

Passport Community Engagement Examples

Summary Description

Passport has documented a sample of the literally thousands of interactions that have taken place in local communities to address the full spectrum of health and wellness, community engagement and social/environmental issues across the highly diverse communities at the regional, county and city/town level. This sample of interactions is included below and is intended to serve as a description of the deeply embedded relationships Passport has across the Commonwealth, not only with the geography, but within each *community*.

When Passport talks about community, we are talking about our community, whether that be people who are homeless, refugees, immigrants, people who are deaf or hard of hearing, grandparents/family raising children, foster families, people who learn differently, individuals with substance use disorders, people in domestic violence situations, former inmates, those with disabilities or special healthcare needs, or individuals experiencing barriers to accessing care - no matter their race, ethnicity, language, gender identity, or age.

In these interactions in our communities, with our neighbors, we assist members in addressing their barriers to care, which could include:

- **Social determinants of health** such as housing, clothing, food security, transportation, education, record expungement, accessibility, and domestic violence/safety;
- **Health-Related Issues** such as dental, wellness and behavioral health, prevention/health education, vision, nutrition, substance use, heart health, respiratory care, cancer care; and
- **Community-wide issues that create barriers to well-being**, such as early childhood education, kindergarten readiness, school supplies, workforce-ready skills, and after school care.

We have served these communities for the past 22 years with passion and enthusiasm, because these are our family, friends and neighbors in our community. We are extremely proud of the impact we have had on our fellow Kentuckians and look forward to the opportunity to continue to do so well into the future.

Statewide Interactions:

In 2019, our Community Engagement Team reached in excess of **249,000** individuals in Kentucky communities, based on projected attendance at events, education and outreach in over **5,000** outreach engagements.

