

**EOCCO Action Plan (MY 2)**  
**Health Aspects of Kindergarten Readiness: CCO System-Level Social-Emotional Health**

**Name:** Eastern Oregon Coordinated Care Organization (EOCCO)

**Date:** 12/31/2023

**Target Area 1 Identified for Improvement: Therapy Services(within Specialty Behavioral Health and Integrated Behavioral Health)**

- Workforce development to improve skills of available providers (e.g., training, support for credentialing, tool provision, quality improvement facilitation)
- Workforce development to increase provider diversity and availability (e.g., recruitment strategies, training, support for credentialing or other educational attainment)

**Aim Statement / Desired Outcome:**

EOCCO aims to develop the behavioral health workforce within our network by increasing the number of practitioners capable of assessing and/or providing dyadic services to members ages 0-5. EOCCO will achieve this aim through continued implementation and evaluation of the Eastern Oregon Behavioral Health recruitment campaign which launched in March 2023, through provision of targeted dyadic service and parenting training opportunities for network providers and community partners, and through the Behavioral Health Network RFP which will provide ongoing funding opportunities to increase member access to social emotional health services with priority focus on dyadic services for 0-5.

Improvement Strategies or Action Steps	Improvement Strategy or Action Step Description	Responsible Person/Party	Community-Level Partners Engaged	Deadline	Resources Needed	Methods that will be used to track progress and impact	MY 1 (2023) Status/Update
<p><b>1. Continuation of the Behavioral Health recruitment campaign in Eastern Oregon through enhanced marketing strategies and community engagement efforts</b></p>	<ul style="list-style-type: none"> <li>• Targeted recruitment and marketing campaign for Eastern Oregon Behavioral Health providers, with a focus on new hires</li> <li>• Development of a multi-sector Consortium to inform and evaluate Behavioral Health recruitment campaign strategies</li> </ul>	<ul style="list-style-type: none"> <li>• Birdee Media</li> <li>• Chief HR Director [GOBHI]</li> <li>• Project Manager [Lindsay Gordon]</li> </ul>	<ul style="list-style-type: none"> <li>• Community Mental Health Programs (CMHPs)</li> <li>• Tribal Partners [CTUIR &amp; Burns Paiute]</li> <li>• Consortium members [see member list attached in Appendix I]</li> <li>• Educational partners: Graduate level behavioral health</li> </ul>	<ul style="list-style-type: none"> <li>• First monthly Consortium Meeting will be held January 2024</li> <li>• BH Recruitment campaign materials sent to educational partners by Q3 of 2024</li> <li>• Hold at least 2 CMHP/ behavioral health provider focus groups by end of Q3 2024</li> </ul>	<ul style="list-style-type: none"> <li>• Allocated 2024 campaign funding of \$150,000</li> <li>• FTE</li> <li>• Reimbursement for focus group participants</li> </ul>	<ul style="list-style-type: none"> <li>• Social Media Analytics</li> <li>• Google Analytics</li> <li>• Number of new behavioral health hires in 2024 that resulted from BH recruitment campaign</li> <li>• Tracking hiring vacancies among CMHPs and GOBHI</li> <li>• Qualitative feedback from</li> </ul>	<ul style="list-style-type: none"> <li>• Behavioral Health Recruitment campaign launched March 2023– including 5 recruitment videos</li> <li>• During 2023, EOCCO did not engage in systematic tracking of new provider hires after launch of the BH recruitment campaign. Will begin tracking hiring metrics in 2024.</li> <li>• The dedicated campaign website (bhcareers.org) had</li> </ul>

