOR  
DIANE BURGIS



KAISER  
PERMANENTE<sup>®</sup>

CONTRA COSTA  
HEALTH





# KEY STRATEGIES

1

**Council**

2

**Curriculum**

3

**Ambassadors**

4

**Outreach & Partners**

# HEALTHCARE LITERACY COUNCIL

## Outreach and Education Campaign

- Direction, oversight and support
- Informational website, educational materials, social and traditional media
- Curriculum development
- Recruitment of college educators



# HEALTH LITERACY CURRICULUM



## Supportive Healthcare Education

- Comprehensive healthcare navigation assistance
- Medicare and Medi-Cal benefits optimization
- Specialized support for vulnerable populations (language, cultural, economic, transportation, etc.)

# HEALTH LITERACY AMBASSADORS

## Community Ownership and Engagement

- Los Medanos College Students
- Recruited and trained as Ambassadors
- Present curriculum to High School and Adult Seniors
- Serve as informational conduit to Council
- True community empowerment and ownership



# COMMUNITY OUTREACH & PARTNERS



## Countywide Outreach Campaign

- Health Literacy Ambassadors expand across county
- Share information via social media, website, videos, mailers, apps, swag and partner-supported special events
- Recruit additional partners (CBOs, local leaders, media) to amplify messaging

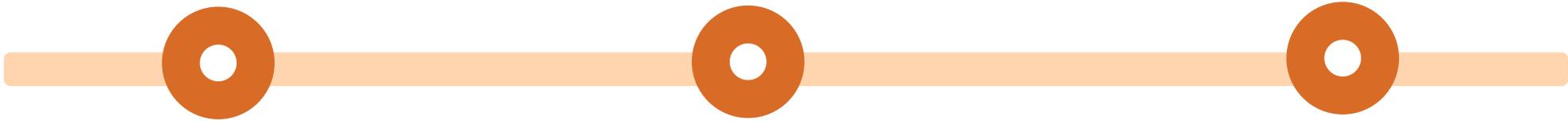
# ANTICIPATED OUTCOMES OF HEALTHCARE LITERACY CAMPAIGN

- Empowered residents who can better navigate their healthcare
- Trickle-down of information to family members
- Proper utilization of existing healthcare resources
- Ambassadors emboldened with knowledge, experience





# TIMELINE



**YEAR ONE**

Lay groundwork

**YEAR TWO**

Execute campaign

**YEAR THREE**

Evaluate & expand



# YEAR ONE

**Estimated Costs: \$95,650**

- Research and exploration
- Council development and management
- Curriculum development
- Education and outreach materials
- Initial ambassador recruitment and training



# YEAR TWO

**Estimated Costs: \$224,200**

- Trainings with schools and seniors
- Education and outreach marketing
- Recruitment of partners and funders
- Evaluation benchmarks for educators
- Full public outreach materials and tools



# YEAR THREE

**Estimated Costs: \$100,000**

- Trainings across full region
- Active community outreach and education marketing campaign
- Evaluation of successes and publishing of outcome report
- Recruitment of additional funders
- Expansion to remainder of county



# PILOT EVALUATION

## Measurements based on:

- Partnerships developed
- Class evaluations
- Ambassador feedback
- ED usage
- Website analytics
- Media impressions
- Pre and Post surveys



# HEALTHCARE



# LITERACY

# COUNCIL

## Contra Costa County



# APPENDIX

## Year One Estimated Cost Breakdown

ACTIVITY	Time	Rate	Cost	OOP	Total
<b>Research and Exploration</b>					
Literature Review and Internet Exploration	12	\$ 225	\$ 2,700		\$ 2,700
Interviews with similar literacy programs	12	\$ 225	\$ 2,700		\$ 2,700
Compilation of findings report	4	\$ 225	\$ 900		\$ 900
<b>Council Development and Management</b>					
Planning and Organization	12	\$ 225	\$ 2,700		\$ 2,700
Meetings organization (scheduling, agenda, etc.)	18	\$ 225	\$ 4,050	\$ 300	\$ 4,350
Member Recruitment and Outreach	6	\$ 225	\$ 1,350		\$ 1,350
<b>Curriculum Development</b>					
Research and investigation	12	\$ 225	\$ 2,700		\$ 2,700
Key Informant Interviews & Report	20	\$ 225	\$ 4,500		\$ 4,500
Development of curriculum	28	\$ 225	\$ 6,300		\$ 6,300
Testing of curriculum	10	\$ 225	\$ 2,250	\$ 1,400	\$ 3,650
Adaption and translation for different audiences (3)	12	\$ 225	\$ 2,700	\$ 600	\$ 3,300
Produce Tools (teacher's guide, PowerPoint, etc.)	20	\$ 225	\$ 4,500	\$ 1,200	\$ 5,700
<b>Education and Outreach Materials</b>					
Write and design outreach/marketing materials	18	\$ 225	\$ 4,050		\$ 4,050
Website: write, design, produce, manage	48	\$ 225	\$ 10,800	\$ 2,600	\$ 13,400
Develop series of social media posts	42	\$ 225	\$ 9,450		\$ 9,450
Modify tools for different audiences and languages	6	\$ 225	\$ 1,350	\$ 500	\$ 1,850
Printing and production of final pieces	4	\$ 225	\$ 900	\$ 1,600	\$ 2,500
Distribution of materials (posting, advertising, etc.)	28	\$ 225	\$ 6,300	\$ 5,600	\$ 11,900
<b>Initial Ambassador Recruitment &amp; Training</b>					
Engagement/Partnerships with Community College	10	\$ 225	\$ 2,250		\$ 2,250
Establish expectations and compensation package	8	\$ 225	\$ 1,800		\$ 1,800
Outreach (meetings) to facilitate recruitment	16	\$ 225	\$ 3,600	\$ 200	\$ 3,800
Training of student-ambassadors	14	\$ 225	\$ 3,600	\$ 200	\$ 3,800
<b>ESTIMATED TOTAL YEAR ONE COSTS</b>					<b>\$ 95,650</b>