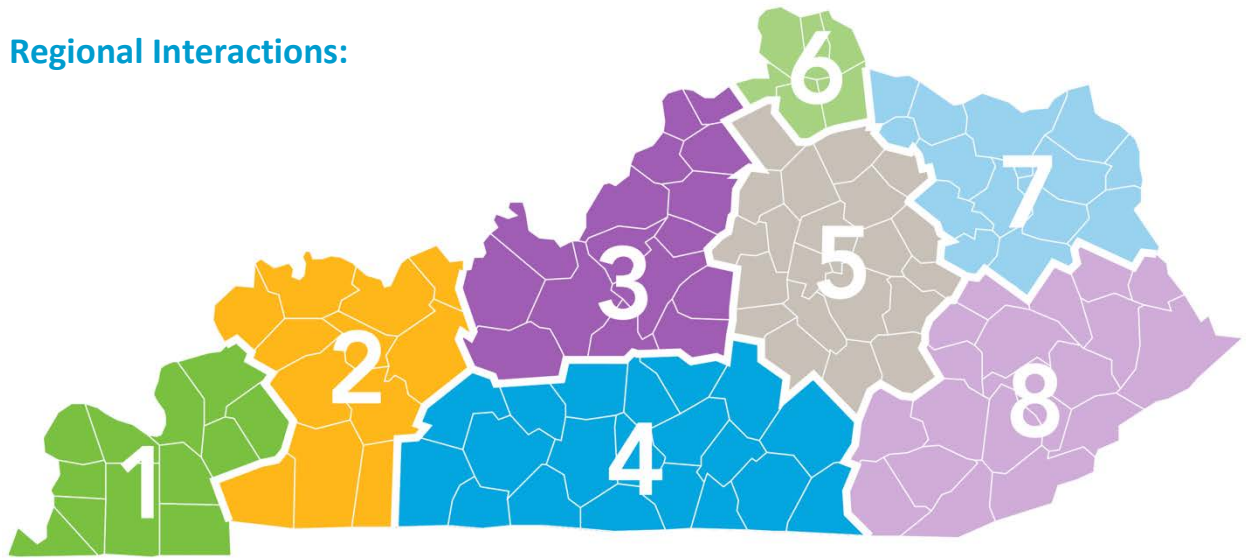
- Held **877** individual member outreach sessions and **492** member education sessions.
 - Participated in **362** Kentucky community events.
 - Reached members in **113** of the Commonwealth's 120 counties.
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- **Education** - Throughout the Commonwealth, Passport has sponsored multiple Back to School rallies which provide children with free school supplies, resources, and health information.
 - **Maternity Care** – Along with other community partners, we have participated in multiple Community Baby Showers and provided health information regarding our Mommy Steps program, EPSDT benefits and member incentives to promote importance of proper maternity care to expecting mothers.
 - **Health Education** - Passport participates with Healthy Kentucky Coalitions with health departments in **113** counties. This coalition has created running and walking clubs, added more sidewalks for exercising, created community gardens where people can cultivate their own food, needle exchange programs, and healthy child programs including safety seat check.
 - **Equity, Diversity and Inclusion (EDI)** – The EDI staff participates in two to five community events a month to promote equity, diversity and inclusion for our members. In 2019, our Community Engagement staff participated in **805** engagements with special population groups – including homeless members, grandparents/families raising children, individuals with Limited English Proficiency (LEP), refugees, faith-based groups, domestic violence survivors, and other special needs groups. We collaborated with **Migrant** Education Program statewide, a federal entitlement program designed to provide supplementary education and human resources services to highly mobile children up to and through age 21. A large number of these LEP families face numerous barriers while seasonally working in agriculture or commercial fishing activities
 - **Health Education Programs** – Passport has a free special health and wellness program called LIFE!—Lifestyle Improvements for Everyone!. In the **LIFE! Program**, our health educators provide information on a variety of topics, including health, nutrition, bullying, vaping/ecigarettes, smoking cessation, sleep deprivation and general hygiene.
 - **Boards, Advisory Committees and Chambers** – Our Community Engagement staff actively serve on **258** appointed Boards, Advisory Committees, Interagency Councils, in addition to being members of local Chambers of Commerce, Coalitions, Re-Entry Councils and other associations such as the Community Health Workers Association of Kentucky. Passport's VP Health Integration serves statewide boards and panels, such as Chair of Kentucky Board of Examiners of Psychology Board, APA/NCQA Technical Expert Panel for Mental Health Measure Development for CMS for Mental Health and Substance Use Disorder.
 - **Local Community Engagement** - In 2019 our Community Engagement staff collectively attended **649** Interagency, Chambers of Commerce, Community and Advisory Councils, and Board meetings.
 - **Education on Plan Benefits and Services** - In 2019 Community Engagement staff had **1,912** one-on one meetings with assisters, advocates, providers/office staff, brokers, businesses, and pharmacies. In addition, they held **214** formal presentations and **149** trainings to staff of local advocate, business or community agencies that interact with Medicaid enrollees.
 - **Fire Prevention and Safety** – Passport has supported the American Red Cross' Kentucky Sound the Alarm campaign since 2016 in an effort to reduce the number of house fires by 20% within a five-year period. Our local Community Engagement staff, along with other community partners, have volunteered to ensure

Kentucky residents have working smoke alarms, install new alarms, provide safety education and work with occupants on an escape plan to prepare them in case of a fire. In 2018, **Louisville, Lexington and Bowling Green, KY** were among the top 100 cities in the nation for residential house fires. In 2019, Passport staff from multiple departments volunteered their time to help install over 800 alarms in Louisville homes.