	<ul style="list-style-type: none"> <li>● Focus groups with CMHP providers to discuss barriers and opportunities for recruitment efforts in Eastern Oregon service area</li> </ul>		<p>and social work programs in Oregon and neighboring states</p>			<p>focus groups and Consortium meeting minutes</p>	<p>just over 37,000 landing page views in 2023</p>
<p><b>2. Request for Proposal- Behavioral Health Network Development</b></p>	<ul style="list-style-type: none"> <li>● \$200,000 total funding (CY 2024) to increase member access to behavioral health services, with priority focus on projects targeting dyadic services for 0-5</li> <li>● Funding will be renewed annually</li> </ul>	<ul style="list-style-type: none"> <li>● EOCCO Contract Specialist</li> <li>● EOCCO RFP Committee</li> <li>● RFP Project Manager [Lindsay Gordon]</li> </ul>	<ul style="list-style-type: none"> <li>● CMHPs</li> <li>● Tribal Partners [CTUIR &amp; Burns Paiute]</li> <li>● Behavioral Health Integrated PCPCH clinics/ providers</li> </ul>	<ul style="list-style-type: none"> <li>● 2024 RFP Submission Deadline: The final day of each quarter</li> <li>● 2023 RFP funded projects Final Report Deadline: January 2025</li> </ul>	<ul style="list-style-type: none"> <li>● Allocated total RFP Funding of \$200,000</li> <li>● FTE</li> </ul>	<ul style="list-style-type: none"> <li>● Required quarterly progress reports from funding recipients</li> <li>● Final evaluative report from 2023 funding recipients (1/2025)</li> <li>● Number of RFP applications received by funding type/focus area</li> <li>● RFP Committee Meeting Minutes</li> </ul>	<ul style="list-style-type: none"> <li>● Behavioral Health Network Development RFP released February 2023</li> <li>● 10 proposals received in 2023 specifically focused on behavioral health network development</li> <li>● Awarded approximately \$95,000 to projects during CY 2023</li> <li>● RFP Informational Webinars held twice in February 2023, and twice in August 2023</li> <li>● The Network Development RFP will be sustained through 2024, with quarterly submission deadlines.</li> </ul>

<p><b>3. Implement trainings geared towards making providers more capable of assessing and/or providing dyadic services to members ages 0-5.</b></p>	<ul style="list-style-type: none"> <li>● Utilize collaborative meetings held throughout 2024 to provide targeted training to network and community providers on: diagnosing, ABA, and Early Periodic Screening Diagnosis Treatment (EPSDT).</li> <li>● At least 3 EOCCO contracted behavioral health providers will participate in the September 2024 Child-Parent Psychotherapy (CPP) cohort</li> <li>● EOCCO will expand Triple P Parenting program reach across service area and facilitate at least 12 training sessions during 2024</li> </ul>	<ul style="list-style-type: none"> <li>● Compliance/ Integrated Services</li> <li>● Melissa Thompson [Chief Behavioral Health Officer]</li> <li>● ABA Team</li> <li>● CPP Trainer</li> <li>● Triple P Parenting Trainers</li> <li>● Project Keep</li> <li>● Chris Barnes [Systems of Care Program Administrator]</li> </ul>	<ul style="list-style-type: none"> <li>● CMHPs</li> <li>● Contracted Behavioral, Dental, and Physical Health Providers</li> <li>● Behavioral Health Integrated PCPCH clinics/providers</li> <li>● Early Learning and Head Start Partners</li> <li>● Regional hospitals</li> </ul>	<ul style="list-style-type: none"> <li>● Training for all 12 System of Care Practice Level Workgroups by 12/31/2024</li> <li>● At least 3 contracted behavioral health providers recruited to participate in CPP cohort by 8/15/2024</li> <li>● At least twelve Triple P parenting sessions or courses held by 12/31/24</li> </ul>	<ul style="list-style-type: none"> <li>● FTE for trainers</li> <li>● Educational materials and resources</li> </ul>	<ul style="list-style-type: none"> <li>● Meeting/ training dates</li> <li>● Meeting/ training registration and attendance rosters</li> <li>● Training Materials developed</li> <li>● Post-training evaluations</li> </ul>	<ul style="list-style-type: none"> <li>● EOCCO Summit was held 9/21/23, with 12 CMHP and behavioral health representatives in attendance. 5.25 CME credits offered.</li> <li>● Presentations held at all 12 County Systems of Care Practice Level Workgroup meetings during 2023</li> <li>● 17 providers enrolled in 2023 CPP cohort with 2 providers practicing in Eastern Oregon</li> </ul>
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**Target Area 2 Identified for Improvement: Referral Pathways**

- Address access barriers for families (e.g., improve language access supports, provide childcare supports, provide transportation supports, expand hours or offer flexible scheduling)

**Aim Statement / Desired Outcome:**

EOCCO will utilize direct member outreach and community engagement strategies documented below to address non-emergent medical transportation (NEMT) utilization barriers and increase the amount of information and knowledge members and community partners have related to accessing NEMT services for members ages 0-5 to receive behavioral/social emotional health assessments and services.

