

COVID-19 Public Health Emergency (PHE) Unwinding Partner & Provider Webinar

Hosted by: Oregon Department of Human Services
(ODHS) & Oregon Health Authority (OHA)

June 2023



Zoom Webinar Tips

All attendees:



Use the Q&A function to submit your questions

- We will spend the last 20 minutes of the webinar answering questions
- We will follow up on any questions we are not able to address
- If you would prefer to ask your question verbally, please ask to be unmuted in the Q&A box



This webinar is being recorded

- It will be shared on our COVID-19 Public Health Emergency Unwinding webpage at KeepCoveredPartners.oregon.gov following the conclusion of the presentation

Language & Disability Access

- A live Spanish webinar was held June 5 with the same material that will be presented today. A recording of the Spanish webinar will be available at KeepCoveredPartners.oregon.gov
- For live captioning, please click on the “cc” button located at the bottom of your screen
- For real time interpretation to ASL, please see the pinned video on your screen

Agenda

Welcome

Keep Covered campaign background

Keep Covered campaign overview

Questions & Answers

Closing comments



Keep Covered

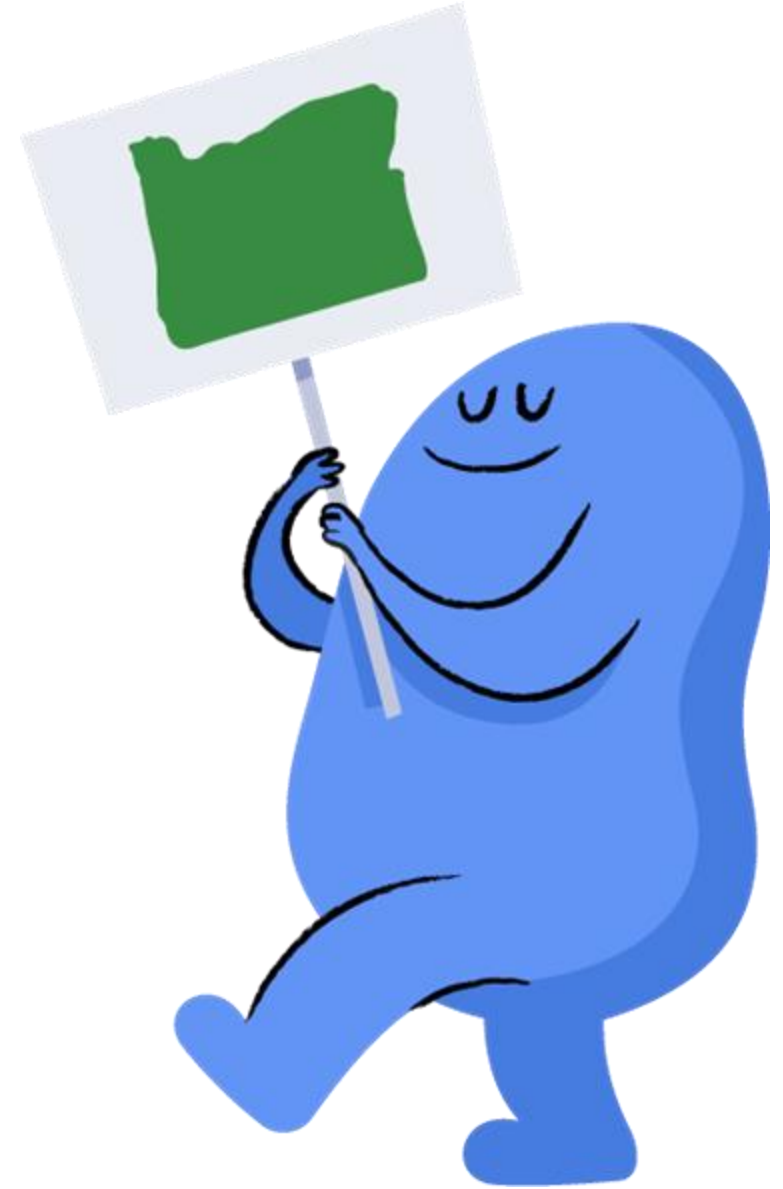
*Campaign to encourage people to renew
OHP & other Medicaid benefits*

Keep Covered overview

25-minute share

- The campaign: urgency + support
- What you'll see in communities
- The tools you can use to join us
- Action and support