- **Cancer Support** – We continue to support the work of the American Cancer Society through education and outreach to raise awareness and importance of preventive screenings. We also work with local agencies on a volunteer basis as well as refer members and public at large to local resources. One such resource in Jefferson County is Gilda’s Club. This agency provides such support to those diagnosed with cancer and their families through targeted programs and support groups.
- **Community Education** – Passport’s Community Engagement team provided outreach and education on Plan benefits and services throughout the Commonwealth to a variety of organizations that are serving our members. These include but are not limited to, Home of the Innocents, Bluegrass Community Foundation Lead the Table, Metro United Way, Community Ministries and Faith based organizations, HOPE Center for Veterans, Clothes Closet, Boone County SNAP, Donut Do Drugs, Heartland Pointe Gardening Project, Family Scholar Institute, TAPP school, St. George’s Scholar House, Healthy Start Graduation/Birthday Party, career and college fairs, Standdown for the Homeless events, local community health fairs, Coalition for the Homeless, Habitat for Humanity, House of Ruth, La Casita Center, Americana Community Center, Hispanic Resource Fair, Salvation Army, Southern Regional Migrant Program, Women of the World Cultural Showcase, UofL Brown Cancer Center, Safe Harbor, Esperanza Latino Center, 21st Century Learning and Migrant Education, Neighborhood Place, local county Migrant Programs, Center for Woman and Families, Congolese Community, and Bridgehaven.
- **Dental Health Classes for the Refugee Community** - The Health Education team provides training on good dental hygiene and the importance of biannual dental visits for good dental health. Passport collaborates with the community partnership SMILE KY to provide dental education and free dental to children at elementary schools in Louisville Metro and surrounding counties.
- **Inmate Re-entry** - Passport serves on several county coalitions and participates in expungement fairs geared toward those who have been released from incarceration. Our Community Engagement Representatives have been able to share resources with individuals and their families at these events.
- **African American Community Support** – From 2013-2019, Passport has partnered with Charla Young and Power to Exhale, a women’s empowerment group that focuses on financial stability, education and health care. We have held educational classes on a variety of health care topics such as heart disease being the number one killer of women and the fact that women of color and Hispanic origin have a greater risk. We have participated in events throughout the Commonwealth as well as FaceBook Live promos about the importance of knowing your numbers and migrating your risk through self-care, overall health, diet, nutrition and exercise.
- **Childhood Education** – Passport’s prior sponsorship of GoNoodle Plus in elementary schools across Kentucky is still in existence and used in classrooms as well as accessible via internet to use at home. This effort was recognized by the Kentucky State Commissioner of Education and the State Commissioner of Public Health. GoNoodle is an interactive resource used in classrooms to increase students’ physical activity and improve their academic performance.
- **Deaf Community** – Passport sponsored and participated in the 2018 Deaf Fest. This event provides education, fellowship, resources, and entertainment to individuals who are deaf and hard of hearing, and their families, from across the Commonwealth. We provided free interpreter services as well as provided education on plan benefits and services.
- **Women’s Health and Heart Disease** - Passport sponsored and participated in the American Heart Association’s Go Red for Women movement to increase heart health education for women in the Commonwealth for many years.

- **Maternity Care** – Passport has partnered with the March of Dimes to increase education and awareness to reduce the rate of premature babies born in Kentucky.
- **Provider Network** - Population Health Managers met face-to-face with providers to share total population health regarding their members and identifying the most at risk members for care management, quality care gap information, education on HEDIS and quality initiatives, and ensuring they were up to date with all the resources available to Passport members.
- **Behavioral Health** – Passport’s Health Integration team participated in the Opioid Response Network Community Training identifying strategies that can support Kentucky’s ongoing initiative to more effectively impact the opioid epidemic in Kentucky, as well as ways to address stigma of OUD (Opioid Use Disorder).
- **Behavioral Health** – Passport’s Health Integration team presented Focusing on Outcomes: Navigating the Changing Reimbursement World during the KY Psychological Association Workshop.
- **Behavioral Health** – Passport’s Health Integration team presented Addressing Whole Person Care: Integrated Care Basics during the Tover Symposium held in Madisonville, KY.
- **Children’s Care** – Passport participated in the Pritchard Committee Kellogg Grant to improve the quality of home-based childcare in KY and conducting meetings across the state. The Louisville region workgroup is focusing on home-based childcare in Spanish speaking homes.
- **Foster Care** - Passport staff partners with Department for Community Based Services (DCBS) visiting members and DCBS staff throughout the Kentucky.
- **Special Needs** – Passport’s Guardianship Specialist completed 245 in person visits with members and staff at Personal Care Homes, Department of Aging and Independent Living (DAIL) offices, and psychiatrist hospitals throughout the state.
- **Pharmacy** - Clinical Outreach Pharmacists outreached to more than 4,400 providers and pharmacies across 105 counties. Most outreaches are face-to-face visits in the provider’s office or at the pharmacy.
- **Behavioral Health** – Passport’s VP Health Integration participated in PCORI (Patient Centered Outcome Research Institute) Pediatric Anxiety Merit Review Panel to select research proposals for study on reducing anxiety in children and adolescents.

