

Catalyst for Community-Led Reinvestment

Centering collaboration and power-building for equitable implementation of Medi-Cal Reinvestment Initiative



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— The Opportunity

California's Medi-Cal program now requires its managed care plans (MCPs) to reinvest a portion of their profits to support community well-being — an innovative approach reflecting a commitment to improving health and forging strong partnerships between healthcare, public health, behavioral health, and community leaders.

To make that objective a reality, communities must be part of the decision-making — not just informed. While the importance of community partnerships has been recognized in state policy, **success depends on how policies are implemented**, warranting ongoing attention to operational details, thoughtful follow-through, and mid-course corrections.

The Project: Supported by a 3-year The California Endowment (TCE) grant, our goal is to build on-the-ground capacity and set the broader conditions for effective community-led reinvestment.

Ultimately, the project aims to catalyze community partnerships by building authentic community engagement processes and infrastructure to ensure sustainable collaboration in reinvestment planning and implementation.

3-Year Initiative



Maximizing community leadership in planning, decision-making & implementation

— Core Goals

1

Awareness & Capacity Building

Raise awareness and build capacity for community stakeholders to engage with MCPs, LHJs, and BHAs in reinvestment decision-making.

- Disseminate outreach materials, presentations, and resource toolkits
- Provide targeted TA and support to advance sustainable community collaboratives

2

Strategic Partnership

Partner with MCPs, LHJ/BHAs, and state agencies to strengthen community engagement in CRI planning and implementation.

- Identify barriers to participation and recommend solutions
- Share local insights on what community organizations and members need to effectively collaborate

3

Scaling Effective Practices

Scale up models for effective community engagement in CRI through research and analysis.

- Monitor planning processes, conduct focus groups, and synthesize recommendations
- Summarize and analyze MCPs' final reinvestment plans and share lessons learned

4

Community Power

Enhance community stakeholders' power in community reinvestment implementation.

- Assess MCP community engagement and capacity
- Support and advocate for strategies to strengthen community decision-making

Please visit our forthcoming website for interactive county-level informational resources for reinvestment engagement. If you would like a presentation or TA, please contact Kristen Golden Testa at Kristen@goldenpolicyconsulting.com or 415 505 1332



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