

Public Health Solutions

WholeYouNYC Social Care Network

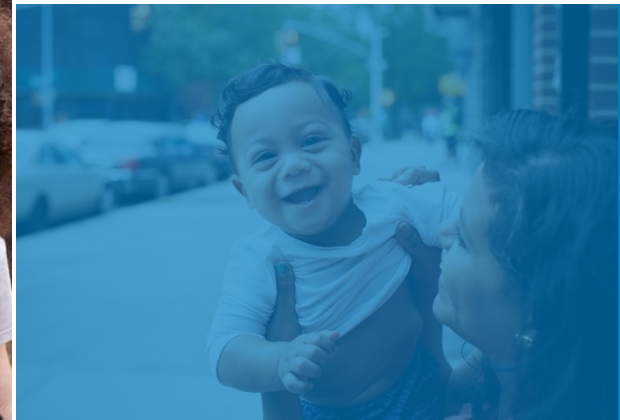
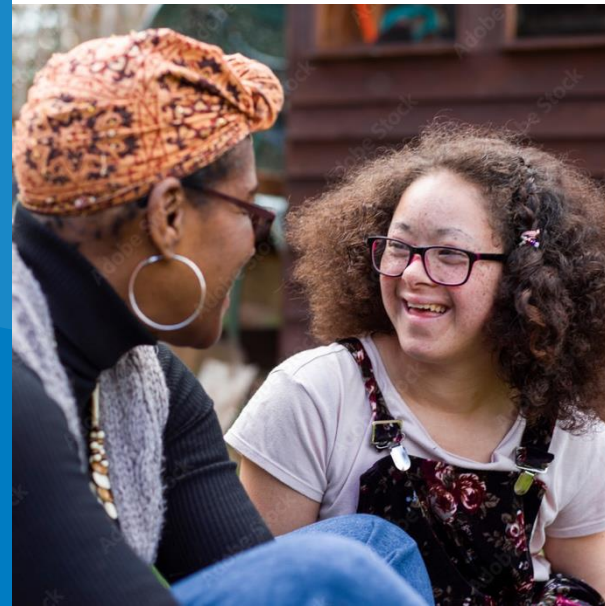
Medicaid Member Advisory Council (MMAC)

09/17/25



WholeYouNYC

@wearephsny



Agenda:

- Welcome: PHS MMAC Team
- Group Norms
- Media Consent form
- Ice Breaker:
 - *What's your favorite thing about the Fall season?*
- Order of Business
 - Review July's Meeting Minutes
 - WholeYouNYC Marketing Campaign
 - Robert Woods Johnson report
 - Evening's discussion topic: *Culturally Responsive Communication*
- Closing Remarks and QR survey:
 - *Food options for future meetings*



Welcome: PHS MMAC Team



Michael A. Hernandez (*He/Him*)
Community Engagement Manager
Manhattan and Queens



Carlos Morales-Hernandez (*He/Him*)
Senior Community Engagement Specialist
Manhattan and Queens



William Chambers (*He/Him*)
Community Engagement Manager
Brooklyn



Jerrell Grey (*He/Him*)
Assistant Director
Health Policy & Government Affairs



Rikia Bradly (*She/Her*)
Health Policy Analyst
Health Policy & Government Affairs

Group Norms:

- Be Present
- Respect All Voices
- Protect Privacy
- Assume Good Intentions, Own Impact
- Share the Space
- Focus on Solutions
- Be Accountable
- Practice Equity
- Collaborate



Meeting Timeline

- Arrival: 5:45 pm – 6:05 pm
- Welcome / Group Norms / Consent: 6:05 pm – 6:10 pm
- Ice Breaker: 6:10 pm – 6:15 pm
- Order of Business: 6:15 pm – 7:45 pm
 - Break 7:15 pm – 7:25 pm
- Closing Remarks / MMAC Group Photo: 7:45 pm – 8:00 pm

MMAC

Order of Business:

- July Meeting Minutes
- WholeYouNYC Marketing and Communication Strategy
- RWJ Report
- Discussion Topic:
Culturally Responsive Communication



Marketing Campaign

Grace Gabala, Director of
Communications



Marketing Campaign Overview

Timeline:

- 12-week marketing campaign launching September 2025.

Goals:

- Drive inbound self-screenings and increase awareness of WholeYouNYC among Medicaid members.

Target Audience:

- Medicaid members in 20 top priority zip codes across Manhattan, Brooklyn, and Queens.



Strategy & Media Mix

The campaign will consist of digital, social media, radio and public transit ads running in English, Spanish and Chinese.

