

DEPARTMENT OF HEALTH SERVICES

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November 14, 1997

Medi-Cal Eligibility Branch Information Letter No. I-97-24

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

BABYCAL CAMPAIGN UPDATE

The purpose of this letter is to provide county personnel with updated information regarding the Department of Health Services' (DHS) BabyCal Campaign and newly revised and updated toll-free information service, 1-800-BABY999.

The New BabyCal Campaign Commercials

September 1997 marked the launch of Phase IV, the new BabyCal Advertising campaign, now airing on TV and radio stations throughout California. The three commercials were produced based on the positive response from eight focus groups composed of expectant mothers and fathers. Each commercial is unique in its approach to communicate BabyCal key messages to the target audience.

"Nursery" depicts the harsh reality of low birth weight. It features a young mother, sitting in an empty nursery, explaining to family and friends over the telephone that her newborn is underweight and cannot come home from the hospital. Nursery will air on TV and radio. A Spanish TV version also will broadcast.

"Temptations" is about a day in the life of an empowered young pregnant woman who resists the temptations of unhealthy behaviors - like smoking, drinking, and drugs. The commercial is intended to encourage expectant mothers to pass up temptations and to seek early prenatal care in order to give their babies the best possible start. Temptations will broadcast on TV.

"Two Guys" emphasizes the father's role in prenatal care. It features two men, one the expectant father who leaves his basketball game to accompany the mother of his child to a prenatal appointment, and the other who tries unsuccessfully to convince his friend to finish the game. Two Guys will broadcast on TV and radio.

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These ads are enhanced by the creative use of sound effects, contemporary music, and camera angles. The new BabyCal logo and 800 toll-free number are animated for the first time and prominently displayed.

The Updated BabyCal Toll-Free Information Service

The BabyCal Toll-Free Information message was updated to provide new program information and to reflect address and phone number changes that have occurred over the past year. The new message continues to provide important information regarding prenatal care, Medi-Cal, the Access for Infants and Mothers (AIM) program, as well as furnishing callers with referrals to their local welfare department and health department's Maternal and Child Health (MCH) office. New program information includes the Women, Infants and Children (WIC) program and Medi-Cal Presumptive Eligibility (PE) program. A brief description of the WIC program refers callers to the WIC toll-free number (1-888-WIC-WORKS). The PE information includes a brief program description and directs the caller to ask their doctor or clinic for more information regarding the PE program.

BabyCal staff value past assistance from county staff in helping to keep the local referral information current. Please continue to contact DHS with any changes in addresses or phone numbers of your local county health and welfare offices. Any new information regarding these offices in your area should be directed to Katie Villegas of my staff at (916) 654-5435.

Thank you for your continued support of the BabyCal Campaign.

Sincerely,

Original signed by

Frank S. Martucci, Chief
Medi-Cal Eligibility Branch