Regional Interactions:



<p>REGION 1</p>	<p>Childhood Obesity Prevention Team (COPAT) – Passport has been asked to conduct educational sessions and provide trainings and educational materials to assist this organization with addressing childhood obesity in schools in Fulton, Hickman, Carlisle, Ballard, McCracken, Graves, Marshall, and Calloway counties in Western Kentucky in 2019. Efforts of COPAT have resulted in reducing low academic scores and improvement in school attendance.</p> <p>Passport’s Community Engagement representatives provided outreach and education to 12 counties in Region 1. Some examples are listed below specific to county.</p>
<p>Fulton</p>	<p>Children’s Health - Our Community Engagement Representatives continue to engage and educate children at events throughout the Commonwealth, such as Fulton County summer camps.</p>
<p>Graves</p>	<p>Community Education – As a result of partnerships, Community Engagement representative conducted 93 outreach sessions educating members in Graves County, including those hosted by the Graves County public libraries and Graves County Health Department.</p>
<p>McCracken</p>	<p>Family Support – Passport sponsored and collaborated with the Markethouse Theater Plays, in which the message of mental health and self-awareness was able to be presented to hundreds of kindergarten students in McCracken County. This combats depression at an early age.</p> <p>Substance Use - Passport worked with McCracken County ASAP (Agency for Substance Abuse Policy) to create targeted youth initiatives such as exploring sponsoring drug free awareness clubs in schools.</p>

<p>REGION 2</p>	<p>Passport’s Community Education representatives provided outreach and education in 12 counties within Region 2 in 2019. Some examples are listed below specific to county.</p>
<p>Christian</p>	<p>Community Education – Working with Christian County Health Department, Passport’s local Community Engagement representative has provided over 30 community outreach and education sessions for members.</p>
<p>Daviess</p>	<p>Re-entry and Incarcerated – Passport’s local Community Engagement representative partnered with Green River Re-entry to educate and assist this population with identifying resources for education, employment, healthcare, substance use, and housing.</p>

Muhlenberg	<p>Community Education – Working with Muhlenberg County Health Department, Passport’s Community Engagement representative provided education and assistance to members throughout the year.</p> <p>Incarcerated / Re-entry – Passport’s Community Engagement representative participated in the Green River Correctional Complex Event Expo providing education and resources for population.</p>
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REGION 3	Passport’s Community Education representatives provided outreach and education in all 16 counties in 2019. Some examples are listed below for county specific.
Hardin	Homeless – Passport’s Community Engagement representative conducted outreach at the Homeless Intervention Services (H.I.S.). Homeless Shelter in Hardin County. This is just one of the organizations Passport worked with for a total of 180 outreaches in Hardin County in 2019.
Jefferson	<p>Food Insecurity – In 2019, Passport sponsored the Double Dollars Program through the Community Farm Alliance, whereas members receiving SNAP, TANF and Senior nutrition programs can double their dollars through a voucher program at over 41 local farmers markets across the Commonwealth as well as retail locations in Louisville and Lexington. A kick off was held in Louisville, Lexington, and Manchester, Kentucky to promote this program during National Farmer’s Week. This program not only promotes access to Kentuckians to healthy, nutritious food, but also helps our local farmers.</p> <p>Substance Use and Maternity – Passport collaborated with and volunteered hours from our Health Education manager to develop the Volunteers of America (VOA) Women’s Empowerment Series for the residents of Freedom House Women’s Addiction Recovery Program. This program provides an empowerment workshop to help program participants strengthen their self-esteem and resilience for those in the residential treatment program for alcohol and/or drug dependent pregnant women and women with young children.</p> <p>Individuals with Special Needs - Passport participated in the Fan Fair Event sponsored by KIPDA and Office of Aging and Disability which distributed fans to eligible Kentuckians over 60 years old and individuals with disabilities. Passport took up a collection from associates and provided Plan benefit, services, community resources, and health education at the event.</p> <p>Behavioral Health - Passport staff conducted Question, Persuade, and Refer (QPR) training for all of our staff and for multiple community partners in Region 3. The day after we provided this training to Family Health Centers’ staff, one of their staff put the QPR skills learned to use saving a patient’s life and directing them to appropriate professional help.</p> <p>Respiratory Care - Working with Louisville Health Advisory Board’s Respiratory Health Committee and the CHEST Foundation, we coordinated their efforts to screen 200 additional individuals in one day during the Lung Health Experience at the KY State Fair bridging the gap between patient and clinician.</p> <p>Health and Nutrition – Passport has partnered with Dare to Care’s Cooking Matter program, a six week Cooking Matter course that teaches hands-on skills to prepare healthy, fresh food on a budget. For those on SNAP, the program helps maximize SNAP benefits.</p>

