

## Strategic Workplan Instructions

Applicant must complete this worksheet to demonstrate their capability, and that of their subcontractors, if applicable, to reach and enroll the number of individuals proposed in the application.

Applicant must complete all activities during the grant term October 1, 2014 - June 30, 2015.

The Lead organization must provide **one** comprehensive worksheet that includes both the lead and all subcontractor activities, if any subcontractor exist.

Explanation of Columns:

**Column 1 - Month / Year**

Enter the month and year of the proposed activity.

**Column 2 - Date or Frequency (Date, Monthly, Weekly, 1st Monday, etc.)**

Enter the date or frequency, for example, monthly, bi-weekly, weekly, 1st Monday, etc.

**Column 3 - Organization Attending (Lead or Subcontractor Name)**

Enter the name of the Lead or Subcontractor organization that will be attending / staffing the event.

**Column 4 - Description of Activity**

Enter the description of the activity such as the name of the event.

**Column 5 - Quantity (# per month)**

Enter the quantity (in number form) of the amount of activities per month that are planned.

**Column 6 - Activity Type (Enter X for all that apply) Enter a) Outreach and Education  
b) Enrollment, and/or c) Post-Enrollment and Retention Support**

Enter "X" under the corresponding activity type that the activity falls under, i.e. Outreach and Education, Enrollment, or Post-Enrollment and Retention Support. Check all that apply.

**Column 7 - Location (Physical address)**

Enter the location and physical address of the activity (i.e. Meadow View Church, 123 Main Street).

**Column 8 - City**

Enter the name of the city where the activity takes place.

**Column 9 - Zip Code**

Enter the zip code of the city where the activity takes place.

**Column 10 - Hours**

Enter the Hours scheduled for the event, i.e. 10:00 am-5:00 pm.

**Column 11 - Comments or Notes**

Enter any relevant comments or notes associated with the specific activity (i.e. Closed on 11/26 due to holiday).

Strategic Strategic Workplan												
(1) Month/Year	(2) Date or Frequency (Date, Monthly, Weekly, 1st Monday, etc.)	(3) Organization Attending (Lead or Subcontractor Name)	(4) Description of Activity	(5) Quantity (# per month)	(6) Activity Type (Enter X for all that apply)			(7) Location (Physical Address)	(8) City	(9) Zip Code	(10) Hours	(11) Comments or Notes
					Outreach and Education	Enrollment	Post-Enrollment and Retention Support					
October 2014	10/11/2014	Lead Agency	PTA Meeting	1	X			Dry Creek School, 7777 N 1st Street	Sacramento	95814	6:30PM-7:30PM	
October 2014	10/18/2014 & 10/19/2014	Subcontractor	Apple Festival	1	X			Placer County Fair Grounds 222 County Fair Rd	Auburn	95603	10:00AM - 5:00PM	
October 2014	10/25/2014	Lead Agency	Fall Festival	1	X			County Fair Grounds, 555 N 5th Ave	Auburn	95603	9:00AM - 7:00PM	
October 2014	10/26/2014	Subcontractor	Trunk or Treat	1	X			Meadow View Church 222 W Church Dr.	Elk Grove	95624	6:00 - 9:00PM	
October 2014	10/31/2014	Lead Agency	Trunk or Treat	1	X			St Johns Church, 123 S Main Street	Elk Grove	95624	5:00 - 9:00PM	
October 2014	Daily	Subcontractor	Retail location	31	X	X	X	Sunrise Mall 111 W Mall Drive	Citrus Heights	95610	10:00AM - 9:00PM	Kiosk in center of mall
October 2014	Monday - Friday	Subcontractor	Office Hours for Walk Ins	23	X	X	X	Community Clinic 1111 E 3rd Ave	Citrus Heights	95610	10:00AM-5:00PM	
October 2014	Mondays	Lead Agency	How to Use Your Insurance Workshop	4			X	Community Clinic, 123 Main Street	Sacramento	95814	6:00PM-7:00PM	
October 2014	Saturdays and Sundays	Subcontractor	Enrollment Workshop	8	X	X		1500 L Street	Sacramento	95814	10:00AM - 12:00PM	
October 2014	Tuesdays and Thursdays	Lead Agency	Office Hours for Walk Ins	10	X	X	X	Community Clinic, 123 Main Street	Sacramento	95814	10:00AM-5:00PM	
October 2014	Wednesdays	Lead Agency	Enrollment Workshop	4	X	X	X	Community Clinic, 123 Main Street	Sacramento	95814	1:00PM-2:00PM	
November 2014	11/8/2014	Subcontractor	Community Meeting	1	X	X		Community Center 1212 N Tenth Street	Sacramento	95814	6:00PM-8:00PM	
November 2014	11/9/2014	Lead Agency	Church Presentation	1	X			Dry Creek School 1212 N Main Street	Sacramento	95814	06:30 - 07:30PM	
November 2014	Daily	Subcontractor	Retail location	31	X	X	X	Sunrise Mall 888 S Mall Drive	Citrus Heights	95610	10:00am - 9:00pm	
November 2014	Mondays	Lead Agency	How to Use Your Insurance Workshop	4			X	Community Clinic 333 N 5th Street	Sacramento	95814	6:00 - 7:00PM	
November 2014	Monthly	Subcontractor	Monthly One on One Appointments	1	X	X	X	Community Clinic, 444 E Main Street	Elk Grove	95624	8:00AM-12:00PM	
November 2014	Tuesdays and Thursdays	Lead Agency	Office Hours for Walk Ins	7	X	X	X	Community Clinic 333 N 5th Street	Sacramento	95814	10:00AM - 5:00PM	Closed on 11/27
November 2014	Wednesdays	Lead Agency	Enrollment Workshop	3	X	X	X	Community Clinic 333 N 5th Street	Sacramento	95814	1:00 - 2:00PM	Closed on 11/26
November 2014	Weekly	Subcontractor	Farmers Market Tabling	4	X	X		555 E Main Street	Folsom	95630	8:00AM-12:00PM	
November 2014	Weekly	Subcontractor	College Campus Tabling	4	X	X		Sacramento Community College 111 College Ave	Sacramento	95814	10:00AM-2:00PM	
December 2014	12/2/2014	Lead Agency	Winter Holiday Festival	1	X	X	X	Luke B Brown School, 333 E 8th Ave	Elk Grove	95624	5:00PM-7:00PM	
December 2014	12/7/2014	Lead Agency	Business Show and Conference	1	X			Sacramento Conference Center, 111 Conference	Sacramento	95814	9:00AM-1:00PM	
December 2014	12/16/2014	Subcontractor	Community Outreach and Education Forum	1	X	X		Sacramento Convention Center, 111 E Convention	Sacramento	95814	10:00AM-2:00PM	
December 2014	12/20/2014	Lead Agency	Parenting Workshop	2	X	X	X	Community Center 3434 East Ave	Elk Grove	85624	6:00PM-8:00PM	
December 2014	12/22/2014	Subcontractor	High School Christmas Fair	1	X	X		Auburn High School 2222 N Nord Ave	Auburn	95603	6:00PM-8:00PM	
December 2014	12/23/2014	Subcontractor	Community Resource Fair	1	X	X	X	ABC Local Park 111 Cactus Ave	Citrus Heights	95610	9:00AM-12:00PM	
December 2014	12/26/2014	Subcontractor	Interfaith Resource Fair	1	X			Kings Way Christian Church 111 N 7th Ave	Visalia	93291	12:00PM-3:00PM	
December 2014	12/27/2014	Lead Agency	LGBTQ Community Center Workshop	1	X	X	X	LGBTQ Resource Center 1133 Main Street	Sacramento	95814	6:00PM-8:00PM	
December 2014	12/28/2014	Lead Agency	Cultural Diversity Summit	1	X	X		San Francisco Convention Center 111 Convention Center Dr	San Francisco	94105	9:00AM-4:00PM	
December 2014	Daily	Subcontractor	Retail location	31	X	X	X	Sunrise Mall, 111 S Mall Drive	Citrus Heights	95610	10:00AM-9:00PM	Kiosk in center of mall
December 2014	Fridays	Subcontractor	Posada 2014	4	X	X	X	Community Center 2323 N Washington Street	Fresno	93711	6:00PM-9:00PM	

