



AHCCCS Tribal Community Outreach Toolkit

This toolkit was created for AHCCCS Tribal community partners to help build awareness around the warning signs of health fraud and share trusted health resources with Tribal communities.

Last updated: May 2024



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May 2024

Hello, AHCCCS partners and community members

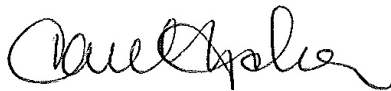
Over the last year, AHCCCS has eliminated fraud, waste, and abuse through system-wide improvements for provider certification. Unfortunately, Tribal community members have been unfairly impacted by the fraud.

Many Tribal community members have witnessed or experienced the impacts firsthand, while others are unaware of the situation. We are committed to protecting Native American AHCCCS members and supporting those struggling with mental health or addiction issues.

We ask for your help to distribute our physical and digital messages while you are interacting with vulnerable members. These messages contain information on the warning signs of suspicious health providers as well as AHCCCS-approved health resources. We worked closely with partners in and around the Tribal community to build these messages, including Indian Health Leadership, the Arizona Advisory Council on American Indian Healthcare, and Native Health and support from the Office of the Arizona Governor.

As a valued and trusted partner to AHCCCS, we ask for your help sharing these messages across your channels. Please use these messages in their existing form and refer to the resources included in this toolkit for the latest information on fraud education and health resources.

Thank you for your ongoing partnership and help to spread the word on this issue of utmost importance.



Carmen Heredia
Cabinet Executive Officer, AHCCCS





Your Kit

Every partner who shares the message broadens our impact and helps prevent further victimization of Native American AHCCCS members.

Your communications toolkit includes messages designed to help Native American AHCCCS members. Your communications toolkit includes messages designed to help Native American AHCCCS members. All assets drive to www.azahcccs.gov/tribalresources

This toolkit contains:

- Fliers and infographics with a QR code for display in offices
- Wallet cards to distribute at meetings and events
- Social media posts for Facebook and Instagram
- Digital banners for your website or email newsletters
- Talking points to share during meetings
- Blurbs to include in your email communications
- Ads to include in newspapers or other circulars
- Training materials for your front-line staff



We ask that you share these messages in their existing form. This will ensure consistency in our messaging and reduce potential confusion for members.

Social Media Posts

For social media posts, please make sure to tag us:

Facebook and Instagram: **@AHCCCSgov**

LinkedIn: **@AHCCCS**

Social Assets

Facebook and Instagram Posts

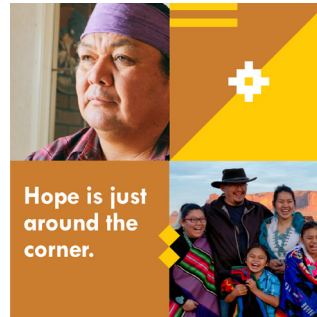
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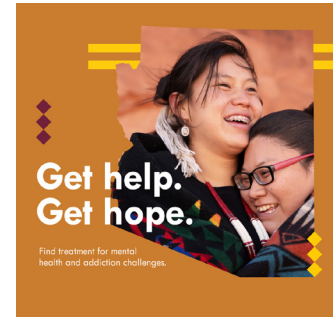
Caption: Licensed and AHCCCS-registered health providers will not offer gifts, money, drugs, etc. to get you into treatment. Learn more at azahcccs.gov/tribalresources



Caption: Recovery is real, and AHCCCS or your local Tribal health resources can help you find trusted addiction services to reach it. Learn more at azahcccs.gov/tribalresources



Caption: Don't struggle alone. If you're weighed down with an addiction or mental health issue, help is out there. Learn more at azahcccs.gov/tribalresources



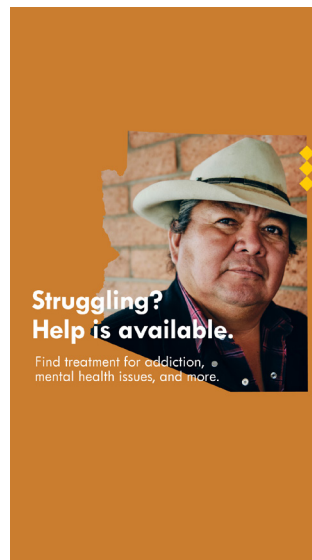
Caption: Have you seen this AHCCCS list of mental health and addiction resources? If you know someone who's struggling, pass it on. Learn more at azahcccs.gov/tribalresources

