



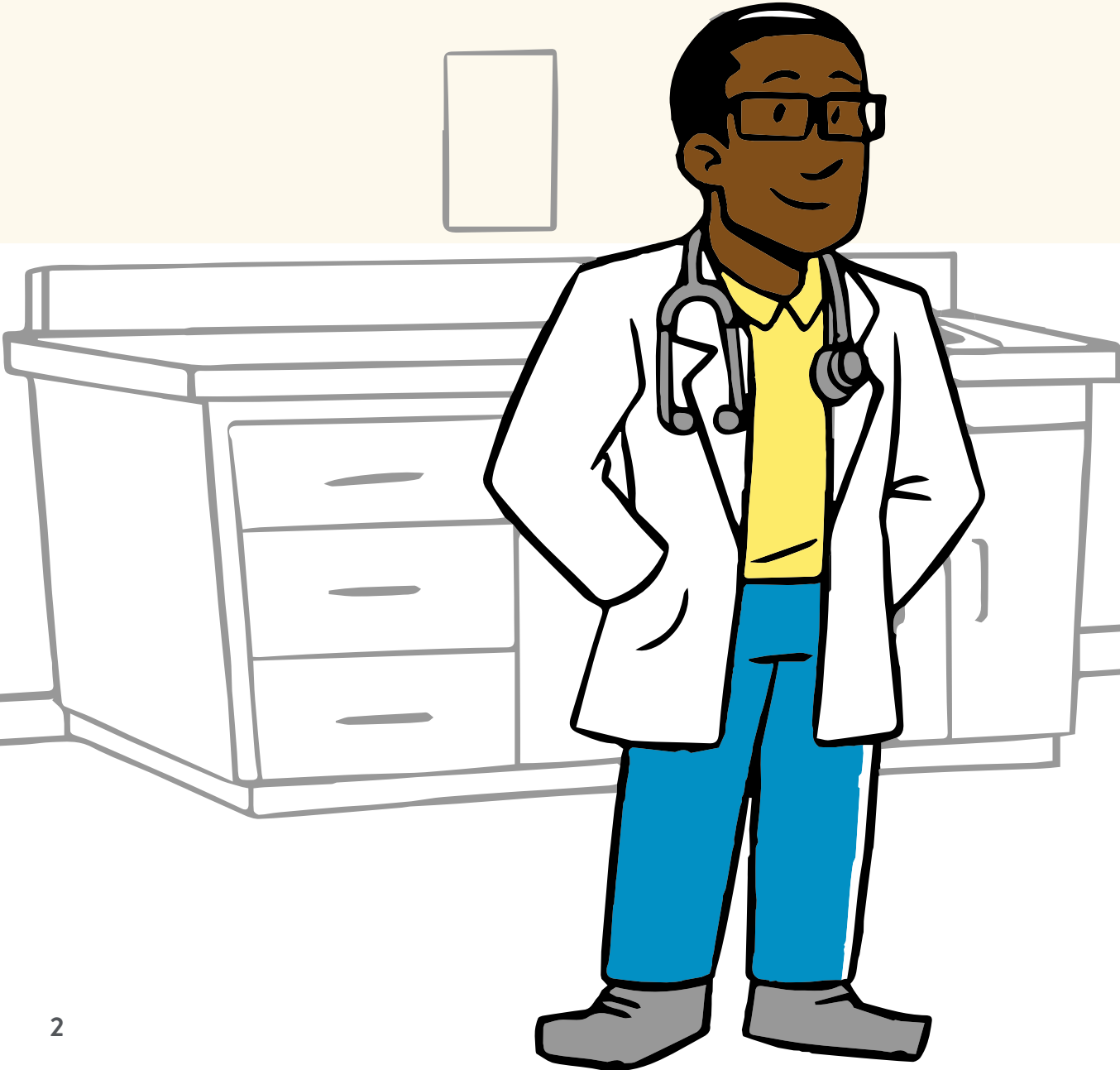
Community Engagement Resource Hub:

