

# Molina Healthcare

## Inclusive Marketing and Educational Materials for the Native American Communities

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DECEMBER 2021



# Agenda

- The need to represent the Native American population
- The Molina Commitment
- Focus Areas for Culturally Competent Communication
- Listening to Tribal Communities
- Inclusion of Native American Photos
- Action Items

# The Need to Represent the Native American Population

## According to the Nevada State Health Needs Assessment 2019



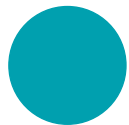
About 1% of the population in Nevada is American Indian

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This population has increased 4% from 2015 to 2019

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American Indian and Tribal Populations are disproportionately affected by social and health factors increasing their risk for health disparities

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Level of importance is not about the size of the population but rather the historic importance and sovereignty

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## The Molina Commitment

Molina Healthcare is focused on providing quality care. We put our member, at the center of all we do. We are dedicated to earning the trust of our communities and members we serve. In order to gain trust, Molina will ensure the cultural and belief aspects of care are recognized, adopted, and executed for the best outcomes of care.

Members from the tribal communities can help us to achieve this mission by sharing thoughts and ideas on how we can better serve our Native American population and the tribal communities. A strong part of inclusion begins with incorporating recommendations in marketing and educational materials.



# Focus Areas for Culturally Competent Communication

Molina Healthcare recognizes the need to reach all populations in Nevada by:

- Providing member education
- Providing member outreach
- Addressing members' needs
- Addressing service challenges
- Working with community partners

# Listening to Tribal Communities

1 ATTEND Tribal Meetings.

Participate in the tribal meetings.

2 REQUEST Tribal Participation.

Include the tribal community in our Member Advisory Committee and Community Advisory Committee.

3 SEEK Feedback.

Listen actively to the unique needs of tribal communities.

4 IMPLEMENT Changes.

Implement changes based on feedback for materials, benefits and services.

# Inclusion of Native American Photos in Materials



# Action Items

- We understand the need for continued improvements in health equity
- We are committed to engaging our communities in changes to our communication and materials
- We will gather feedback and utilize it to drive change
- We will collaborate with our tribal partners to understand their unique perspectives
- We will integrate pictures from the Native American community into our communication
- We will build a Tribal Advisory Board for ongoing engagement and input