You're welcome to use the suggested captions, or write your own using these tips:

- Make it sound like you
- Keep it short: Post copy is typically cut off after 125 characters
- Feel free to mention that you're partnering with AHCCCS on this message
- Include a call-to-action and URL at the end to encourage readers to click
- For social media posts, please make sure to tag us: Facebook and Instagram: @AHCCCSgov
LinkedIn: @AHCCCS

Social Stories

[Download](#)



Print Assets



Flier


[Download](#)

Stay safe from suspicious health providers.

Dishonest people posing as health providers have taken advantage of Native American AHCCCS members seeking treatment for addiction, using lies and manipulation to steal their insurance benefits. **Please, stay safe.** If someone makes an offer that's too good to be true, it probably is.

Honest health providers will NOT:

-  Offer money, drugs, or gifts
-  Ask you to change your health plan
-  Pressure you to make a decision now



Recovery is real. We can help.

We're committed to supporting Native Americans struggling with addiction or mental health challenges. Scan the QR code below for our most updated list of trustworthy resources.

Know the warning signs. Find real treatment.




www.azahcccs.gov/tribalresources



Newspaper Ad

[Download](#)





Real treatment. Real recovery.

Learn the red flags of suspicious health providers and find trusted addiction resources that help.



www.azahcccs.gov/tribalresources

Wallet Card

[Download](#)



Real treatment. Real recovery.

Find trusted health resources, on and off Tribal lands.



www.azahcccs.gov/tribalresources

Need help now for addiction or mental health issues?

Call 1-844-534-HOPE (4673) to reach the Arizona behavioral health crisis line, available 24/7/365 to any Arizona resident, even if you don't have health insurance coverage.





Front-Line Team Materials

Front-Line Worker Flier

[Download](#)

Medicaid fraud victims need support. Here's how to help.

What's going on: Dishonest health providers have been exploiting Native Americans struggling with addiction, offering incentives in order to steal their insurance benefits. Many scam victims may now be unhoused and need help.

What you can do: Direct AHCCCS members to legitimate addiction resources using our list of trusted treatment organizations. Help clients recognize suspicious programs by learning the warning signs.

Know the signs. Connect to treatment. Scan for full resources:

This flier and these Google Slides are intended to be included in training and education materials for any employees or volunteers who interact directly with fraud victims.

Front-Line Worker Google/PowerPoint Slides

[Download](#)

Frontline worker educational guide
Materials for on-the-ground workers to assist victims of the AHCCCS fraud scheme.

Help victims of Medicaid scams.

- What's going on?** Dishonest people posing as health providers have taken advantage of Native Americans and other vulnerable communities struggling with addiction by offering money, drugs, or other incentives to steal their insurance benefits.
- We need your help.** As AHCCCS takes steps against these practices, scam victims may become unhoused and need your help connecting to real resources. This guide will help you recognize the signs of fraud and abuse and share vetted resources.

Help others recognize the warning signs of Medicaid fraud.

Know the signs of a health scam.

- Do you feel unsafe or need emergency services? **Stop and call 911.**
- Do you need immediate mental health assistance?
- Have you been impacted by the closure of a behavioral health or sober living facility or need temporary lodging, transportation, or other health care services?
- Call **211**, and then press #7.
- Looking for Opioid Use Disorder treatment?

Use our **treatment locator** at www.findtreatment.gov.

Offer immediate help for victims of human trafficking.

The trauma can be so great that the victim may not identify themselves as such, let alone know how to ask for help. Victims may be afraid to come forward. Be ready to identify someone who needs help.

Know the common indicators of human trafficking:

- Does the person appear disconnected from family, friends, community organizations, or houses of worship?
- Is the person disoriented or confused or shows signs of mental or physical abuse?
- Is the person fearful, timid, or intimidated?
- Does the person show signs of having been denied food, water, sleep, or medical care?
- Does the person appear to be treated as "not to be?"
- Is the person living in substandard conditions?
- Does the person lack personal possessions and appear not to have a stable living situation?
- Can the person freely leave where they live? Are there unreasonable security measures?