User Guide



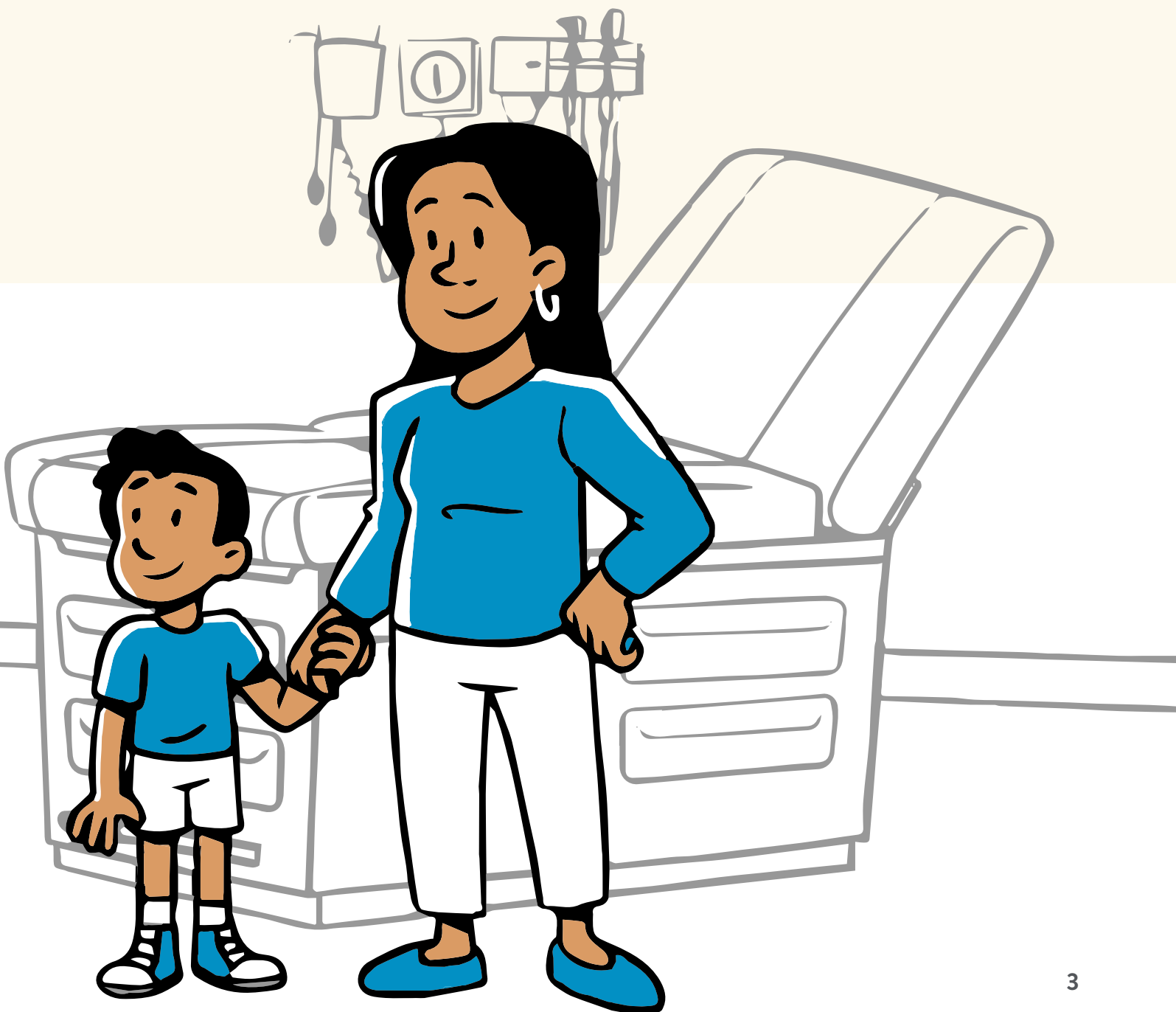
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User Guide: Utilizing DHS Community Outreach Resources for Community Organizations

The Minnesota Department of Human Services (DHS) Community Engagement webpage offers valuable resources for organizations to support their outreach efforts and empower their communities. This guide outlines best practices for utilizing these resources effectively, maximizing their impact for your initiatives. We have included hyperlinks in the section titles below that will take you directly to the resource being described.



