

DEPARTMENT OF HEALTH SERVICES

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December 3, 1992

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.: 92-72

SUBJECT: BabyCal Campaign Update

REFERENCE: ACWDL 92-24, ACWDL 91-91 and ACWDL 91-37; Information Letters
Dated July 18, 1991 and July 30, 1991

This letter is to let you know that, beginning in mid November 1992, the Department's BabyCal Outreach Campaign will release new advertising commercials utilizing television, radio, billboards, etc. to communicate the Department's expanded message for Phase II: "Take care of yourself while pregnant, your baby is counting on you."

During the evaluation of Phase I, we conducted interviews with 800 low-income pregnant women throughout the State. It was very encouraging to learn that 84 percent of the respondents recalled advertising related to prenatal care and having a healthy baby. Sixty-one percent specifically recalled our BabyCal advertising. While awareness is important, it is action that is the greatest indicator of success. That is why we were pleased to learn that 29 percent of the pregnant women surveyed who had unaided recall of our advertising said that they made an appointment for prenatal care as a result of our advertising, and 27 percent of these women applied for Medi-Cal as a result. This news is encouraging and we hope to increase these percentages over the next few years.

Based on the evaluations and feedback we received during Phase I, we learned that our initial message, "Get prenatal care. The State of California can help you," was effective and valuable. However, it was time to expand our objective. There are additional messages that pregnant women need to hear and understand if BabyCal is going to have a significant and long term impact on low birth weight and infant mortality. Based on research and input from health care professionals, it was decided that our new expanded message should target a pregnant woman's lifestyle and habits, with an emphasis on the consequences of unhealthy behavior.

With these new objectives in mind, the BabyCal campaign has broadened its focus to include the need for healthy behavior and the risks of drug, alcohol and tobacco use during pregnancy.

Your TV Guide

October-December 1992

The BabyCal television ads continue to run throughout the daytime and evening hours. Here is a sampling of prime time programs in your local market with BabyCal advertising scheduled:

Bakersfield

Channel 17 12/14 Fresh Prince/Blossom (8-9 pm)
Channel 29 11/17 Roseanne/Coach (9-10 pm)
12/1 Full House/Home Improvement (8-9 pm)

Chico/Redding

Channel 7 10/20 Full House/Home Improvement (8-9 pm)
11/22 America's Funniest Home Video/
America's Funniest People (8-9 pm)
12/1 Roseanne/Coach (9-10 pm)
12/16 Wonder Years/Doogie Howser (8-9 pm)
Channel 24 11/2 Fresh Prince/Blossom (8-9 pm)

Fresno

Channel 4 12/14 Fresh Prince/Blossom (8-9 pm)
Channel 26 11/5 Beverly Hills 90210 (9-10 pm)
11/22 In Living Color (8-8:30 pm)
Channel 30 12/1 Full House/Coach (8-10 pm)

Los Angeles

Channel 4 11/30 Fresh Prince/Blossom (8-9 pm)
Channel 7 11/17 Full House/Coach (8-10 pm)

Channel 11

11/5 Beverly Hills 90210 (9-10 pm)
12/20 In Living Color (8-8:30 pm)

Sacramento

Channel 3 10/19 Fresh Prince/Blossom (7-8 pm)
Channel 13 12/1 Roseanne/Coach (9-10 pm)
Channel 40 11/19 Beverly Hills 90210 (9-10 pm)

San Diego

Channel 6 10/25 Married with Children (9-9:30 pm)
11/19 Beverly Hills 90210 (9-10 pm)
12/20 In Living Color (8-8:30 pm)
Channel 10 12/1 Full House/Coach (8-10 pm)
Channel 39 11/2 Fresh Prince/Blossom (8-9 pm)

San Francisco

Channel 2 11/19 Beverly Hills 90210 (9-10 pm)
12/5 Mama's Family (4:30-5 pm)
12/20 Married with Children (9-9:30 pm)
Channel 4 11/30 Fresh Prince/Blossom (7-8 pm)

Please note that commercials may air five minutes before or after the program times listed.

Tune into Music Television (MTV) through your local cable network and you will catch the BabyCal commercials running throughout the day and evening.

550

700

850

1000

1150

1300

1450

1600

TUNE IN

BabyCal radio advertising has been purchased for July-December 1992. To hear the BabyCal ads in your local market, tune in to the following stations:

English Language

Spanish Language

Bakersfield

KKXX - FM 105.3

KSUV - FM 102.9
KAFY - AM 970

Fresno

KQPW - FM 101.9
KTHT - FM 102.7

KOQO - AM 790
KOJJ - FM 100.5

Los Angeles

KPWR - FM 105.9
KKBT - FM 92.3

KTNO - AM 1020
KLVE - FM 107.5

Redding

KNNN - FM 99.3

none available

Riverside/San Bernardino

KCGI - FM 99.1

KNSE - AM 1510

Sacramento

KSFM - FM 102.5
KXOA - AM 1470
KXOA - FM 107.9

KRCX - AM 1110

San Diego

KKLQ - AM 600
KKLQ - FM 106.5
XHTZ - FM 90.3

XEMO - AM 860
XHFG - FM 107.3

San Francisco

KMEL - FM 106.1
KSOL - FM 107.7
KHQT - FM 97.7

KIQI - AM 1010
KBRC - FM 104.9
KRRS - AM 1460

Stockton

KWIN - FM 97.7

KCVR - AM 1570