

DEPARTMENT OF HEALTH SERVICES

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March 23, 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.: 92-24

SUBJECT: BabyCal Campaign Update

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

This letter is to provide county personnel with updated information on the Department of Health Services' BabyCal Campaign. Renewed funding through AB 99 has extended the perinatal outreach campaign through June 1993. This legislation contained the requirement to expand the Campaign's current focus on availability of Medi-Cal to include AIM and other state programs, and to continue and expand the toll-free service. The Campaign's major objectives are: (1) motivating pregnant women to seek early and ongoing prenatal care and educating them on availability of state programs that can help; and (2) increasing the number of obstetrical providers to serve Medi-Cal pregnant women through new provider recruitment and encouraging Medi-Cal providers to accept more Medi-Cal patients.

The Campaign will continue to concentrate its message in those areas with the highest rates of infant mortality. Phase Two of the Campaign will add the counties of San Joaquin, Riverside and San Bernardino to the list of targeted areas. Commencing in March 1992, BabyCal television and radio advertising will broadcast on alternate weeks during optimum viewing and listening periods. Consistent with the intent of AB 99, the closing message, "Medi-Cal can help. Call 1-800-BABY-999" has been revised to say "The State of California can help you. Call 1-800-BABY-999". This change references other state programs that can help, such as the new Access for Infants and Mothers Program (AIM), which provides low-cost health insurance for pregnant women and their babies, and the various programs available through the County Health Departments.

The toll-free recorded message has been expanded to provide not only information about Medi-Cal, but also the AIM Program and referrals to county welfare and health department offices. The second phase of this expansion is planned for the summer of 1992, and will allow callers to

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select from a menu of information options, including prenatal care, Medi-Cal, and AIM. Also, the caller will be provided with the local phone numbers and addresses of their county health and welfare department offices.

Additionally, the Campaign will expand its current community organization component by inviting not only the community organizations in the targeted counties, but those in all 58 counties, to participate in the Campaign and help spread BabyCal's important message.

Last, and most importantly, under the direction of the Fiscal Intermediary Management Division (FIMD) the Department's Provider Participation Plan developed in Phase One of the Campaign will be implemented. This Plan includes aggressive and innovative activities to recruit new obstetrical providers and encourage existing providers to accept more patients.

We appreciate the interest and support you have shown to our BabyCal team. Updates on future BabyCal Campaign activities will continue to be provided in the months ahead. If you have any questions regarding the Campaign, please contact Teri Hodges, Manager of the Medi-Cal Perinatal Unit, at (916) 657-0255.

Sincerely,

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Frank S. Martucci, Chief
Medi-Cal Eligibility Branch

ORIGINAL SIGNED BY

Rugmini Shah, M.D., Chief
Maternal and Child Health Branch