Community Outreach Support and Resources Request Form

The Minnesota Department of Human Services (DHS) is eager to collaborate with community partners to ensure successful health insurance renewals for Minnesotans. We offer support for events, a variety of communication materials, and numerous additional resources to aid your efforts. If you're planning an outreach activity or need assistance related to Medical Assistance and MinnesotaCare renewals, please fill out this form with your request. Your partnership enables us to extend our reach and impact, ensuring no one misses the opportunity to renew their coverage.

Public Intake Form

GO TO FORM

Utilize the DHS Public Intake Form to promote an upcoming event or request specific resources and assistance from DHS to support your events. Focus on concisely identifying your needs and providing essential details like event type, target audience, and preferred support request type.

Below are some best practices to consider before submitting requests to DHS:

- **Be Clear and Concise:** Clearly define your desired support from DHS. Specificity ensures support can be tailored to deliver maximum impact.
- **Optimize Your Request:** Provide detailed event/initiative information (date, location, description, target audience) and preferred communication channels to ensure seamless collaboration and timely DHS support.
- **Stay Connected:** Monitor your chosen communication channels to receive timely updates from DHS throughout the collaboration process.

Please enter your contact information:

Full Name (First, Last) *

What organization or group do you represent? *

Please specify the name of the organization or group you represent.

Email Address *

Phone Number

Request Type *

Select Your Request Type: Choose the appropriate option to indicate the nature of your submission.

If you are requesting resources, materials, or support for an event, select "**Resource Request**".

If you are looking to promote an upcoming event on our [Public Calendar](#) without requesting additional resources, choose "**Event Promotion Only**".

This will help us process your request efficiently and ensure it is directed to the right team.

Outreach Activity Title *

Name of the outreach event or activity.

Example: DHS Renew My Coverage Webinar

Date

Date event will take place.

Note: If a date has not been set, please keep this section blank.

Event Description

Please provide a brief description of this outreach activity and the technical assistance you are requesting.

Event Format

Target Audience

Who is the audience your outreach activity is trying to reach? Who will be the participants of this activity or event? Please specify:

- General Public
- Children (<18 years old) and Parents
- Seniors (age 65+)
- Immigrant and refugees
- Unhoused/homeless Community
- American Indian Community
- Black/African American Community
- Hispanic/Latino Community
- Deaf or Hard of Hearing



mn.gov/dhs/renewmycoverage/community-engagement/

Calendar of Upcoming Community Events

Have a community event coming up you'd like to promote and share information about renewals at? Complete the intake request form above and select the "Event Promotion Only" option to have your event showcased on our Community Calendar.

Calendar View of Confirmed Events | smartsheet

🚫 Report Abuse 🔍 Help

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⚙️

November 2023
◀️ 1 Month ▶️

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
October 29	30	31	November Native Am	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18 Hue-MAN Futbol & F
19	20	21 Día de los	22	23	24	25
26	27 Ramsey C	28	29	30	December 1	2

