

Contra Costa CARES Outreach and Education

#HEALTH4ALL

Goal:

Reach/educate undocumented immigrants ages 26-49 and provide pre-enrollment assistance and referrals to community health centers for CC CARES enrollments



#OneContraCosta



Outreach and Education Plan

14 Community-Based Organizations (CBOs)

- AAPI Coalition
- Able Community Development Foundation
- ACCE
- Catholic Charities East Bay
- East Contra Costa Community Alliance
- Hijas Del Campo
- Monument Impact

- Multi-Faith ACTION Coalition
- Multicultural Institute
- Aliados Health (formerly Redwood Community Health Coalition)
- RotaCare - Richmond
- The Latina Center
- United Latino Voices
- Village Community Resource Center

Three Community Health Centers

- Brighter Beginnings
- La Clínica de la Raza
- LifeLong Medical Care

Successful Strategies and Lessons Learned

- Meeting People Where They Are At
- Health Center and CBO Collaborations
- Social Media and Digital Campaigns
- Community Trust
- Networks
- CBO Training and Preparedness



United Latino Voices

Contra Costa Cares

Necesita ver el Doctor?
Pero no tiene
cobertura
de salud por su estatu
immigratorio?



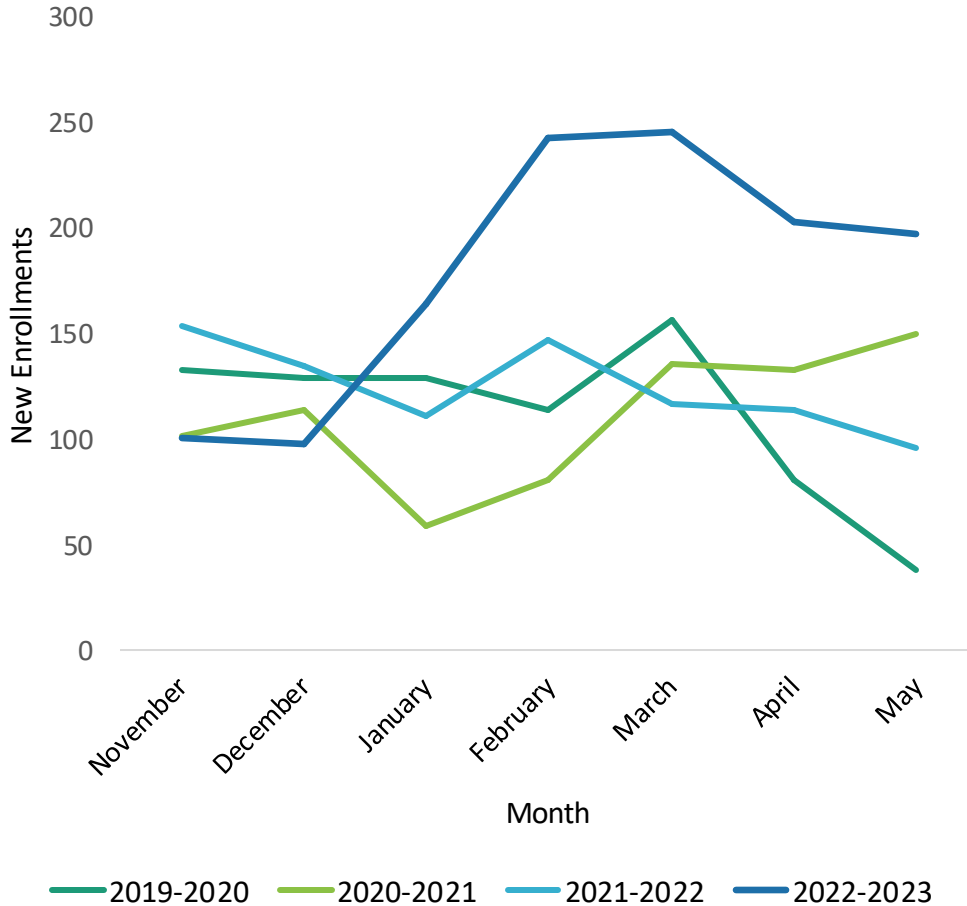
26-49
Años

OFRECE ATENCION MEDICA GRATIS
PARA PERSONAS:

 **BAJOS INGRESOS**

 **SIN SEGURO**

New CC CARES Enrollments



Reach

- **146,700+** were reached by outreach CBOs

Pre-Enrollments

- **1123** people took the CC CARES Pre-Enrollment Survey

New Enrollments

- **1252** people were enrolled into CC CARES during O&E

Barriers to Care

Financial Costs

- The most reported barrier to care was financial costs (n=508).

Communication and Trust

- Other common barriers to care included having limited information on how to get care (n=285), language barriers (n=262), and fear/discomfort/distrust of the healthcare system (n=118).

Emergency Care

- Many referrals were only able to receive emergency care (n=176), and some did not know they were sick until they needed emergency care (n=64).

Provider Location and Availability

- Other barriers to care included transportation (n=85), health centers not accepting patients (n=133), and clinic hours (n=70).

“Hay falta de informacion para acerca los programas de salud que son accesible, y no se entender el idioma, y no se entender como es el sistema se salud en este pais.”

“There is a lack of information about affordable health programs, and the language is not understandable, and I don’t understand what the healthcare system is like in this county.”

A quote from a Concord resident making less than \$15,000 a year.

Solutions and Recommendations

- **Systemic Issues**

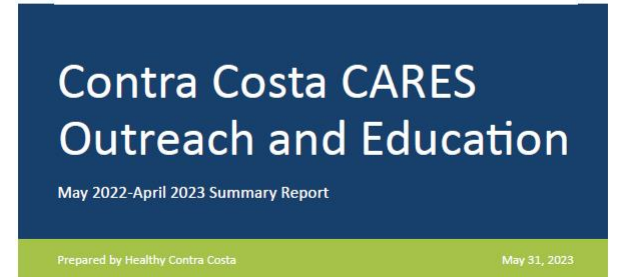
- Contra Costa's systems need to collaborate with CBOs to streamline Medi-Cal enrollments and eliminate gaps between systems.

- **Ongoing Outreach and Education**

- It is important to continue partnering with CBOs to educate the community about Medi-Cal's expansion.

- **Workforce Development**

- To address workforce limitations, it will be important to recruit and train community members to serve as Patient Health Navigators and Enrollment Specialists.



Going Forward

- Going forward, the CC CARES O&E Network looks forward to partnering with CCH, CCHP, and the Office of Racial Equity and Social Justice to advance these recommendations and ensure meaningful partnership with the community.

