*STATE OF CALIFORNIA--HEALTH AND WELFARE AGENCY

PETE WILSON, Governor

DEPARTMENT OF HEALTH SERVICES
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May 6, 1997

Medi-Cal Eligibility Branch Information Letter No.: I-97-09

TO: All County Welfare Directors
All County Medi-Cal Program Specialists/Liaisons

MEDI-CAL MANAGED CARE PUBLIC EDUCATION CAMPAIGN

The purpose of the Information Letter is to notify counties that the Department of Health Services is launching a Medi-Cal Managed Care Public Education Campaign to support the twelve two-plan model counties (Alameda, Contra Costa, Fresno, Kern, Los Angeles, Riverside, San Bernardino, San Francisco, San Joaquin, Santa Clara, Stanislaus, Tulare) , Sacramento County Geographic Managed Care and San Diego County. The goal of the campaign is to use an integrated approach to increase beneficiary awareness of Medi-Cal managed care, including the benefits of choosing a health plan and plan doctor and how to enroll in a plan. The message developed has a uniform, integrated look and feel across all media with respect to slogan, graphics, and colors.

The Department has been able to obtain the services of Mr. Morrie Turner, the nationally syndicated cartoonist of "Wee Pals." The Department is pleased and fortunate to present Mr. Turner's popular "Wee Pals" characters, "Connie," "George," "Pablo," and "Sybil Wrights" in campaign materials.

The multi-media information campaign includes posters, bus billboards, brochures, and a video. Details of the components of the campaign follow:

Posters -- Posters will be distributed beginning in April 1997 to appropriate locations in the counties, e.g., welfare offices, churches, community centers, Women, Infants, and Children Supplemental Nutrition Program offices, provider offices, and Health Care Options presentation sites.

Bus Billboards -- Because a significant number of beneficiaries use public transportation, exterior and interior bus billboards are an effective strategy for conveying information. The interior billboards feature a tear-off card that beneficiaries can take with them. Placement is in selected counties (San Bernardino, Riverside, Contra Costa, Santa Clara, San Francisco, Los Angeles) for a minimum two-month period, beginning in March 1997. Please see the enclosed Bus Billboard Placement schedule.

Brochures -- The multi-page brochure, done in a "novella" format, will contain tips on choosing a health plan and doctor. The brochure will be available beginning in April 1997

Video -- This short informational video will be widely available for use in the private and public sectors to deliver information about Medi-Cal managed care through culturally-sensitive and linguistically-appropriate messages. The video will be available beginning in May 1997.

The toll-free Health Care Options telephone number, 1-800-430-4263, will be included in Public Education Campaign materials. Medi-Cal beneficiaries will be encouraged to call this toll-free telephone number if they have any questions about Medi-Cal managed care or need assistance in completing their enrollment form.

If you have any questions about the Medi-Cal Managed Care Public Education Campaign, please contact Ms. Lisa Kale, Health Care Options Policy Unit, at (916) 653-8996.

Sincerely,

Original signed by

Frank S. Martucci, Chief
Medi-Cal Eligibility Branch

Enclosure

MEDI-CAL MANAGED CARE
PUBLIC EDUCATION CAMPAIGN
BUS BILLBOARD PLACEMENT
(REVISED 3/01/97)

COUNTY	SEPT 1996	OCT 1996	NOV 1996	DEC 1996	JAN 1997	FEB 1997	MAR 1997	APR 1997	MAY 1997	JUN 1997	JUL 1997
San Bernardino/ Riverside							X	X			
Contra Costa							X	X			
Santa Clara							X	X			
San Francisco							X	X			
Los Angeles							X	X	X	X	