Jefferson
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Men's Health - Passport participated in The Men's Health Fair at Joshua Tabernacle Baptist Church in Louisville. Community partners provided education and health screenings.

Food Insecurity and Nutrition - Passport partnered with Dare- to- Care to provide communities increased access to healthy food options via the Kroger mobile grocery. Passport team volunteered in the mobile grocery and set up tables providing information on eating healthy, nutrition, diet and exercise.

International Community – Passport provided educational materials to international individuals and families attending the KIPDA Open Enrollment Fair at the Americana Community Center.

Incarcerated and Re-entry – Our Community Engagement representative assists 175 to 200 incarcerated population each month via Goodwill Industries visits with issues such as change of address, education about preventive services, completing HRAs and connecting them with an assister for enrollment into an Kentucky Medicaid MCO.

Hispanic Community and Special Needs – Passport Bi-Lingual Community Engagement Representative works with La Casita to provide assistance to families/children with Limited English Proficiency to reduce language barriers.

Homeless – Working with St. James Homeless Shelter for Men, Passport has reached over 110 homeless males in the Jefferson County area, providing assistance through connections with our Member Services team to meet their health care concerns and address their unique needs. Passport also has a Social Worker embedded at a local Federally Qualified Health Center serving the homeless. She works face to face with members there to resolve coordination of care needs. A Community Health Worker is also embedded at Wayside Christian Mission one day a week.

Hispanic Community - Passport partnered with Norton Healthcare Prevention and Wellness, Hispanic Latino Coalition of Louisville, Compañero Mission Ministry and Saint Bartholomew church to present 16th Annual Hispanic Health Fair, which provided free health screenings to 1,000+ attendees.

Transgender - Passport partnered with the UofL Health Sciences Center Office of Diversity and Inclusion to present the 2019 Transgender Wellness Summit. The summit worked to educate and empower trans-individuals, allies, and health care providers on issues of health, and identified solutions to promote health equity reducing health care disparities for this population.

Social Inclusion – Passport works collaboratively with Age-Friendly Louisville, along with other Age-Friendly Cities across the world, to develop a customized action plan that will drive the implementation of age-friendly practices across the eight age-friendly domains – housing, social participation, respect and social inclusion, communication and information, mobility and access, outdoor spaces and buildings, community support and health services, and civic participation and employment.

Behavioral Health – Passport's VP of Health Integration meets monthly with the Pediatric Alliance for Behavioral Health in Louisville. Passport's Behavioral Health team provided ongoing consultation sessions with Park Duvalle, Shawnee Christian Healthcare Center, and Smoketown Family Wellness and Open Arms; all organizations serving underserved populations.

