

## Community Clinical Linkages, Encounters & Outreach Effective September 2023

**Community-Clinical Linkages (CCL)** help connect healthcare providers, community organizations, and public health agencies to support community access to resources that help prevent, manage, or reduce cancer risks and other chronic diseases.

**Community Clinical Linkages Encounters (CCL-E)** help to connect the individual to screening and community services and support. Look for opportunities to:

- Develop partnerships across public health, communities, and healthcare professionals.
- Promote healthy behaviors and environments by coordinating health care delivery, public health, and community-based activities.
- Encourage community engagement in coordinating services and developing linkages.

The community sector comprises organizations that provide services, programs, or resources to community members in non-healthcare settings.

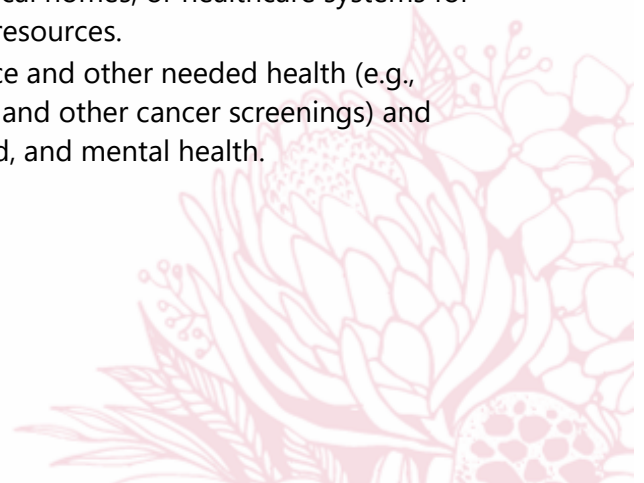
Examples may include community pharmacies (as opposed to a pharmacy in a health care setting, such as a hospital), employers, faith-based organizations, community centers, salons, barbershops, and nonprofit organizations such as the YMCA.

The clinical sector is composed of organizations that provide services, programs, or resources directly related to medical diagnoses or treatment of community members by healthcare workers (e.g., physicians, nurses, nursing assistants, physical therapists, emergency medical service personnel, dentists, pharmacists, laboratory personnel) in health care settings.

Examples may include community clinics, single practices, group clinics, rural clinics, Qualified Health Centers (e.g., community health centers, public housing, primary care programs, migrant health centers), and hospitals.

The expectation is that LCUs will conduct community-clinical linkages encounters as often as needed to connect women to health and/or community services.

- Identify eligible women for enrollment, address barriers to care, and facilitate completed screenings.
- Facilitate or refer to Medicaid Expansion or health insurance enrollment, if applicable.
- Navigate women to community resources, medical homes, or healthcare systems for cancer screening, diagnostic, and/or treatment resources.
- Link program-eligible women to health insurance and other needed health (e.g., diabetes, heart disease, immunizations, obesity, and other cancer screenings) and community/social services such as housing, food, and mental health.



## Outreach

**Outreach is getting the word out and educating** about risk factors and preventive health behaviors.

**Outreach relies upon comprehensive, tailored, population-specific strategies** to reach and bring women from priority populations into clinical screening services.

LCUs are expected to facilitate no fewer than four outreach events per program year and use state office-approved, consistent branding messages, images, and logos. Look for opportunities to:

- Conduct community outreach and provide patient education.
- Work with community partners to reach disparate populations and use culturally appropriate interventions that are tailored to the communities for which they are intended.
- Provide community group education presentations that allow interaction with individual women.
- Facilitate interpersonal education strategies that involve one-to-one communication with a woman and/or her significant others, such as family, friends, and co-workers.
- Engage or train community members and organizations to support screening efforts, risk factors, and preventive health behaviors.
- Engage community-based health professionals to refer or recommend individuals for screening.
- Collaborate with other health service programs and/or professionals who provide services (e.g., getting a flu shot, receiving care for diabetes or heart disease, etc.) to priority populations and recruit them for program enrollment.
- Engage with Family Planning, Flu Clinics, WIC, and Women's Health Days to provide education regarding preventive health care, including cancer screening.
- Provide training to health professionals to assess individuals for screening exams due or past due.

Last Reviewed Date	
B.S.	8/2023