Improvement Strategies or Action Steps	Improvement Strategy or Action Step Description	Responsible Person/Party	Community-Level Partners Engaged	Deadline	Resources Needed	Methods that will be used to track progress and impact	MY 1 (2023) Status/Update
<p><b>1. NEMT direct member mailer and outreach campaign, informing members of NEMT benefits and encouraging families to utilize NEMT for early childhood prevention and behavioral health appointments.</b></p>	<ul style="list-style-type: none"> <li>● Disseminate Spanish language NEMT mailers to 0-5 EOCCO member population</li> <li>● Evaluate NEMT outreach mailer metrics, including 0-5 service utilization, to make informed decision on repeat mailing during 2024</li> <li>● Distribute updated 2024 NEMT rider guide to Community partners</li> <li>● Education and messaging surrounding use of mobile NEMT application to reserve rides</li> </ul>	<ul style="list-style-type: none"> <li>● Kris Boler [NEMT Operations Manager]</li> <li>● EOCCO Marketing Team</li> <li>● EOCCO Communications Team</li> <li>● EOCCO Operations team (submitting documents for OHA approval)</li> </ul>	<ul style="list-style-type: none"> <li>● Pediatric Clinics</li> <li>● Head Start and other Early Learning partners</li> <li>● CMHPs</li> <li>● Behavioral Health Integrated PCPCH Clinics</li> <li>● Dental providers</li> <li>● CBO partners</li> <li>● Tribal partners [Burns Paiute, CTUIR]</li> </ul>	<ul style="list-style-type: none"> <li>● Send Spanish language NEMT member mailers by end of Q1 2024</li> <li>● Evaluate NEMT 0-5 service utilization metrics from January-June 2024</li> <li>● If NEMT service utilization metrics demonstrate low utilization among 0-5-members population: send repeat NEMT member mailing by end of Q3 2024</li> <li>● Develop educational materials and messaging for NEMT mobile app during Q3 2024</li> </ul>	<ul style="list-style-type: none"> <li>● EOCCO Budgeted Print and Mail and Outreach Funds</li> <li>● FTE</li> </ul>	<ul style="list-style-type: none"> <li>● Qualitative feedback from clinic/early learning/CBO partners and EOCCO members</li> <li>● NEMT member mailer mail dates</li> <li>● NEMT service utilization data pre mailing and post mailings [2023 &amp; 2024]</li> <li>● NEMT ride app launch date and number of app downloads during 2024</li> </ul>	<ul style="list-style-type: none"> <li>● NEMT Presentations and collection of qualitative feedback from members and community partners on NEMT access/utilization barriers</li> <li>● English Language NEMT member mailers sent 12/2023</li> <li>● Given late dissemination of mailers, unable to assess impact on NEMT Service Utilization for 0-5-year-olds. Continue metric tracking in 2024.</li> </ul>

