

DEPARTMENT OF HEALTH SERVICES

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April 17, 1991

Letter No.: 91-37

TO: All County Welfare Directors
All County Administrative Officers

SUBJECT: UPDATE ON THE DHS PERINATAL OUTREACH CAMPAIGN

This is to provide an update on the Department's Perinatal Outreach Campaign. As you may know, the Department awarded an outreach contract to Evans/Los Angeles, an advertising agency, in June 1990. The Campaign focuses on educating high-risk pregnant women on the importance of early prenatal care and the availability of Medi-Cal.

The contract includes three components: 1) a Provider Recruitment Plan to be implemented by the Department of Health Services; 2) coordination of community organizations' related outreach activities, and 3) a multi-media campaign to educate high-risk pregnant women on the importance of early prenatal care and the availability of Medi-Cal.

The media campaign will be concentrated in the 8 metropolitan areas designated to have the highest incidence of infant mortality. These areas include the San Francisco Bay Area, and the counties of Shasta, Sacramento, Kern, Fresno, Los Angeles, Orange and San Diego.

At this time, it is difficult to project the potential impact of the media campaign in these counties and if, in fact, more pregnant women will decide to seek prenatal care earlier in their pregnancy. Also, will these women be the same population who will eventually apply for Medi-Cal by the end of their pregnancy, or will the population of pregnant Medi-Cal applicants increase in general? In any event, we believe it is important for the counties to be aware that the media campaign is tentatively scheduled to be launched in July, 1991. If you have any questions or concerns regarding the campaign, please contact Kennalee Gable of my staff at (916) 327-7152.

Sincerely,

ORIGINAL SIGNED BY

Frank S. Martucci, Chief
Medi-Cal Eligibility