

Document A: Review and Approval Guidance for Written Health Education and Member Information Materials

Definitions:

Written Health Education Materials: designed to assist members to modify personal health behaviors, achieve and maintain healthy lifestyles, and promote positive health outcomes

Written Member Information Materials: designed to provide members with information about benefits and access to/use of MCP services

Item	Health Education Materials	Member Information Materials	Checklist Required	Field Testing Required	Comments
Typical Informational Materials: Evidence of Coverage (EOC), Member Services Guide, welcome packets, enrollment & disenrollment information, marketing materials, provider directory, flyer promoting a program or benefit, cover letter, appointment reminder, notice to schedule a flu shot, notice about how to sign up for a program, file a grievance, or use the website		X	No	No	DHCS Contract Managers review documents that inform members about MCP use, benefits, and services, per contract requirements.
Newsletters: primarily health education content	X		No	No	MCPs are encouraged to use readability and suitability guidelines whenever possible. MCPs are responsible for ensuring materials meet requirements and are appropriate for their members.
Newsletters: primarily information for members about MCP use and services		X	No	No	DHCS Contract Managers review content prior to distribution, per contract requirements. MCP is not required to submit layout.
Websites and other digital content: health education information that is digitally broadcasted, streamed, or contained in computer files, including brochures, videos, text messages, interactive voice recordings, online presentations (webinars), PowerPoint presentations	X		Yes	Yes	Online/digital health education materials, including brochures, PowerPoint presentations, and documents that are part of online modules or programs that can be downloaded for use by members.
			No	Yes	Text messages that provide health education information and videos.
			No	No	Interactive voice recordings.
Websites and other digital content: member information that is digitally broadcasted, streamed, or contained in computer files that informs members about MCP use, benefits, and services		X	No	No	DHCS Contract Managers review documents that inform members about MCP use, benefits, and services, per contract requirements. This applies to similar documents on a website or other digital content that members can download.

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Examples of Topics Covered by Health Education Materials: tobacco prevention, cessation; importance of prenatal/post-partum care; managing a chronic disease; what to do when your child has a fever; facts about birth control or sexually transmitted infections; risk factors for heart disease; controlling asthma symptoms; weight management tips; diabetes self-care; importance of preventive health care; living healthy materials, such as managing obesity, eating healthy, physical activity, and health aging.

MCPs are responsible for ensuring materials meet readability and suitability requirements, use easily understood language and format, and are accessible for their members.

Qualified health educators should use professional judgement to determine when to use the Checklist and/or field-test materials not created by the MCP.

Health Education Handouts, Brochures, Pamphlets, and Packets	Checklist Required	Field Testing Required	Comments
Materials purchased from companies/vendors on the most recent DHCS <i>Approved Companies for Written Health Education Materials</i> letter – NO SIGNIFICANT CHANGES by MCP	No	No	MCPs are always responsible for ensuring materials meet readability and suitability requirements and are appropriate for their members.
Materials purchased from companies/vendors on the most recent DHCS <i>Approved Companies for Written Health Education Materials</i> letter – SIGNIFICANT CHANGES by MCP	Suggested	Suggested	The MCP’s qualified health educator should use professional judgement when determining whether to use the Checklist and/or field-test documents for material not created by the MCP.
Materials developed and produced by city, county, state, and federal government agencies – NO CHANGES by MCP	No	Suggested	Taking into account font size and style differences, field-testing is recommended, but not required. DHCS suggests that MCPs calculate the reading grade level for all materials.
Materials developed and produced by city, county, state, and federal government agencies – CHANGES by MCP	Suggested	Suggested	
Materials produced by a non-profit agency or community-based organization (CBO) such as the American Diabetes Association, American Cancer Society, American Heart Association, CA Smokers’ Helpline, etc.	No	Suggested	If the agency/CBO has documentation that shows the material meets readability and suitability guidelines, then use of the Checklist and/or field-testing are not required. MCPs must keep all documentation on file. DHCS suggests that MCPs calculate the reading level for all materials.
Materials developed by an MCP and Materials purchased from companies NOT on the most recent DHCS list of approved companies.	Yes	Yes	MCPs are always responsible for ensuring materials meet readability and suitability requirements and are appropriate for their members.