November 2023

S	M	T	W	T	F	S
29	30	31	1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

December 2023

S	M	T	W	T	F	S
				1	2	
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

January 2024

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31	1	2	3

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Public Calendar

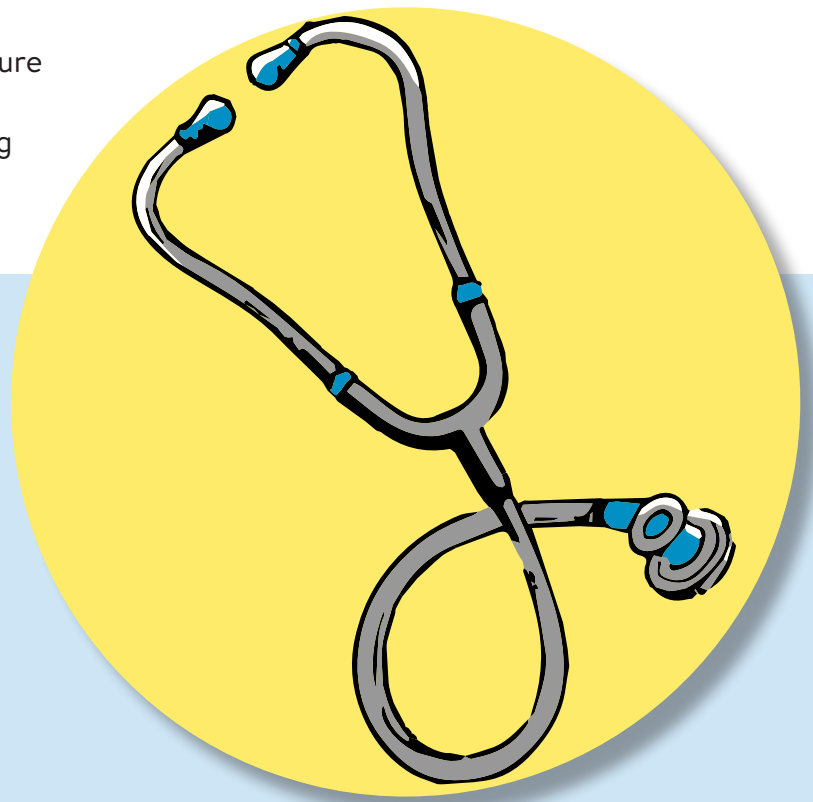
GO TO CALENDAR

Use the DHS Public Events Calendar to effectively promote your events and stay informed about other community activities and events. Regularly check the calendar to discover opportunities for collaboration and to share relevant events with your community. Here, you can:

- **Promote your events:** Share workshops, informational sessions, and outreach initiatives directly with the community, ensuring those most impacted by the Unwind stay informed and connected.
- **Stay informed:** Discover events across Minnesota hosted by fellow organizations, places of worship, government agencies, and healthcare providers. Share the details of upcoming informational sessions with your community to ensure awareness of opportunities to get guidance and support with submitting renewal paperwork.

Resources in Action:

- Submit a request through the intake form to promote an upcoming outreach event that you will be hosting at your community-based organization that is open to the public.
- Reference the calendar to find upcoming events that are aimed to educate community members about the renewal process. Locate an event that is in proximity of your city/town and share the event details with your members and patrons.



Downloadable Resources

GO TO RESOURCES

DHS makes it easy for community organizations to spread the word about the current renewal period. Downloadable social media templates, clear FAQs, and printable materials in multiple languages are just a click away, ready to empower your outreach and ensure everyone gets the information they need.

Below are some best practices for utilizing these resources:

- **FAQs:** Utilize the FAQs to answer common questions about the renewal process, reducing the need for individual inquiries
- **Social Media Posts:** Share pre-written social media posts about the renewal process, saving you time and ensuring consistent messaging across platforms. Adapt them to your specific context for added impact
- **Printed Materials:** Download and distribute the printable materials that have been developed to educate community members about the renewal process.

Resources in Action:

Community and faith-based Organizations and Providers

- Incorporate downloadable resources into weekly bulletins and newsletters, use them in regular study groups or community meetings, and post-tailored social media content. For instance, share pre-written social media posts about the renewal process adapted to religious themes or community-specific concerns.
- Display downloadable resources prominently and utilize them during community gatherings and workshops to ensure broad community awareness and engagement. Leverage social media posts for broader outreach and include these resources in any community workshops or information sessions.