20-minute discussion and on-the-spot communication TA



Goal: Engage and support priority populations

Populations approved by Community Partners Working Group

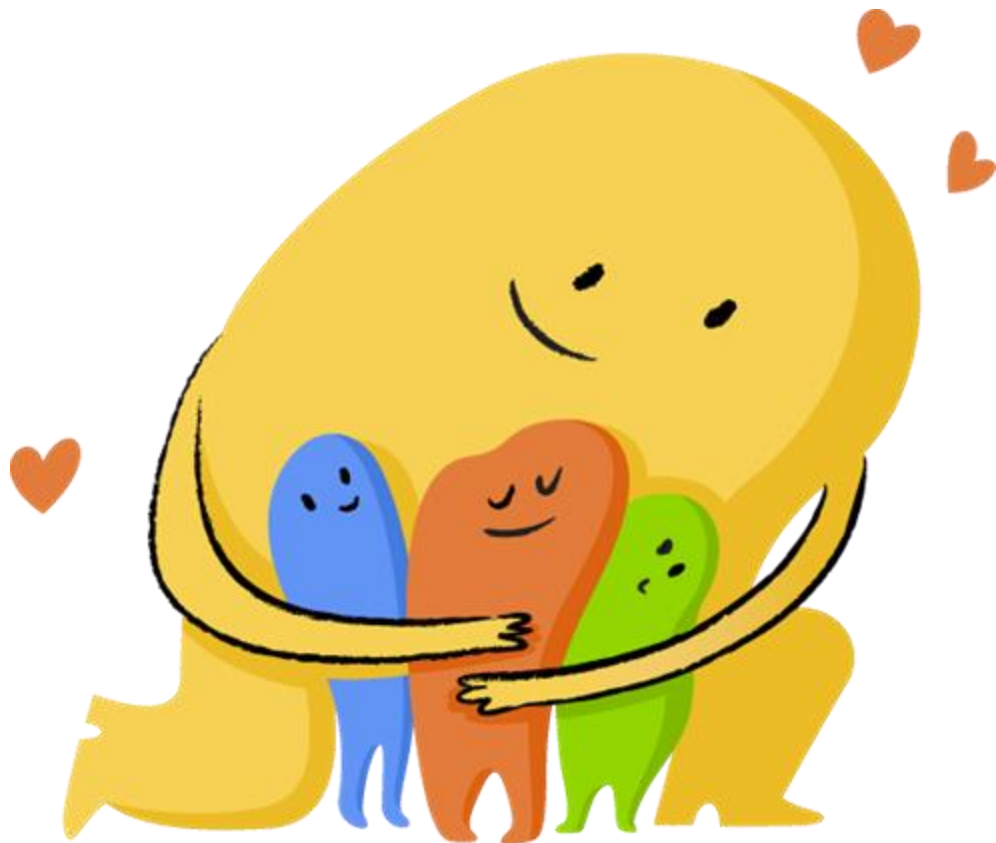
(Paid campaign advisor representing each population)

- American Indian or Alaska Native community members (not served by Tribal health clinics)
- Asian American and Pacific Islander community members
- Black, African, Pan-African, African American and Foundational Black American persons
- COFA Islander persons
- Hispanic or Latino, Latina, Latinx persons
- Migrant and seasonal farm workers
- Older adults (aged ≥ 65 years)
- People experiencing houselessness
- Formerly incarcerated persons
- People leaving private hospitals
- People who live in rural or frontier areas
- People identified as having intellectual or developmental disability
- People living with mental or emotional health condition or illness
- People living with physical disabilities (including people who are Deaf or Hard of Hearing, DeafBlind or who are blind or have low vision)
- People with low or no literacy skills who speak English
- People with substance use disorder
- Recent immigrants
- People who are undocumented (who are part of the Healthier Oregon program)
- Young adults, emancipated youth and youth aging out of foster care

(recognizing the intersectionality between and among these groups)



Community-informed campaign



- **Listening**

- Online survey: 1,115 people who get benefits
- Facebook ad testing
- 14 CBO input sessions
- Five OHP member listening sessions

- **Learning**

- Urgent AND supportive
- Positive messages
- Simple visual icons
- The message works across all the populations

Strategy

- **Broad-reach campaign meets shared needs across priority audiences**
 - Materials, in 14 languages, through trusted partners, locations
 - Advertising
 - [KeepCovered.Oregon.gov](https://www.KeepCovered.Oregon.gov)
 - Feedback loops
- **Audience-specific outreach with community-based organizations**



Messages

- **Take action to renew OHP and other Medicaid benefits.**
- **Keep your address up to date.**
 - You can get free help in many languages—online, in person and on the phone.
- **Keep checking your mail for letters from the state of Oregon.**
 - Your renewal letters will tell you what to do.
 - Letters are being mailed now through mid-2024.
 - Not everyone will get their letters at the same time.

