

DEPARTMENT OF HEALTH SERVICES

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October 19, 1991

TO: All County Welfare Directors
All Medi-Cal Liaisons
All County Health Officers

Letter No.: 91-91

SUBJECT: BabyCal Campaign Update

REFERENCE: ACWDL 91-37; Information Letters dated: July, 18, 1991, and
July 30, 1991

This letter is to provide counties with updated information on the Department's BabyCal Campaign.

Since the launching of the Campaign's multi-media component on July 25, 1991, the radio and television advertising has been broadcast on a "pro bono" basis, as public service announcements, on various stations in the eight targeted metropolitan areas. Although the time donated by these stations has been generous, the Campaign's prime time broadcast exposure has been limited. Beginning in late October 1991, however, the BabyCal Campaign will change from the "pro bono" advertising schedule to six weeks of paid advertising time on both radio and television. This will result in increased media exposure during the prime listening and viewing periods each day in the counties of Shasta, Sacramento, Fresno, Kern, Los Angeles, Orange, San Diego, San Francisco Bay Area and neighboring communities.

As you know, the media messages refer the audience to an 800 toll-free number (1-800-BABY-999), which provides basic Medi-Cal eligibility information and encourages pregnant women to contact their local County Welfare Department for Medi-Cal application instructions and the County Health Department, Maternal and Child Health, for assistance in seeking a prenatal care provider. It is anticipated that the increased BabyCal Campaign advertising will result in more pregnant women seeing and hearing the Campaign message. As a result, telephone inquiries to both County Welfare and Health Department offices may increase during the six-week expanded media campaign. In preparation for these calls, we ask that you please ensure that your front line staff are informed about the BabyCal Campaign and the potential for increased calls, as well as your current procedure to respond to the calls.

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If you have any questions, please contact Kennalee Gable of my staff at
(916) 657-3030.

Sincerely,

ORIGINAL SIGNED BY

Frank S. Martucci, Chief
Medi-Cal Eligibility Branch

cc: County MCH Directors
County CPSP Coordinators