<p><b>2. Presentations to Community Partners to enhance knowledge of NEMT service availability for EOCCO members</b></p>	<ul style="list-style-type: none"> <li>Inform community partners of EOCCO member NEMT benefits to increase knowledge and awareness of service availability</li> </ul>	<ul style="list-style-type: none"> <li>Kris Boler [NEMT Operations Manager]</li> <li>Lourdes Reyna [Community Health Development Manager]</li> <li>Melissa Thompson [Chief Behavioral Health Officer]</li> <li>GOBHI Field Team [EOCCO Community Engagement Team]</li> </ul>	<ul style="list-style-type: none"> <li>Pediatric Clinics</li> <li>Behavioral Health Integrated PCPCH Clinics</li> <li>Head Start and other early learning partners</li> <li>Local elementary schools</li> <li>CMHPs</li> <li>Health Fairs and Community Events</li> <li>12 Systems of Care Committees</li> <li>12 Local Community Health Partnerships (LCHPs)</li> </ul>	<ul style="list-style-type: none"> <li>First community presentations held during Q2 of 2024</li> <li>All community partners [listed to the left] engaged in community presentations by 12/31/24</li> </ul>	<ul style="list-style-type: none"> <li>FTE</li> <li>Presentation materials and NEMT resources</li> </ul>	<ul style="list-style-type: none"> <li>Dates, times and locations of presentations held</li> <li>Presentation Attendance Sheets</li> <li>Minutes/notes from presentation meetings</li> </ul>	<ul style="list-style-type: none"> <li>During 2023, NEMT information presented in: 12 county LCHPs, meetings with EOCCO's PCPCH BHI clinics, tribal health clinic, Systems of Care Youth and Family Committee, 12 county Systems of Care Practice Level Workgroups</li> </ul>
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<p><b>3. Distribution of co-branded social media toolkits and media content to enhance member and community-wide awareness of NEMT services</b></p>	<ul style="list-style-type: none"> <li>● Publish NEMT social media toolkit on EOCCO website and EOCCO social media channels</li> <li>● Conduct direct outreach to providers and community partners regarding NEMT social media toolkit resources to encourage posting</li> </ul>	<ul style="list-style-type: none"> <li>● EOCCO Communications Team</li> <li>● Kris Boler [NEMT Operations Manager]</li> <li>● NEMT team</li> <li>● EOCCO Operations team</li> </ul>	<ul style="list-style-type: none"> <li>● Community Partners (listed in row 2 above)</li> <li>● Local media outlets [ex: newspaper, local news stations]</li> </ul>	<ul style="list-style-type: none"> <li>● Social media toolkit published to EOCCO website by end of Q1 of 2024</li> <li>● Social media toolkit dissemination to all community partners (listed in row 2 above) by end of Q2 2024</li> </ul>	<ul style="list-style-type: none"> <li>● FTE</li> <li>● Social Media Content</li> </ul>	<ul style="list-style-type: none"> <li>● NEMT Site Traffic</li> <li>● NEMT Specific Content Traffic</li> <li>● NEMT page view/ web search terms [Google Analytics]</li> <li>● EOCCO Facebook page analytics</li> </ul>	<ul style="list-style-type: none"> <li>● NEMT Toolkit made available for partners and includes: prepared social media posts, images, and guidance for support.</li> <li>● NEMT webpage averaged 338 site visits per month during the 2023 calendar year.</li> </ul>
<p><b>4. Development of county-specific car seat resource guides to address transportation access barriers and support NEMT utilization among EOCCO members ages 0-5 and their families</b></p>	<ul style="list-style-type: none"> <li>● Identify what car seat programs exist in communities across Eastern Oregon and create a Car Seat Resource Guide to increase knowledge and awareness of available car seat resources/ programs</li> <li>● Disseminate Car Set Resource Guide to all community-level partners</li> <li>● Explore funding opportunities/ pathways for Car Seat distribution to EOCCO members</li> </ul>	<ul style="list-style-type: none"> <li>● EOCCO Quality Improvement Team</li> <li>● EOCCO Operations</li> <li>● EOCCO Case Management (Flex Funds)</li> <li>● Kris Boler [NEMT Operations Manager]</li> </ul>	<ul style="list-style-type: none"> <li>● LCHPs</li> <li>● Pediatric clinics</li> <li>● Behavioral Health Integrated PCPCH Clinics</li> <li>● Local public health agencies</li> <li>● Regional Hospitals</li> <li>● Early learning hubs and other early learning partners</li> <li>● Local education service districts</li> <li>● CBOs</li> </ul>	<ul style="list-style-type: none"> <li>● By the end of Q2 2024 conduct asset mapping to identify what Car Seat programs and resources exist across 12 EOCCO counties</li> <li>● Develop county-specific Car seat Resource Guides by end of Q3 2024</li> <li>● Disseminate Car Seat Resource Guide to all community-level partners [listed left] by 11/30/24</li> <li>● Identify and implement EOCCO car seat funding pathways and opportunities for members/ community-level partners by 12/31/24</li> </ul>	<ul style="list-style-type: none"> <li>● EOCCO HRS/Flex funds</li> <li>● FTE</li> <li>● EOCCO Budgeted print and mail and outreach funds</li> </ul>	<ul style="list-style-type: none"> <li>● Number of car seat distribution programs in Eastern Oregon service area</li> <li>● Date Car Seat Resource Guide completed</li> <li>● Date(s) Car Seat Resource Guide disseminated to community-level partners</li> <li>● <b>2025:</b> Number of car seats distributed to members and/or community partners by EOCCO</li> </ul>	<p><b>NEW STRATEGY FOR 2024</b></p>

**Target Area 3 Identified for Improvement: Screening & Assessments by CCO contracted providers**

- Increase Social-Emotional screening of young children in CCO covered settings.
- Increase Social-Emotional health assessments provided to children in CCO covered settings
- Workforce development to improve skills of available providers (e.g., training, support for credentialing, tool provision, quality improvement facilitation)

**Aim Statement / Desired Outcome:**

During 2023, EOCCO will lay the groundwork for implementing future strategies related to increasing social-emotional screening and assessments provided to children ages 0-5. EOCCO will achieve this aim by providing technical assistance opportunities for contracted providers and early learning partners to learn and discuss quality improvement strategies related to conducting social emotional health screenings/assessments. EOCCO will also disseminate a survey to its Systems of Care Youth and Family Committee to garner information on member experiences with social emotional health screenings/assessments and identify potential opportunities for expanding screening/assessments into community-based early learning settings.