Health Integration – Passport participated in Screening Brief I Tervis toon and Referral to Treatment (SBIRT) three-year pilot to increase the use of SBIRT by providers across Kentucky.

<p>Oldham</p>	<p>Current Inmates - Passport representatives participated in outreach sessions with the inmates at the Luther Luckett prison providing education for health and benefit information specific to the plan so that they will be knowledgeable about their plan choice. There are other resources available at these events including an Assister to help get them enrolled so that when they are released they will not have any gaps in coverage.</p> <p>Re-entry – Passport provided member outreach and education sessions at re-entry residential facility. We assisted in providing education for health and benefit information specific to the plan.</p>
<p>Nelson</p>	<p>Behavioral Health – Passport’s Behavioral team works collaboratively with Early Prevention & Intervention for Children project (EPIC) to create a community system of care for children and parents experience trauma.</p>

<p>REGION 4</p>	<p>Substance Use and Maternity - In Region 4, our Community Engagement Representative collaborates several times monthly with the KY- MOMS program through Lifeskills Regional Prevention Center providing skills to mothers to provide their babies with a healthier, safer start in life.</p> <p>Passport’s Community Engagement representatives provided outreach and education to all counties in Region 4. Some examples are listed below specific to county.</p>
<p>Barren</p>	<p>Women’s Health - Passport sponsored the TJ Sampson Women’s conference in Glasgow presenting educational and resource materials to over 400 attendees.</p>
<p>Butler</p>	<p>Substance Use – Passport’s Community Engagement representative partnered with the Andreas Mission Men’s Recovery providing Staff and Learn sessions to assist individuals.</p>
<p>Casey</p>	<p>Children Education – Passport’s Community Engagement representative conducted Staff and Learn sessions with Casey County FRYSC teams to educate participants on Passport’s programs and assistance available for children through the EPSDT program.</p>
<p>Clinton</p>	<p>International Community – Passport conducted outreach sessions with Clinton County Migrant providing education and assistance.</p>
<p>Cumberland</p>	<p>Community Education – Passport Community Engagement representative worked with the Cumberland County Salvation Army staff providing Staff and Learn sessions to help their staff understand how qualifying individuals and families may access resources and health care.</p>
<p>Taylor</p>	<p>Substance Use – Passport’s Community Health Representative, working with the Taylor County Wellness Coalition, was successful in obtaining funding as part of SAMHSA grant for needle exchange and case management; this will also include portions of Campbellsville in 2020.</p>

Warren	<p>Hispanic Community – Passport’s Community Engagement Bi-lingual representative partnered with Amigos Organization of leaders and businesses in Bowling Green, Kentucky to work towards improving the health and quality of life of local Hispanic individuals.</p> <p>Refugee Support - Passport participated in the Community Partnership for Immigrant & Refugee Families to assist these immigrant and refugee communities in increasing access to health care.</p> <p>Family Support and Domestic Violence – Passport’s Community Engagement representative works with CASA, (Court Appointed Special Advocates), an agency assisting child victims of abuse, neglect and dependency.</p> <p>Refugee Support - Passport participated in the Refugee Health Summit a community outreach effort to promote refugee health organized by Western Kentucky University Department of Public Health in partnership with the International Center of Kentucky.</p> <p>Refugee Support - Passport participates in the refugee/Immigrant community Winter Fiesta hosted by the City of Bowling Green and School District providing education and assistance.</p>
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REGION 5	<p>Family Support - Our Community Engagement team partnered with Northern Kentucky’s Family Nurturing Center on their Stewards of Children training, a free educational training to enrolled members as well as general public.</p> <p>Passport Community Engagement representatives provided outreach and education in 18 counties. Some examples are listed below for specific county.</p>
Fayette	<p>Nutrition - Passport sponsored the American Heart Associations’ Simple Cooking with Heart five-week series with chef demonstrating heart-healthy recipes, budgeting, nutrition and food safety. This series was also provided in Jefferson and Hardin counties.</p> <p>Health Integration – Passport participated in American Society of Addiction Medicine (ASAM) implementation leadership training.</p>
Franklin	<p>Substance Use – Passport participated in the Youth Recovery Day, discussing ways to provide treatment and support to youth with substance use disorders; statewide event.</p> <p>Incarcerated and Substance Use – Passport’s Community Engagement representative conducted Staff and Learn sessions at the Department of Corrections Division of Substance Abuse providing education and assistance.</p>
Lincoln	<p>Health Education – Passport’s local Community Engagement representative worked with Lincoln County Chamber to conduct several Member Education sessions at Bluegrass Medical Clinics.</p>