You may be the first person the victim has interacted with after leaving their abusive situation. Help them with their most common needs. Help victims contact their loved ones, get connected to real health care resources, and access humanitarian resources, such as temporary housing and food assistance.

Real recovery resources, made simple.

Are you working with a fraud victim or an AHCCCS member unsure where to turn for real treatment?

AHCCCS has an updated list of addiction and mental health resources to help members get what they need.

Immediate emergency resources at your fingertips:

Ask these questions to help determine the right resources:

- Do you feel unsafe or need emergency services? **Stop and call 911.**
- Do you need immediate mental health assistance?

Call **1-844-534-HOPE (4673)** to reach the **Arizona behavioral health crisis line, available 24/7/365** to any Arizona resident, even if you do not have health insurance coverage.

Have you been impacted by the closure of a behavioral health or sober living facility or need temporary lodging, transportation, or other health care services?

Call **211**, and then press #7.

Looking for Opioid Use Disorder treatment?

Use our **treatment locator** at www.findtreatment.gov.

Trusted Tribal health partners helping members find treatment:

Call your local **Indian Health Service (IHS)** for a referral to a medical facility or clinic near you.

- Navajo Nation: 520-871-4811
- Phoenix: 602-364-5039
- Tucson: 520-295-3485

If you are in Phoenix:

- Native American Connections: 602-254-2247
- Indian Health: 602-279-5262

If you are in Flagstaff:

- Native Americans for Community Action: 928-526-2966

If you are in Tucson:

- Tucson Indian Center: 520-884-7131

Call your local **Tribal Regional Behavioral Health Authority (TRBHA)** if you are assigned to a TRBHA for your behavioral health care.

- Gila River: 1-888-488-8326, ext. 7100
- Hopi Nation: 1-888-540-0217
- Pinalia Health: 520-875-6000
- White Mountain Apache: 520-338-8812

See the **IHS Services locator** at <https://www.ihs.gov/tribalhealth> for IHS, Tribal, and Urban Indian Health programs and facilities.



Digital Assets

Infographic

[Download](#)



Digital Version



Print-Ready Version

Web Banners

[Download](#)



CTA: Know the Warning Signs



CTA: Find Addiction Treatment



Written Communications

Use this copy in email newsletters, circulars, and fliers to help get the word out.

Know the red flags. Spot too-good-to-be-true offers. Learn more:
www.azahcccs.gov/tribalresources.

Verbal Communications (60 seconds)

Use these statements for your meetings, podcasts, and radio. There are four versions so you can use the length best suited to your need.

Hi, I'm [insert name].

Dishonest health providers have been targeting Native American AHCCCS members to steal their health care benefits, exploiting vulnerable people struggling with addictions. AHCCCS condemns these acts and is improving policies system-wide to protect all members.

Know the warning signs so you can protect yourself, friends, and family. Red flags include offering you money or drugs, or telling you to change your health plan. You can find the full list at azahcccs.gov/tribalresources.

You have the right to ask questions. AHCCCS-registered providers will be happy to talk about their licensing, services, and quality of care. If they won't answer, walk away.

AHCCCS is committed to protecting members against fraud. And they're equally committed to supporting members struggling with addiction or mental health issues, on Tribal lands and off. Find trusted health programs and medical homes at azahcccs.gov/tribalresources.

[View 90 second, 30 second, and 15 second communication statements.](#)



Additional Resources

Direct members to www.azahcccs.gov/tribalresources for a comprehensive list of AHCCCS-approved health resources.

Call [1-844-534-HOPE \(4673\)](tel:1-844-534-HOPE) or **text** 4HOPE to 44673 to reach the Arizona behavioral health crisis line for immediate mental health assistance.

Call the [988](tel:988) lifeline to be connected to a professional counselor 24/7/365, free of charge.

Find treatment with our locator tool:
<https://www.findtreatment.gov/>

Follow AHCCCS on [Facebook](#), [Instagram](#), [Threads](#), [X](#) (formerly Twitter), and [LinkedIn](#) for the latest news and updates.