14 languages:

- Arabic
- Chuukese
- English
- Hmong
- Marshallese
- Spanish
- Russian
- Korean
- Somali
- Simplified Chinese (written)
- Traditional Chinese (written)
- Vietnamese
- Tagalog
- Ukrainian

Advertising

Billboards launched statewide in May



KeepCovered.Oregon.gov



Consulta:
KeepCovered.Oregon.gov



KeepCovered.Oregon.gov



Consulta:
KeepCovered.Oregon.gov



- Paid media continues through February 2024
- Future waves include
 - Digital and social media
 - Radio
 - Select local in-language newspapers
 - Other TBD



Wave one campaign materials

English and Spanish up now; additional 12 languages by end of June



Poster and table tent



Flyer



Fact sheet



FAQ



Customizable options

English and Spanish up now; additional 12 languages by end of June

All materials: Space to add your logo and three lines of contact information.

Partner toolkit: Talking points, web blurb, email, phone script, social media

Toolkit includes event flyer with large customizable content areas



Social media content

For use by OHA and partners; download online

Graphics (more to come)



Five posts in 14 languages;
example below

Change is coming to Oregon Health Plan (OHP) and other Medicaid benefits. Make sure your mailing address is correct so you get your renewal letters. Visit [KeepCovered.Oregon.gov](https://www.KeepCovered.Oregon.gov) to learn more about how you can protect your medical benefits. #KeepCovered



Additional materials

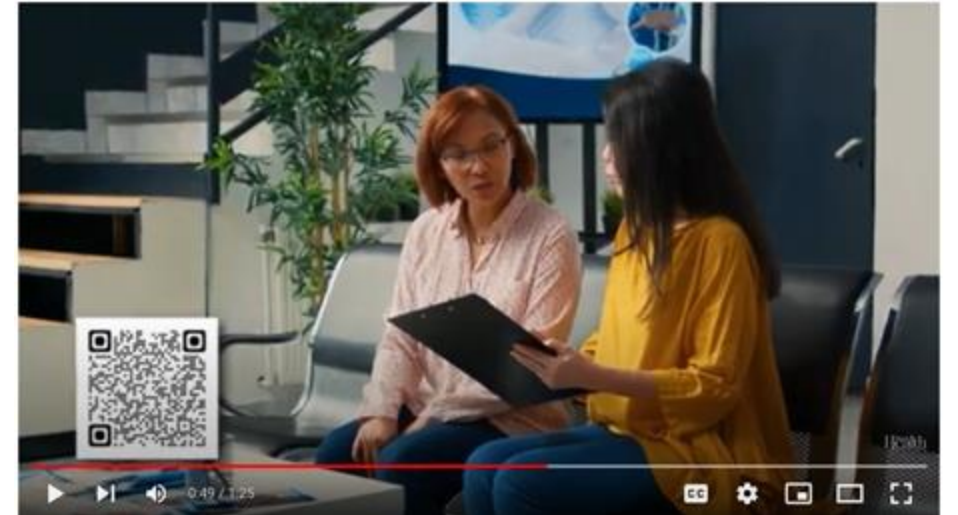
Currently available at KeepCoveredPartners.Oregon.gov

- “Understanding redetermination” video in English and Spanish
- FAQ for CBOs and for members
- English and Spanish OHA social media



Anticipated

- Radio PSA in English and Spanish
- OHA newsletter
- Noticias (TBC)



KeepCovered.Oregon.gov

Page for members

Make sure we can reach you

Home

Timeline for upcoming benefit changes

I have medical or food benefits

How Oregon is protecting health coverage

I am a partner



Update your contact information

Make sure we have your current mailing address, phone number, email, or other contact information. This way, we'll be able to contact you about your benefits.

You can update your contact information through any of the following ways:



Online

Log on or create a ONE account at benefits.oregon.gov.



