



AUCH/Utah Health Center
Communications Peer Group Minutes
 March 24, 2021 | 2:00-3:00pm
 Virtual – Zoom Meeting

Peer Group Members Present	James Jarrad – Fourth Street Clinic Amanda Robinson – Mountainlands Family Health Center Jane Mueller – Family Healthcare Megan Johnson – FourPoints Health
AUCH Staff Present	Beth Fiorello, Communications Manager Samantha Burfiend, Communications Specialist Rachel Craig, Legislative Coordinator
COVID-19 Vaccines – What’s New?	<p>Megan (FourPoints Health) is now marketing with Facebook, radio, word of mouth, and an text platform for patients. They are at a good, steady pace.</p> <p>James (Fourth Street Clinic) is utilizing print materials for marketing the vaccine. Fourth Street is only marketing toward the target homeless population and primarily using the Moderna vaccine. This year, their goal is to ramp up outreach & the mobile clinic to those in the surrounding area. They are also using other CBOs to help with vaccination outreach and administration.</p> <p>Jane (Family Healthcare) Have started communicating with patients about the vaccine, but have not yet started administering.</p> <p>Amanda (Mountainlands) Like Jane, Mountainlands has not received the vaccine.</p> <p>Beth (AUCH) posts regular COVID Vaccine communications updates and resources to the Member Resource and AUCH Connect group.</p>

<p>Medicaid / O&E Marketing</p> <p>Statewide Marketing Campaign</p> <p>Health Center Workforce Campaign</p>	<p>The health insurance Marketplace opened a Special Enrollment Period (SEP) from Feb. 15 – Aug. 15, 2021. Additionally, the Health Insurance Premium Support (HIPS) program, administered by AUCH, has received additional funding this year. AUCH developed marketing materials promoting both HIPS and the SEP. Materials will be shared with health center O&E/Communications staff by the end of March, to use for their own marketing efforts.</p> <p>AUCH decided to outsource the next round of Statewide campaigns to a local agency. More details will be shared as we have them and AUCH staff plans to discuss the proposal with the Board in May 2021.</p> <p>Sam (AUCH) gave an overview of AUCH’s new workforce website + campaign. The website’s ideas are a “one-stop-shop” for job boards, workforce resources, testimonials, and Utah-specific recruiting. AUCH shared the new website’s branding and style updates. Email Beth or Sam if you would like to share a personal testimonial about working at a health center.</p>
<p>Roundtable</p> <ul style="list-style-type: none"> Social Media Challenges & Successes 	<p>Fourth Street are using Instagram, Facebook, and Twitter. Twitter is used for public/donor relations information, and Facebook for the same plus clinic updates/resources for their patients. The struggle the health center is having is balancing important patient updates with donor relations.</p> <p>Family Healthcare would like to hire a position that focuses on social media, as it currently gets left on the backburner due to capacity. Family Healthcare is revamping their website and is looking at the \$10,000 Google Grant (which the group previously thought FQHCs were not eligible for). Jane met with a group called Target Continuum that can apply for the funding and use it on behalf of the health center. Jane will provide updates to the group about her experience. Jane introduced the idea of hiring a social media staff person for all Utah health centers (who are interested) to share.</p> <p>Social media fatigue seems to be a problem with health centers across the board. AUCH staff will discuss internally about the potential ideas for a social media coordinator, balancing donor social media needs and patient social media needs, and other grant options for marketing/communications.</p> <p>AUCH regularly posts health care-related content to Facebook and Twitter and has also developed a social media calendar for health centers.</p>
<p>Policy & Advocacy Update</p>	<p>Rachel (AUCH) provided an update on the following policy/advocacy-related items.</p> <p>American Rescue Plan Act: Signed into law on March 11, 2021, this stimulus package includes many</p>

	<p>provisions that benefit health centers and their patients, including:</p> <ul style="list-style-type: none"> - \$7.6 billion in emergency funds for CHCs (amounts allocated to individual health centers were announced today, March 25, 2021) - \$800 million in one-time funds for the National Health Service Corps - \$1,400 stimulus checks for most Americans - Premium contributions for Americans enrolled in Marketplace health plans expanded to persons above 400% FPL and capped at 8.5% of income - Extension of federal unemployment insurance benefits (\$300 per week through September 2021) - Expansion of the Child Tax Credit for the 2021 tax year <p>State Updates: The 2021 General Session ended on March 5, 2021. Below are updates on AUCH's priority legislation:</p> <ul style="list-style-type: none"> - S.B. 140, sponsored by State Senator Vickers and State Representative Eliason, passed unanimously through both chambers and was signed by Governor Cox last week. This legislation prevents health insurers from engaging in predatory contracting against FQHCs on the basis that the FQHC participates in the 340B Drug Pricing Program. This legislation applies to all contracts that are entered into on or before January 1, 2022. - The Health Care Workforce Financial Assistance Program (HCWFAP) was funded at \$300,000 per year on an ongoing basis. This allows the state to apply for matching federal funds, making the total funding for the next round of HCWFAP applications over \$500,000. AUCH is still waiting to hear when applications for HCWFAP will open, but the application period is expected to begin by late summer or early fall of this year. - H.B. 294, or the "COVID-19 end-game" bill as it has been nicknamed, lifts the statewide mask mandate on April 11, 2021. There are exceptions to this order, and masks will still be required in groups of 50+, in K-12 school settings, and at private businesses that choose to require masks. Localities can also enact local mask mandates if certain data benchmarks are not met, and Salt Lake County and Salt Lake City are already considering local mandates. However, it is possible that Salt Lake County and Salt Lake City will hit these data benchmarks prior to April 11, which would prevent them from enacting a local mask mandate. <p>If you have any questions regarding policy or legislation, please reach out to Rachel.</p>
Next Meeting	Wednesday, April 28, 2021, 2:00-3:00pm