



## **HEALTH OUTREACH COORDINATOR**

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### **ABOUT FIRST 5 SANTA CRUZ COUNTY**

First 5 Santa Cruz County is a public commission that was created with the passage of Proposition 10 in California in 1998. The commission's mission is to ensure that early childhood systems and supports foster equitable health, development and well-being for all young children and their families in Santa Cruz County. To achieve that mission the commission implements a variety of programs and services in the areas of early learning, health, family strengthening and systems integration.

### **POSITION DESCRIPTION**

The Health Outreach Coordinator provides coordination of health outreach, enrollment and retention activities within First 5's Health Outreach unit, and specifically assists families with retaining their and their children's health insurance. Under the direction of the Health Outreach and Enrollment Manager, the position will also support the VisionFirst program and provide backup support to the Baby Gateway Newborn Enrollment program.

**DUTIES AND RESPONSIBILITIES** include, but are not limited to:

#### **Health Outreach, Enrollment and Retention**

- Coordinate and conduct outreach and Medi-Cal retention activities including but not limited to in-person, direct mail, email, and telephone outreach to families.
- Conduct outreach at community events.
- Develop collateral materials to be used in health outreach and retention activities.
- Provide Medi-Cal enrollment and renewal assistance to families.
- Conduct data collection and data entry related to outreach and enrollment activities as required by First 5 and its funders.
- Participate in meetings and trainings pertaining to outreach, enrollment and retention for health care and other public benefit programs.

#### **VisionFirst**

- Conduct vision screenings at local early care and education centers.
- Process results and conduct follow-up with families whose children have potential vision concerns including health insurance enrollment support as needed.
- Conduct data collection and data entry related to children screened.

#### **Baby Gateway Newborn Enrollment**

- Conduct visits with families at Sutter, Dominican and Watsonville hospitals to identify newborns who are eligible for health insurance and/or other public benefits through local, county and state programs.

- Enroll, or provide assistance with enrolling or re-enrolling, eligible children ages 0-5 in appropriate health insurance and other public benefit programs.
- Provide and review the contents of *First 5's Kit for New Parents* with families of newborns.
- Conduct brief screenings of families' basic needs. Provide information and referrals to community resources that will help promote the health and well-being of newborns and their families (including but not limited to CalFresh, WIC and local educational services).
- Obtain training for Medi-Cal and Covered California. Pass test provided

### **General Activities**

- Document all program work and maintain monthly service statistics.
- Complete daily Medi-Cal Administrative Activities (MAA) time survey.
- Prepare and submit all required paperwork, including timesheets, mileage forms, purchasing forms, reports and other documents in an organized and timely manner.
- Attend agency and program staff meetings and community meetings/events as requested.
- Other duties as required.

### **MINIMUM QUALIFICATIONS & EXPERIENCE**

- Bachelor's degree, preferably in early childhood development, health, human services or a related field and/or equivalent combination of employment and education experience.
- Two years of experience working with families in a social service, public health or human service-related field.
- Bilingual and biliterate in English and Spanish required.
- Experience as a Certified Enrollment Counselor (CEC) is preferred. Or willingness to obtain training for Medi-Cal and Covered California and get certified.
- Must be in general good health and willing to comply with area hospitals' employee health protocols including but not limited to:
  - Hepatitis B vaccine series
  - Influenza
  - MMR (Measles Mumps and Rubella)
  - Tuberculosis (TB) Test
  - Varicella (Chickenpox)
  - Documentation of Health Status: documentation showing free from communicable diseases and able to perform the functions of job class.
  - Tdap vaccination
  - Drug Test
  - Criminal History background check and fingerprints
  - Face Mask and Face shield requirements

### **REQUIRED KNOWLEDGE AND ABILITIES**

#### **Knowledge of:**

- Common challenges that low-income and underrepresented families face.

- Community resources available to families in Santa Cruz County.
- Child development and preventative health care.
- Outreach, patient interviewing and parent education skills and techniques.
- Health insurance and public benefit program options available for children in Santa Cruz County.
- Standards and practices for providing excellent service to internal and external customers.

**Skills & Ability to:**

- Establish and maintain effective, collaborative working relationships with a wide range of professionals and paraprofessionals, including but not limited to First 5 team members, hospital staff, contractors, community partners, Commissioners and funders.
- Effectively reach and engage ethnically and culturally diverse families.
- Promote basic principles of preventive health care, health promotion, disease and injury prevention and positive parenting to ethnically and culturally diverse families.
- Obtain personal health information from families in a sensitive and professional manner.
- Maintain confidential information according to hospital policies and privacy laws.
- Plan and organize work to ensure organizational and project goals and timelines are met.
- Think proactively, anticipate problems, analyze situations, consider alternatives and develop effective solutions.
- Communicate effectively orally and in writing.
- Maintain clear and accurate electronic and/or paper records; prepare and compile reports.
- Demonstrate proficiency in using computers, the internet, word processing, spreadsheets and/or data entry.
- Provide excellent service to all internal and external customers, in accordance with F5 SCC's Customer Service Plan.
- Meet attendance requirements of the position, be punctual and timely in meeting all requirements for work performance.
- Remain flexible and adapt to changes in agency operations, work assignments or procedures.

**PHYSICAL DEMANDS & WORK ENVIRONMENT**

The physical demands and work environment described below are representative of those that must be met by an employee to successfully perform the essential functions of the job.

Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Mobility to work in a standard office environment and attend off-site meetings; mobility and manual dexterity to use standard office equipment and handle documents; vision to read handwritten and printed materials and a computer screen; hearing and speech to communicate in person and by telephone
- Work is sometimes physical, requiring setting up for meetings or outreach events, which may require lifting or carrying cumbersome materials (e.g. easels, flip charts, refreshments, boxes, tables, etc.)
- Long periods of sitting frequently required.
- May require working some evenings and weekends.

- Ability and willingness to visit sites located in high-need, low-income communities required.

**OTHER REQUIREMENTS**

Must have a valid California driver’s license, personal automobile insurance, access to reliable transportation and ability to travel within Santa Cruz County as necessary to carry out job duties. Some travel outside Santa Cruz County occasionally required. A background check, fingerprinting and drug test is required for this position.

**SALARY SCALE**

	Step 1	Step 2	Step 3	Step 4	Step 5	Step 6	Step 7
<b>Hourly</b>	\$18.50	\$19.61	\$20.79	\$22.03	\$23.36	\$24.76	\$26.24
<b>Annual</b>	\$38,480	\$40,789	\$43,236	\$45,830	\$48,580	\$51,495	\$54,585

**APPLICATION INSTRUCTIONS:**

To apply, please submit a cover letter and resume (in PDF format) via email to:

[admin@first5scc.org](mailto:admin@first5scc.org)

Attn: Health Outreach Coordinator Recruitment

This recruitment will remain open until filled.