Schools

- Schools can distribute flyers at parent-teacher conferences, incorporate FAQs into newsletters, and use social media templates for announcements on school platforms. Utilize these resources during school events to inform parents about vital community services.

Resources

Here, you'll find a curated list of tools and materials designed to support community organizations in raising awareness about the Unwind of continuous health coverage. Our goal is to provide you with relevant and impactful resources that will empower you to assist Minnesotans in retaining their health care coverage.

We've gathered some of our most valuable resources to help you get started, available in multiple languages, to ensure you can effectively communicate with and serve your diverse community. These include social media templates, informative videos, and printed materials that you can use to spread the word in your community. For a broader selection of tools, including additional language options, be sure to [visit our full resources collection](#).

+ Social media templates and videos

+ Printed Materials

+ FAQs



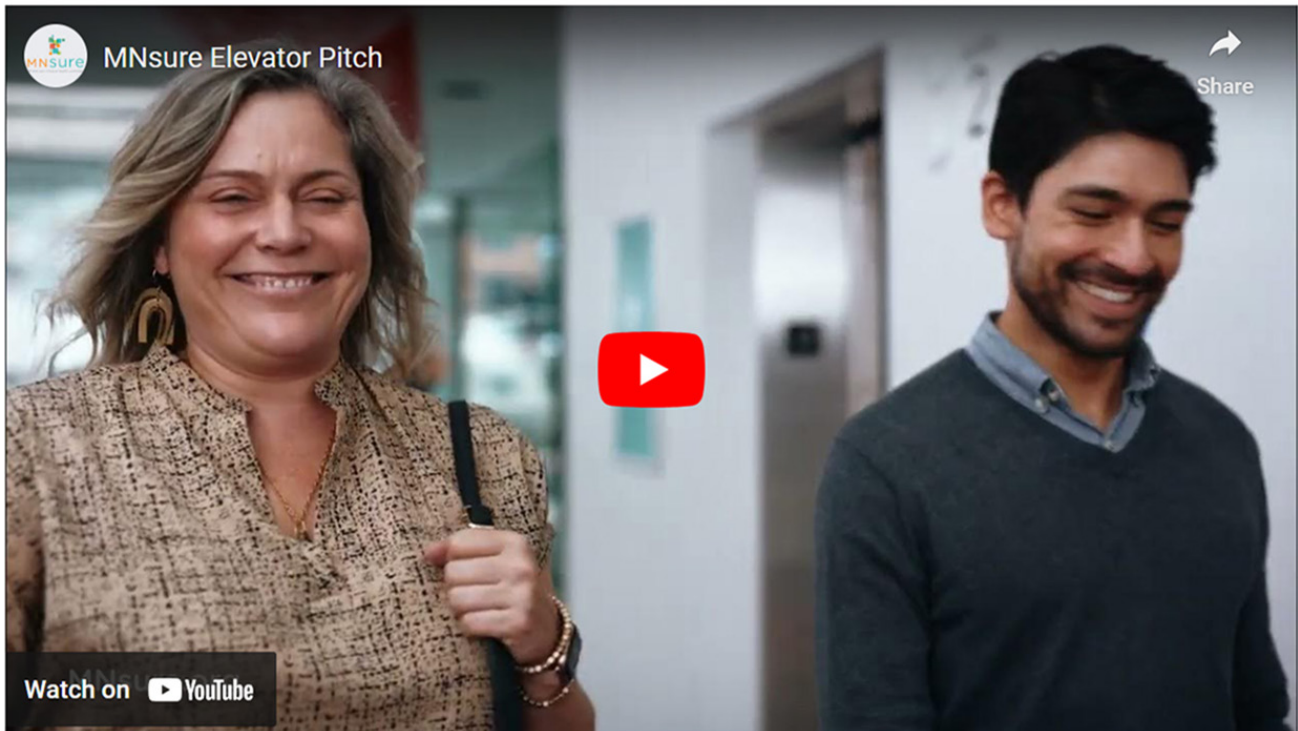


Seek Navigator Support

FIND A NAVIGATOR

Partner with DHS and invite a Navigator to your next community outreach event. These local, trusted experts are specially trained in Medical Assistance and MinnesotaCare enrollment. They can offer on-site guidance and answer questions, ensuring members of your community receives the support enrollment process. By clearly communicating the nature of your event and the specific assistance required, DHS can help to ensure that the Navigator's expertise is effectively aligned with those of your community member's.