Media Mix:

- Digital and social media ads
- Subway & bus shelter ads
- Door hangers in NYCHA housing
- LinkNYC displays
- Local community radio ads (WKTU, La Mega, Power 105)



Some of our Print & Digital Collateral

¿Estás aprovechando al máximo el programa Medicaid?

Puedes recibir ayuda alimentaria, apoyo para la vivienda y transporte.

Llama al 888-755-5045

CLIC AQUÍ

Public Health Solutions | WholeYouNYC

Are You On Medicaid?

Don't miss benefits you may already qualify for.

Find out if you're eligible. Call 888-755-5045

CLICK HERE

Public Health Solutions | WholeYouNYC



¿Tu Familia Está Aprovechando Al Máximo El Programa Medicaid?

- ✓ Ayuda Alimentaria
- ✓ Apoyo Para La Vivienda
- ✓ Transporte

Recibe ayuda hoy.

Escanea el código QR o llama al 888-755-5045



Para obtener más información, visita [wholeyou.nyc](https://www.wholeyou.nyc)

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您的家庭是否充分使用了 Medicaid?

- ✓ 食品援助
- ✓ 住房支持
- ✓ 交通服务

立即获取帮助。

扫描二维码或拨打 888-755-5045



详情请访问 [wholeyou.nyc](https://www.wholeyou.nyc)

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MEDICAID MEMBERS

Applying for more benefits shouldn't be so hard.

Find out if you're eligible. Call 888-755-5045

CLICK HERE

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Finding Support Shouldn't be So Hard

WholeYouNYC can help you find additional Medicaid services:

- ✓ Food Assistance
- ✓ Housing Support
- ✓ Transportation

To check eligibility, scan the QR code or call 888-755-5045



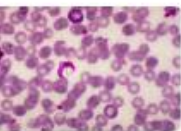
To learn more, visit [wholeyou.nyc](https://www.wholeyou.nyc)

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Universal Images Group/Getty Images

'Kissing bug' disease is here to stay in the US, experts say. Here's why it's spreading



What are your questions about Chagas disease, aka 'kissing bug' disease?



MAHA's 'Make Our Children Healthy Again' guidance ignores real causes of poor childhood health, experts say



Rare 'tooth-in-eye' surgery restores man's vision after two decades



Officials look to tie Covid-19 vaccine to risks in pregnancy, kids



Five new members named to influential CDC vaccine advisory committee days ahead of key meeting

It's not just a rich kid's problem: Eating disorders triggered by growing food insecurity

RFK Jr. says public health agencies are on the decline. Here are 5 ways they've improved your health

RFK Jr.'s vaccine panel expected to recommend delaying hepatitis B shot for newborns

Gum disease and the Mediterranean diet are connected to inflammation. Here's how

How to avoid seeing disturbing content on social media and protect your peace of mind

Under Trump, FDA seeks to abandon

Are You Getting the Most Out of Medicaid?

You may be eligible for food assistance, housing support, and transportation.

Call 888-755-5045

CLICK HERE

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WholeYouNYC

Advertisement

Ad Feedback

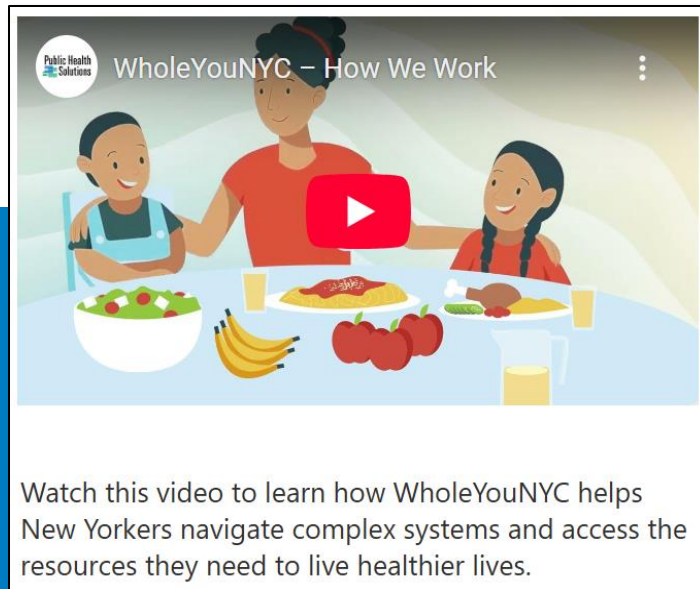
LIFE, BUT BETTER



What you should do if you suddenly can't pee, according to an expert



How You Can Support the Campaign?



"How We Work" Video

We've released a new, animated version of the **"How We Work"** infographic on the WholeYouNYC website. This animation is available on WholeYouNYC website and YouTube. Feel free to share it with your network!