# APPENDIX

## Year Two Estimated Cost Breakdown

ACTIVITY	Time	Rate	Cost	OOP	Total
<b>Research and Exploration</b>					
Focus Groups (2) to test curriculum	48	\$ 225	\$ 10,800	\$ 2,000	\$ 12,800
Focus Group Report Findings	6	\$ 225	\$ 1,350		\$ 1,350
<b>Council Development and Management</b>					
Meetings organization (scheduling, agenda, etc.)	8	\$ 225	\$ 1,800	\$ 500	\$ 2,300
Council Support and Management	24	\$ 225	\$ 5,400	\$ 1,100	\$ 6,500
Member Recruitment and Outreach	16	\$ 225	\$ 3,600		\$ 3,600
<b>Curriculum Development</b>					
Produce Tools (teacher's guide, PowerPoint, etc.)	24	\$ 225	\$ 5,400	\$ 2,600	\$ 8,000
Training instructors on curriculum	12	\$ 225	\$ 2,700		\$ 2,700
Modifications and Enhancements	18	\$ 225	\$ 4,050	\$ 1,200	\$ 5,250
<b>Ambassador Recruitment &amp; Training</b>					
Engagement/Partnerships with Community College	10	\$ 225	\$ 2,250		\$ 2,250
Hire and on-board Ambassadors (4)	28	\$ 225	\$ 6,300	\$ 20,000	\$ 26,300
Training of student-ambassadors	12	\$ 225	\$ 2,700	\$ 200	\$ 2,900
Supervision, booking and directions	36	\$ 225	\$ 8,100	\$ 200	\$ 8,300
<b>Education and Outreach</b>					
Develop marketing plan	12	\$ 225	\$ 2,700		\$ 2,700
Website updates and maintenance	24	\$ 225	\$ 5,400	\$ 1,200	\$ 6,600
Video (2) filming and production	48	\$ 225	\$ 10,800	\$ 6,400	\$ 17,200
Promotional material production (Swag)	12	\$ 225	\$ 2,700	\$ 5,600	\$ 8,300
Direct Mail Campaign (produce, lists and mail)	20	\$ 225	\$ 4,500	\$ 18,000	\$ 22,500
Media buy (TV, Radio, Print, Social)	24	\$ 225	\$ 5,400	\$ 22,000	\$ 27,400
Clalendar placement of social media posts	20	\$ 225	\$ 4,500		\$ 4,500
Media outreach and pitches	18	\$ 225	\$ 4,050		\$ 4,050
Special community events with partners (3)	60	\$ 225	\$ 13,500	\$ 28,000	\$ 41,500
<b>Evaluation</b>					
Conduct mid-term evaluation report	8	\$ 225	\$ 1,800		\$ 1,800
Collect & collate evaluations from ambassadors	6	\$ 225	\$ 1,350		\$ 1,350
Website analytics	2	\$ 225	\$ 450		\$ 450
Collect and collate evaluation from students	6	\$ 225	\$ 1,350		\$ 1,350
Collect media impressions	8	\$ 225	\$ 1,800		\$ 1,800
Collect ED usage reports	2	\$ 225	\$ 450		\$ 450
<b>ESTIMATED TOTAL YEAR TWO COSTS</b>					<b>\$ 224,200</b>

# APPENDIX

## Year Three Estimated Cost Breakdown

ACTIVITY	Time	Rate	Cost	OOP	Total
<b>Council Management</b>					
Meetings organization (scheduling, agenda, etc.)	8	\$ 225	\$ 1,800	\$ 500	\$ 2,300
Council Support and Management	24	\$ 225	\$ 5,400	\$ 1,100	\$ 6,500
Member Recruitment and Outreach	8	\$ 225	\$ 1,800		\$ 1,800
<b>Curriculum Development</b>					
Modifications and Enhancements	18	\$ 225	\$ 4,050	\$ 1,200	\$ 5,250
<b>Ambassador Recruitment &amp; Training</b>					
Hire and on-board Ambassadors (2)	12	\$ 225	\$ 2,700	\$ 6,000	\$ 8,700
Supervision, booking and directions	30	\$ 225	\$ 6,750		\$ 6,750
<b>Education and Outreach Materials</b>					
Media buy (TV, Radio, Print, Social)	24	\$ 225	\$ 5,400	\$ 14,000	\$ 19,400
Clalendared placement of social media posts	20	\$ 225	\$ 4,500		\$ 4,500
Modify tools for different audiences and languages	12	\$ 225	\$ 2,700	\$ 1,400	\$ 4,100
Media outreach and pitches	18	\$ 225	\$ 4,050		\$ 4,050
Special community events with partners (2)	42	\$ 225	\$ 9,450	\$ 20,000	\$ 29,450
<b>Evaluation</b>					
Conduct final evaluation report	8	\$ 225	\$ 1,800		\$ 1,800
Collect & collate evaluations from ambassadors	6	\$ 225	\$ 1,350		\$ 1,350
Website analytics	2	\$ 225	\$ 450		\$ 450
Collect and collate evaluation from students	6	\$ 225	\$ 1,350		\$ 1,350
Collect media impressions	8	\$ 225	\$ 1,800		\$ 1,800
Collect ED usage reports	2	\$ 225	\$ 450		\$ 450
<b>ESTIMATED TOTAL YEAR THREE COSTS</b>					<b>\$ 100,000</b>