Navigator support



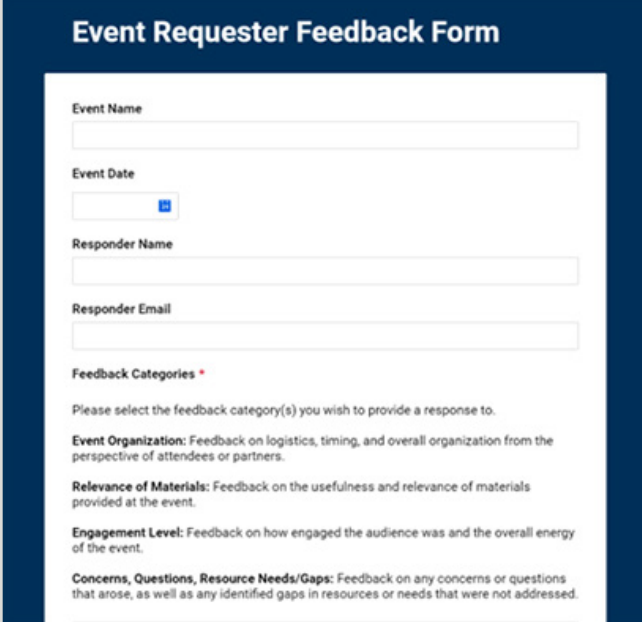
Navigators are here to help guide you through the process of renewing your health coverage. They provide personalized assistance to help you understand your options and complete the necessary paperwork. Here's how you can connect with a navigator:

Submit Feedback Form

To ensure that DHS is providing the most useful and relevant support possible, a feedback form will be sent out to all event coordinators at the conclusion of their community event. We encourage all organizations to utilize this tool to help DHS refine and optimize our support for organizations like yours.

Below are some best practices to consider when submitting the feedback form:

- **Gather Diverse Perspectives:** Get input from multiple members of your organization, including volunteers, organizers, and event attendees. Ensure your feedback represents the broader community you serve.
- **Be Specific:** Avoid vague platitudes or generalizations. Point out specific instances and details to make your feedback actionable and valuable.
- **Provide contact details (optional):** If you'd like us to follow up for further discussion, include your preferred contact information.



The image shows a screenshot of a feedback form titled "Event Requester Feedback Form". The form is set against a dark blue background. It contains several input fields: "Event Name" (a text box), "Event Date" (a date picker), "Responder Name" (a text box), and "Responder Email" (a text box). Below these fields is a section titled "Feedback Categories" with a red asterisk. It includes instructions: "Please select the feedback category(s) you wish to provide a response to." and lists three categories: "Event Organization" (logistics, timing, overall organization), "Relevance of Materials" (usefulness and relevance of materials), and "Engagement Level" (audience engagement and overall energy). A fourth category, "Concerns, Questions, Resource Needs/Gaps", is also listed with a brief description.

Additional Tips

- **Regularly visit the website:** Stay updated on new resources and opportunities by frequently checking the DHS Community Engagement webpage
- **Share your feedback:** Provide feedback on the resources and suggest improvements to enhance their effectiveness for community organizations

By following these best practices and leveraging the diverse resources offered by the DHS Community Engagement webpage, community organizations can effectively empower their communities and support Minnesotans in understanding when to renew their health coverage.



DEPARTMENT OF
HUMAN SERVICES

mn.gov/dhs/renewmycoverage/community-engagement/