Partner Toolkit

We've designed a **Partner Social Media Toolkit** with ready-to-use graphics, sample posts, and messaging to help amplify our campaign through our WholeYouNYC network partners.

Robert Woods Johnson Foundation Report

How Medicaid Members Can Shape Its Future

“What is one thing you would change about your Medicaid experience?”

1. Improve Experience with DSS Offices and Streamline Processes
2. Increase Expansion & Eligibility, Simplify Renewal
3. Stabilize the Medical Workforce and Diversify Service Options
4. Increase Service Provider Access, Variety, & Expertise
5. Create Avenues for Education & Equity.

Stabilize the Medical Workforce and Diversify Service Options

Social determinants of health (SDOH) are non-medical factors that affect health outcomes. They include the conditions in which people are born, grow, work, live, and age. SDOH also includes the broader forces and systems that shape everyday life conditions.

What recommendations can we make to support the medical workforce and improve service options?

Create Avenues for Education & Equity

People seeking Medicaid often want to know more about Medicaid service coverage and its qualifications. They wanted more ways to educate themselves and listed solutions such as making websites more user-friendly and having more educational outreach programs that focused on information about benefits and rights as a recipient of Medicaid.

What role can MMAC play in helping Medicaid members know more about the WholeYouNYC Social Care Network and its services provided?

Discussion Topic:

Culturally Responsive Communication

- Culturally responsive communication can be defined as "communicating with awareness and knowledge of cultural differences and attempting to accommodate those differences. This involves respect and an understanding that socio-cultural issues such as race, gender, sexual orientation, disability, social class and status can affect health beliefs and behaviours." (Minnican & O'Toole,2020)
- **Activity**: Define culturally responsive communication in your own words and provide an example.

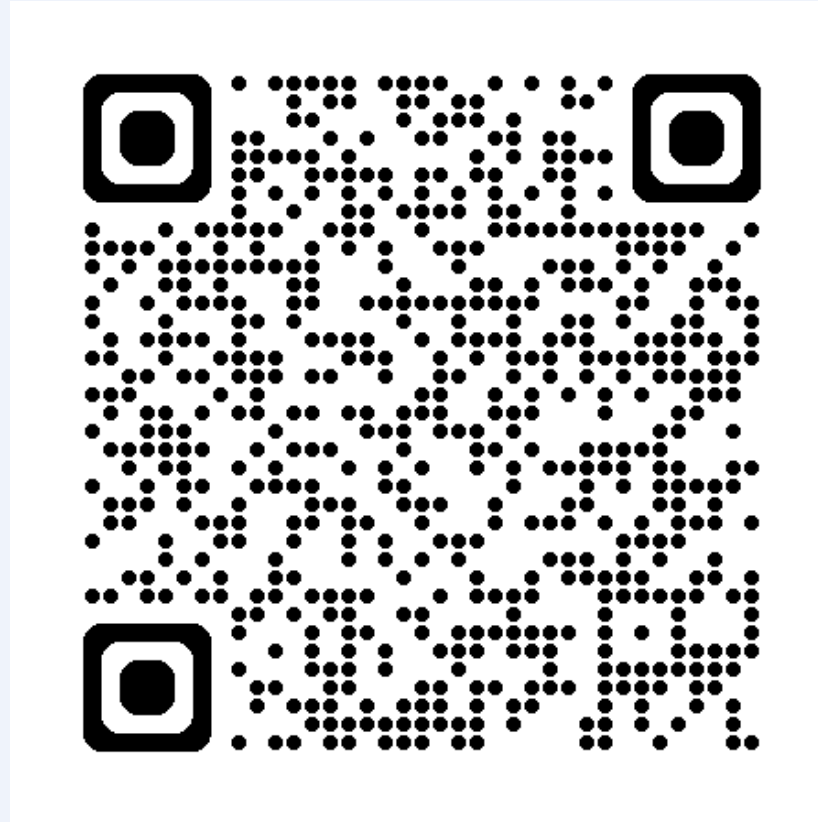
Source: Minnican, C., & O'Toole, G. (2020). Exploring the incidence of culturally responsive communication in Australian healthcare: the first rapid review on this concept. *BMC health services research*, 20(1), 20. <https://doi.org/10.1186/s12913-019-4859-6>

Discussion Topic:

Culturally Responsive Communication

- What are some effective strategies for communicating respectfully and clearly in a culturally diverse environment?
- How can Public Health Solutions apply culturally responsive communication strategies across our network — particularly in outreach, advertising, and screening — to better serve Medicaid members?

Closing Remarks and Food Survey



Next Meeting

11/19/25