By phone

1-800-699-9075 on Mondays through Fridays from 7 a.m. to 6 p.m. (PST). Hold times are lowest from 7 to 8 a.m. All relay calls accepted.

Interpreters are available. You also can connect with an interpreter in 16 different languages before being transferred to the Customer Service Center by selecting a [toll-free language line](#).



In person

People can visit any Aging and People with Disabilities, Area Agency on Aging (Type B) or Self-Sufficiency Programs Office for help. Interpretation is available. [Click here to find your local office](#).



Through your local community partner

Visit OregonHealthCare.gov/GetHelp to find an OHP-Certified Community Partner.



Through your Coordinated Care Organization

Visit bit.ly/ccoplans to find CCO phone numbers

Get information

Buttons with “for more information” in 14 languages, linking to fact sheet in each language. *E.g.:*

자세한 내용은

Чтобы получить

para más información

Wave two materials: June-July

Watch the newsletter for updates: KeepCoveredPartners.Oregon.gov

- “What to do” video + audio
 - 15- and 30-second versions
 - 16 languages (14 + Mam and Mixteco)
 - Closed captions
- “How to read your letter” video and fact sheet



Other TBD based on opportunities

For example...



Take action to renew OHP and other Medicaid!

KEEP COVERED
Protect your medical benefits

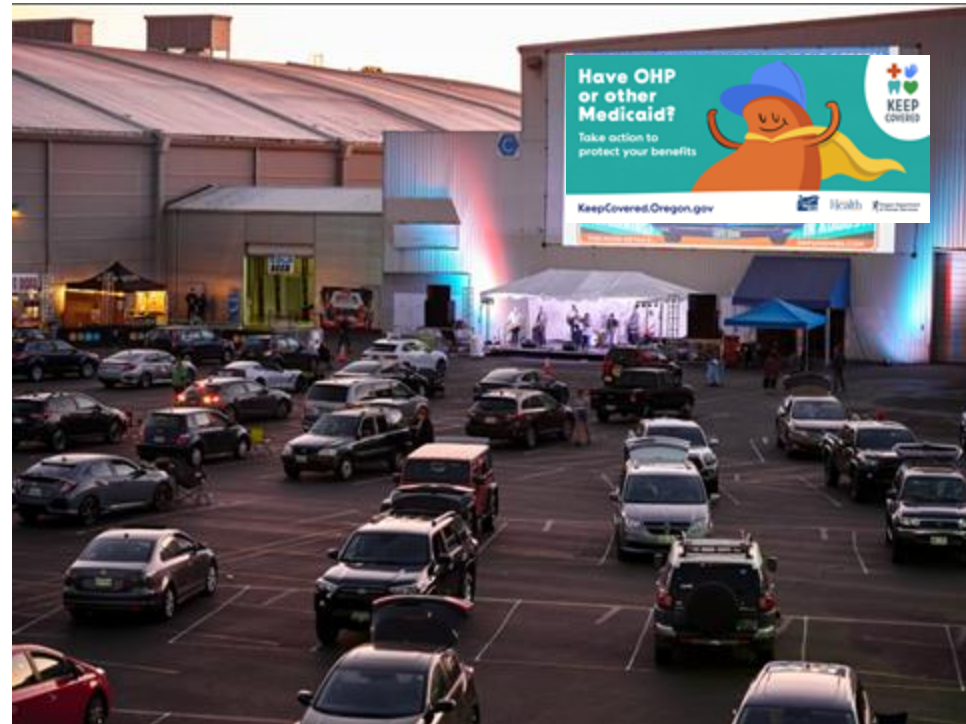
1. Update your address
2. Keep checking your mail from letters from the state, and do what they ask

KeepCovered.Oregon.gov
800-699-9075

Health Oregon Department of Human Services

Pop up banner for events

Shorter version of animation for drive in and movie screen ads



What to expect and what you can do

Thank you for helping reach people in Oregon!

- Be ready for phone and foot traffic
- Use the materials at KeepCoveredPartners.Oregon.gov
 - Download and customize materials
 - Order FREE printed copies of materials, delivered to you
 - Use the partner toolkit in your social, web, newsletter, other outreach
- Watch the Keep Covered newsletter for updates
 - Sign up: <https://public.govdelivery.com/accounts/ORDHS/signup/35855>
- Suggestions or help needed?
 - feedback@odhsoha.oregon.gov



Optional discussion time

Questions?

Help needed?



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Thank you for attending!

