

ü Flint Public Schools - 2-3 elementary school events ü Northwestern High School- Family night event ü Genesee Chamber of Commerce 1-2 events ü Grace Emmanuel Church ü Hamilton FQHC family fun and health fair event 1-2 events ü Close in on children ages 0-6 who have not yet been tested- announce innovative testing methods (mobile unit? Sponsor/Fund Traveling Nurse to elementary school) to close the gap; quotes from MHM leadership and Health Department Leaders included.

Four targeted press releases:

- ü December 22 - Molina –Genesee County Health Department – Joint Press Release 1: Addressing Lead Poisoning Awareness and Prevention campaign-will include quotes from MHM and Health Department leaders; Will include details of the first four lead testing events to be hosted by MHM and Genesee County Health Department
- ü Press Release 1 will be distributed to media by 12/22/15; draft for review ready for MHM leaders 12/21/15
- ü February 1 -4 Carriage Town Ministries Lead Testing Event- Joint Media Advisory Joint Media Advisories to all Flint media detailing lead testing event at Carriage Town Ministries 2/4
- ü February 10-13 Molina –Genesee County Health Department – Joint Press Release 2: Highlight results to date including amount of lead tests performed since campaign launch, engage the public and remind them the campaign continues and that children still have many options to get a free lead test. Detail MHM- Genesee Health Department Feb 10- March 31 Lead testing events schedule; quotes from Molina and Health Department Leaders
- ü March 31- Press Release 3: Close in on children ages 0-6 who have not yet been tested- announce innovative testing methods (explore deploying traveling Nurse to elementary school) to close the gap;

Ø Provider Engagement and Awareness

ü 12/23/15 - Fax blast to all Genesee County PCPs about Lead Awareness and specific steps to ensure testing and treatment ü 12/29/15 – Fax blast to Genesys PHO ü Adding several Lead education articles and MDHHS links to additional provider/patient materials to our provider portal ü There are approximately 165 physicians serving the children of Flint – Molina has identified the top 16 providers serving at least 100 Molina children in the Flint area, which include Hurley and Hamilton FQHC. We have developed a workplan to aggressively engage these providers ü Key provider Lead awareness partners – Scheduling underway for additional January-March events:

- Genesee Health Department
- Genesee Health Plan (GHP)
- Genesys PHO
- Hurley/PMC
- Hamilton FQHC

Ø Molina HealthCare of Michigan is also working to partner/coordinate efforts with three other payers (BCBSM, United, McLaren) who also have members in Flint to ensure the entire community is included in the awareness and testing efforts

From: MSAPolicy

Sent: Wednesday, December 30, 2015 4:35 PM

Subject: Numbered Letter L 15-73

Attached for your information is letter L 15-73, dated December 30, 2015.

L 15-73 – Blood Lead Guidelines to Address the City of Flint Residents' Potential Exposure to Lead.

This letter was sent to Practitioners, Clinics, Laboratories and Maternal Infant Health Program (MIHP) Providers in the City of Flint.

Medicaid Letters can be accessed on the web at www.michigan.gov/medicaidproviders >> Communication and Training >> Click 2015 under Numbered Letters.