## Sample Campaign Strategy

Provide a brief description of the outreach, education and enrollment activities and how they will reach the proposed Covered California subsidy eligible target population. Include a description of particular strategies that will reach specific populations (Young adults, ethnic groups, LGBT, etc.)

An effective campaign strategy identifies how you will achieve your enrollment goals. It will define your prospecting and recruitment efforts to drive successful enrollment into Covered California health plans. Your campaign strategy will pinpoint specific locations frequented by your target population. It will describe the environment that influences a potential applicant's purchasing decision and how you will inspire and leverage those opportunities to produce enrollment in a Covered California health plan. An example of an effective campaign strategy includes setting up an enrollment storefront/booth at a mall. This strategy leverages existing marketplaces frequented by the eligible target population and establishes an ongoing and prominent Covered California presence. Another example of an effective campaign strategy could be to establish partnerships with places of worship and their leadership. Churches, mosques, temples and other trusted centers in the community are influential places where people congregate. These are opportunities to engage consumers and brand Covered California as a community partner for health and health insurance purchasing options. Your campaign strategy will describe how your partnership will align with and compliment these successful campaign strategies and other Statewide Marketing and Outreach efforts to promote Covered California.

Below is a brief sample:

Our primary target population are subsidy eligible Latinos in the Central Valley. This is inclusive of LEP consumers as well as blended status families. We have found that workshops and one-on-one activities are most successful with this population and have incorporated those strategies in our campaign plan outlined below. Recognizing the rural nature of portions of our region as well as addressing the needs of more urban areas of the Valley by utilizing the following strategies:

- We intend to work closely with Family Resource Centers throughout the region to establish a regular presence at their site to both conduct information workshops as well as to assist eligible families in enrolling in Covered California Plans.
- The 30 minute workshops will be offered in Spanish and directly following in English to allow for families to access it in the language of preference.
- Additionally we would work with the Family Resource Centers to ensure that we are capturing consumers that are attending other services to minimize the required travel to the service site and to ensure that a group of at least 20 participants is present at any workshops offered.
- During special enrollment we will be on-site twice a month, however during open enrollment we will have at least 2 Certified Counselors present once a month with pre-established appointments.
- All Certified Enrollment Counselors working on the Navigator Program will be provided a 'Immigration Status Tool Kit' to serve as a resource to answer consumer questions related to blended status families, but also to ensure that accurate and consistent information is being provided.
- In addition to the above strategies we will be reaching out to representatives of the local consulate offices to establish a regular presence in more urban areas to both provide education and schedule enrollment appointments.
- We intend to also purchase ads in local Spanish Language papers and radio station announcing our regular intake and enrollment hours to all consumers needing assistance and that are able to travel to our primary sites.

A more detailed description of specific activities will be listed in our work plan.