**Coordinated Care Initiative  
Los Angeles County  
Communications Workgroup**

**Thursday, April 8**

**AGENDA ITEMS**

**3:00-5:00 p.m.**

**St. Barnabas Senior Services**

* **Introductions**
* **Updates on Existing Outreach Efforts**
  + **Plan MLTSS provider outreach**
* **Continued Brainstorming Session**
  + **General outreach campaign: Blue Envelope Weekends**
  + **Specific populations**
    - **Ethnic groups and New American Media Roundtable**
    - **Skilled Nursing Facilities**
    - **Provider education**
    - **Independent Living Centers**
* **FUTURE STEPS**
  + Meeting venue
  + **May 1, 2014, 3:00-5:00 p.m.**