

DEPARTMENT OF HEALTH SERVICES

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May 5, 1993

TO: All County Welfare Directors
All County Medi-Cal Liaisons
All County Health Officers
All County MCH Directors
All County CPSP Coordinators
All County CHDP Directors

Letter No.: 93-28

SUBJECT: BabyCal Campaign Toll-Free Service Update

ACWDL 93-30, ACWDL 92-72, ACWDL 92-24, ACWDL 91-91, ACWDL 91-37; Information Letters dated July 18, 1991 and July 30, 1991

The purpose of this letter is to provide county personnel with an update on the Department of Health Services' BabyCal Campaign toll-free information service.

As discussed in previous BabyCal correspondence, the Medi-Cal Eligibility Branch had expected to implement the expanded toll-free information service (1-800-BABY-999) in the Fall of 1992 to coincide with the launching of Phase Two advertising. This expansion would include a more sophisticated telephone system which provides callers using a touch-tone telephone a menu of options including English or Spanish information on prenatal care, Medi-Cal, and the Access for Infants and Mothers Program (AIM). Also, the caller would be able to enter her area code and first three numbers of her phone number to receive the telephone number and address of the local county welfare department office and the toll-free telephone number of the county health department's Maternal and Child Health (MCH) office, depending on her needs. However, this expansion project has not yet been accomplished due to unsuccessful contract negotiations with a selected vendor. As a result, we have recently initiated a search for another vendor to complete the expansion project and we are hopeful that the new toll-free service will be available in the next few months.

During the interim period, we are now updating the toll-free recording to incorporate BabyCal's healthy lifestyle advertising message. This update will maintain the current messages on prenatal care, Medi-Cal, AIM program, as well as continue to advise callers to contact their welfare department and health department's MCH office to obtain local referrals. Additionally, the updated message will address the importance of healthy behaviors during pregnancy including referring substance abusing women to their local county health department MCH office to find out about available recovery programs. For your reference, a copy of the updated message is enclosed.

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It is not known what impact, if any, this new service will have on the county health or welfare offices. However, in the event that an increased number of callers inquire about substance abuse programs occurs, we are providing MCH Directors a copy of the State Department of Alcohol and Drug Program's recently published "Directory of Women's Alcoholism and Drug Recovery Services in California." We hope this information will be useful to your staff who answer the MCH referral calls. We also encourage you to consult with your local tobacco education projects and alcohol and drug programs to obtain current information on available services.

We appreciate your cooperation and continued support of the Campaign. If you have any questions, please contact Kennalee Gable, Medi-Cal Perinatal Unit, at (916) 657-3030 or Teri Hodges, Manager of the Medi-Cal Perinatal Unit, at (916) 657-0255.

Sincerely,

ORIGINAL SIGNED BY

Frank S. Martucci, Chief
Medi-Cal Eligibility Branch

ORIGINAL SIGNED BY

Rugmini Shah, M.D., Chief
Maternal and Child Health Branch

Enclosure

INTERIM BABY-CAL TELEPHONE MESSAGE
(1-800-BABY-999)

Hello! Hola! Please hold to hear the BabyCal message in English. (Si habla Espanol, por favor marque el numero dos ahora.)

Welcome to the State of California's recorded message for pregnant women. Our message will give you important information about prenatal care, programs that can help pay, and good health habits to follow while you are pregnant. So, please have a paper and pencil ready.

If you are pregnant there are many things you can do right now to give your baby a healthy start. Get early and regular prenatal care, get plenty of rest, eat well, and stay away from things that can harm you and your baby. If you use drugs, alcohol or cigarettes, the time to quit is now.

If you need help to find a doctor, need information about substance abuse programs, or other programs for pregnant women in your area, contact your County Health Department, and ask for Maternal and Child Health. You will find the phone number and address listed in the County Government Pages of the telephone book.

If you need help paying for a doctor, the State of California has programs that can help.

One program is Medi-Cal. And, the other program is AIM, which stands for Access for Infants and Mothers. We will tell you about both:

The Medi-Cal Program provides medical care for low-income people who are residents of California. And, many times can pay all your medical bills.

To get Medi-Cal, apply at your County Public Social Services or Welfare Office, or ask if you can apply at a local clinic. Tell them if you are pregnant. Complete the application forms. And, if you don't understand the forms, please ask the county for help.

You don't have to be on welfare to get Medi-Cal. You can work, own a home or car, or be homeless. You can be any age, and, don't need your parent's permission.

To find Medi-Cal's address and phone number look in the County Government Pages of the telephone book under Public Social Services or Welfare Department.

The AIM Program is a new State health insurance program which provides medical care for pregnant women and their babies. You can get AIM if your family income is under a certain amount, and if you do not have health insurance or Medi-Cal. The amount you pay is low. It is based on family size and income. For more information about the AIM Program and to get an application form, please call the J P Kennedy Company. The toll-free number is 1-800-433-2611. Tell them if you are pregnant and ask them for information about AIM.

We hope this information is helpful. Thank you for calling.

(Final Copy)