



Outreach & Community Engagement

Section 1332 Waiver – Immigrant Health Coverage

Exchange Health Equity Technical Advisory Committee
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Background

2021

- Legislature authorized the Exchange to seek a federal State Innovation Waiver under Section 1332 of the Patient Protection and Affordable Care Act (ACA)

2022

- Legislature passed supplemental operating budget (ESSB 5693):
 - Provided additional state premium assistance funding, contingent on the Section 1332 Waiver approval
- Provided funding for **community-led outreach and engagement** including \$50k (FY22) and \$700k (FY23) in support of the Section 1332 Waiver implementation

Guiding Principles

Centering Community: Throughout this work, it is imperative to center the voices and experiences of those impacted by the implementation of the Section 1332 Waiver: Washington residents without a federally recognized immigration status.

Empowering Community: To achieve the goals of this project, the Exchange intends to provide a majority of the funding allocated by the Legislature for community-led outreach & engagement directly to organizations representing or working with immigrants in Washington.

Learning Alongside Community: In the spirit of collective learning and success, all information and learnings gleaned from community will be shared back to the community.

Listening Sessions

July – October 2022



Listening Sessions (July – October 2022)

In collaboration with Lead Navigator Organizations, the Exchange is conducting listening sessions in lieu of formal focus groups.

Goals:

1. Determine baseline understanding of awareness & trust in *Washington Healthplanfinder* amongst immigrant communities
2. Aid the Exchange in better understanding community members' concerns/fears about accessing coverage and related barriers

Participants include individuals without federally recognized immigration status & are compensated in accordance with the Exchange's compensation policy for research participants:

- \$90 for a 90 minute in-person session
- \$60 for a 60 minute 1:1 interview (virtual)

Listening Sessions (July – October 2022)

Conducted by Lead Navigator Organizations in the following areas:

- **Spokane** (Better Health Together)
- **Wenatchee** (Confluence Health)
- **Tri-cities** (Tri-Cities Community Health)
- **Yakima** (Yakima Neighborhood Health Services)
- **South King County** (Public Health – Seattle & King Country)
- **SW Washington** (Sea Mar Community Health Centers)

Listening Sessions (July – October 2022)

Based on plans submitted in June, listening sessions will take place in the following languages:

Lead Organization	Languages	Partnering With
Better Health Together	English & Spanish	Columbia Basin Health Assn; Hispanic Business Professionals Assn; Manzanita House; Raiz
Public Health – Seattle & King Co	Spanish, Chinese/Cantonese, Haitian, Punjabi, & Portuguese	South County Promotoras; Centro Rendu; Para Las Nara; University of Washington
Sea Mar Community Health Centers	Slavic, Palauan, English, & Spanish	Washington State University – Vancouver
Confluence Health	English & Spanish	Community for the Advancement of Family Education (CAFÉ); Comunidades Sin Fronteras
Tri-Cities Community Health	English & Spanish	First Fruits; Tyson Foods; Pasco Processing; Columbia Basin College; WSU; Heritage University
Yakima Neighborhood Health Centers	English & Spanish	Migrant Recruiters

Listening Sessions (July – October 2022)

The Exchange created resources to support Lead Navigator Organizations in conducting these sessions.

Digital Design Team

- Research Plan
- Discussion Guide for facilitators, ensuring continuity across listening sessions and integrity of data collected
- Data collection template corresponding to the discussion guide

Comms & Outreach Team

- Template flier to advertise the session
- Background flier on Section 1332 Waiver
- Background flier about the Exchange

Listening Sessions (July – October 2022)

Reports are due to the Exchange by the end of October 2022

Data collected will be used to inform system build, marketing, and outreach in support of Section 1332 Waiver implementation.

Landscape Scans

September – December 2022



Landscape Scans (September – December 2022)

The Exchange is seeking to identify and contract with new partners to conduct landscape scans aimed at understanding the following information:

- The current level of awareness of health coverage options amongst immigrant communities;
- The current level of awareness or trust in WAHBE and its partners within immigrant populations;
- Areas where additional education may be needed, such as health coverage terminology, the value of having health insurance, where and how to access coverage;
- Relevant opportunities for outreach and engagement to immigrant populations in Washington state.

Landscape Scans (September – December 2022)

Conducting an informal procurement to identify newly contracted partners:

- Request for Responses (RFR) is currently live
 - Responses due to the Exchange by August 4, 2022
- Aiming to determine successful vendors by August 12, 2022
- Target date for contracts beginning is September 1, 2022

The successful vendors from the RFR will submit an action plan to the Exchange detailing how the landscape scan will be conducted.

Final reports will be due to the Exchange by November 15, 2022 and will inform system build, marketing, and outreach in support of Section 1332 Waiver implementation.

Health Literacy Campaign

January – June 2023



Health Literacy Campaign (January – June 2023)

The Exchange will conduct a formal procurement for a health literacy campaign vendor.

- Aiming to release the Request for Proposals (RFP) during fall 2022, with contract beginning January 1, 2023.
- Exploring avenues to partner with Health Care Authority to support this work

The campaign will be informed by the learnings gleaned from listening sessions and landscape scans, and will include community-specific outreach strategies.

Health Literacy Campaign (January – June 2023)

GOAL: Ensure individuals without a federally recognized immigration status are ready to enroll when coverage options are available:

- Understand value of health insurance
- Know where to access health insurance
- Know where to find enrollment assistance in their preferred language

Envisioning campaign activities to include:

- Standard outreach (fliers, health fairs, etc)
- Community-led art and/or service projects such as educational murals with a QR code to connect individuals with *Washington Healthplanfinder*

Immigrant Health Coverage Collaborative

A Collective Impact Model



Immigrant Health Coverage Collaborative

Using a collective impact model¹, the Exchange will convene the Immigrant Health Coverage Collaborative (IHCC).

A collective impact model brings all partners together in a structured manner, working toward a common goal and must include the following five conditions:

Common Agenda	a shared vision for change including a common understanding of the problem and a joint approach to solving it through agreed upon actions
Shared Measurement	collecting data and measuring results consistently across all participants to ensure efforts remain aligned and participants hold each other accountable
Mutually Reinforcing Activities	participant activities must be differentiated while still being coordinated through a mutually reinforcing plan of action
Continuous Communication	consistent & open communication is needed across the many players to build trust, assure mutual objectives, & create common motivation
Backbone Support	creating and managing collective impact requires a separate organization(s) with staff and a specific set of skills to serve as the backbone for the entire initiative and coordinate participating organizations and agencies

Immigrant Health Coverage Collaborative

IHCC will be the nexus in which the various partners involved this work come together, sharing data and information in support of the Section 1332 Waiver implementation.

IHCC membership will include:

- Lead Navigator Organizations
- Successful vendors from landscape scan RFR
- Successful vendor from health literacy campaign RFP (*beginning January 1, 2023*)
- Exchange Staff
- Health Care Authority Staff
- *Others?*

IHCC meetings will take place monthly beginning mid-September 2022

Feedback or questions?

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