Improvement Strategies or Action Steps	Improvement Strategy or Action Step Description	Responsible Person/Party	Community-Level Partners Engaged	Deadline	Resources Needed	Methods that will be used to track progress and impact	MY 1 (2023) Status/Update
<p><b>1. Host a Technical Assistance training related to conducting screenings/ assessments for children ages 0-5 in various care settings with specific focus on behavioral health integrated PCPCH clinics</b></p>	<ul style="list-style-type: none"> <li>● Develop comprehensive training content, informed by <i>Early Connections Last a Lifetime 0-5</i> curriculum</li> <li>● Host one virtual training session, and disseminate session recording to contracted provider network</li> <li>● Aim to recruit 10 unique PCPCH providers to participate in training session</li> </ul>	<ul style="list-style-type: none"> <li>● Melissa Thompson [Chief Behavioral Health Officer]</li> <li>● Sam Shea [Senior QI Specialist]</li> <li>● <i>Early Connections Last a Lifetime 0-5</i> trainers</li> </ul>	<ul style="list-style-type: none"> <li>● Behavioral Health Integrated PCPCH Clinics and providers</li> <li>● CMHPs</li> <li>● Early Learning Hubs, Head Start, and other early learning partners</li> </ul>	<ul style="list-style-type: none"> <li>● Training content developed by the end of Q3 2024</li> <li>● Virtual training session completed by 11/30/24</li> <li>● Training session recording disseminated to community-level partners [listed left] by 12/31/24</li> </ul>	<ul style="list-style-type: none"> <li>● <i>Early Connections Last a Lifetime 0-5</i> curriculum</li> <li>● Trainer FTE</li> <li>● EOCCO Provider Newsletter for advertising/ training recording dissemination</li> </ul>	<ul style="list-style-type: none"> <li>● Training date</li> <li>● Training participant/ attendee list</li> <li>● Post-training evaluation survey sent out to attendees gauging content understanding pre and post-session and identifying opportunities for training improvement</li> </ul>	<p><b>NEW STRATEGY FOR 2024</b></p>

<p><b>2. Disseminate survey to Youth and Family Committee to identify opportunities for engagement with Early Learning partners for conducting 0-5 screenings/ assessments in community-based settings</b></p>	<ul style="list-style-type: none"> <li>● Develop a comprehensive online survey with the purpose of: 1) understanding member experiences with social emotional health screenings/ assessments and 2) identifying opportunities for expanding screening/ assessments into community-based early learning settings in a trauma informed manner</li> <li>● Develop quality improvement strategies related to conducting social emotional health screenings/ assessments for youth</li> </ul>	<ul style="list-style-type: none"> <li>● Chris Barnes</li> <li>● EOCCO Quality Improvement Team</li> <li>● GOBHI Quality Improvement Team</li> <li>● Matt Byrne</li> <li>● EOCCO Operations (OHA approval of survey)</li> </ul>	<ul style="list-style-type: none"> <li>● Youth and Family Committee</li> <li>● Early Learning Hubs, Head Start, and other early learning partners</li> </ul>	<ul style="list-style-type: none"> <li>● Pilot survey developed and tested by end of Q2 2024</li> <li>● Disseminate survey by end of Q3 2024</li> <li>● Analyze survey results and identify opportunities/ strategies for engagement with Early Learning partners by 12/31/24</li> </ul>	<ul style="list-style-type: none"> <li>● FTE</li> <li>● Youth and Family Committee member stipends</li> </ul>	<ul style="list-style-type: none"> <li>● Dates survey disseminated and closed</li> <li>● Survey response rate</li> <li>● Quantitative and qualitative assessment of survey responses</li> </ul>	<p><b>NEW STRATEGY FOR 2024</b></p>
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**Appendix:**

**I. Behavioral Health Campaign Consortium Membership List**

<b>EOCCO Behavioral Health Campaign Consortium</b>
<b>Comprised of 44 Representatives from the Following Organizations/Agencies:</b>
<ul style="list-style-type: none"><li>• Eastern Oregon Coordinated Care Organization</li><li>• Greater Oregon Behavioral Health Inc (GOBHI)</li><li>• NW Oregon Works</li><li>• Lifeways</li><li>• Oregon Rural Practice-Based Research Network (ORPRN)</li><li>• Wallowa Valley Center for Wellness</li><li>• Community Counseling Solutions</li><li>• Eastern Oregon University</li><li>• Yellowhawk Tribal Health Center</li><li>• New Directions Northwest</li><li>• Oregon Council of Behavioral Health</li><li>• Birdee Media</li><li>• Oregon Health Authority</li><li>• Office of US Senator Jeff Merkley</li><li>• Lake Health District</li><li>• Mental Health Addiction Certification Board of Oregon</li><li>• Eastern Oregon Workforce Board</li><li>• Mid-Columbia Center for Living</li><li>• Altruistic Recovery</li><li>• Symmetry Care</li><li>• EUVALCREE</li><li>• Burns Paiute Tribe</li><li>• Oregon Office of Rural Health</li></ul>