REGION 6	<p>Passport’s Community Education representatives provided outreach and education in six counties within Region 6 in 2019. Some examples are listed below for specific county.</p>
Campbell	<p>Community Education – As a result of local partnerships, Community Engagement representative conducted 99 engagements educating members, including those hosted by the public libraries and Campbell County Health Department.</p>

Kenton	<p>Health Screenings – Passport’s Community Engagement representative worked with Thomas Moore College students and staff to promote healthy lifestyles. Utilizing campus health services and community resources, local nursing students providing health screenings.</p> <p>Homeless and Family Support – Passport’s Community Engagement Team worked closely with Society of St Vincent de Paul to provide education, identify resources and participate in their NKY Warm Winter Gear giveaway event.</p>
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REGION 7	Passport’s Community Education representatives provided outreach and education in 11 counties within Region 7 in 2019. Some examples are listed below for specific county.
Bath	Community Education – As a result of partnerships, Passport’s Community Engagement representative conducted 22 engagements to educate local members at public libraries and the Gateway District Health Department.
Greenup	Special Needs – Passport’s Engagement Community representative partnered with Greenup Diabetes Coalition to provide education and host a fund-raiser, Monster Bash to raise funds for diabetes.
Rowan	Re-entry – Passport’s Community Engagement representatives partnered with the Re-entry Council to provide education and assistance for this population, and opportunities to increase our involvement.

REGION 8	Passport’s Community Education representatives provided outreach and education in 18 counties within Region 8 in 2019. Some examples are listed below for specific county.
Floyd	Nutrition – Our Community Engagement representative participated in 2019 quarterly meetings held at the Floyd County Health Department to educate the community on heart healthy nutrition and program benefits.
Johnson	Substance Use and Maternity Care -In collaboration with the Johnson County Health Department and Highlands Regional Medical Center, Passport helped to found and implement the Big Sandy NAS Coalition (Neonatal Abstinence Syndrome). Up to 70% of all births in the Big Sandy Area were born with NAS. The Big Sandy NAS Prevention Coalition’s mission is to lower the percentage of children born with Neonatal Abstinence Syndrome. Since their inception two years ago, the founding members have educated 900+ high school students, held focus groups with NAS mothers, hosted provider education events, and have grown their Coalition to 30+ community members. NAS Coalition. In 2018 the Big Sandy NAS Coalition and their efforts were recognized by the Kentucky Department of Public Health’s Maternal and Child Health Division for outstanding community collaboration and engagement that betters the lives of Kentucky babies and mothers.

<p>Letcher</p>	<p>Food Insecurity and Diabetes - In collaboration with Mountain Comprehensive Care in Letcher County, Passport sponsored a special community initiative, Pharmacy Program, allowing Eastern Kentucky doctors to write prescriptions for vegetables to their clients (including many Kentucky Medicaid members) with diet-related health conditions.</p> <p>Housing – Passport’s local Community Engagement representative serves as Co-Chair for the Letcher County Housing Coalition. This coalition was formed to address housing needs and bridge this gap in Letcher and surrounding counties. Due to the efforts of this coalition, including the creation of Facebook page, the transition from homeless to a shelter is much faster now.</p>
<p>Martin</p>	<p>Childhood Obesity – Community Engagement’s Health Educator worked with Roy F. Collier Community Center to develop a wellness themed day camp with emphasis on wellness, physical activities and nutrition.</p>

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