

MAINTAIN MEDI-CAL AND IMPROVE COMMUNITY HEALTH CAMPAIGN

Merced County Healthcare Consortium

Stephanie Nathan and Amalia Madrigal-Hernandez

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STRIVING FOR EXCELLENCE

Maintain Medi-Cal and Improve Community Health Campaign

- Funded through The California Endowment.
- Two years
- Purpose
 - To elevate the importance of Medi-Cal and other health care access programs through coordination with health care stakeholders and community partners.



Why is Medi-Cal Important?

Medi-Cal Covers Nearly 13.5 Million Californians

Nearly

1 in **3**

Californians have
Medi-Cal coverage



Why is Medi-Cal Important to Merced County?

- **51%** (140,279) of Merced County residents are recipients of Medi-Cal

Race	# of Medi-Cal Recipients
American Indian/Alaska Native	305
Asian	9193
Black	5509
Hispanic	95501
White	23772
Not Reported	5999



Major campaign activities

- Continue the Consortium
- Participate in local, statewide and national conversations related to health care access
- Design a framework/ campaign to elevate the importance of Medi-Cal



Medi-Cal Core Group

- Partners working collectively to plan and implement group for strategies maximizing Medi-Cal coverage and awareness of the importance of Medi-Cal countywide



Priorities

1. Development of Multi-lingual Educational Materials
2. Outreach to local businesses
3. Resident engagement
4. Education of decision makers
5. Analysis data / financial impact
6. Media



Development of Multi-lingual Educational Materials

- Informational Flyers
- Tool Kits
- Factsheets
- Infographics



Outreach to local businesses

- Identifying local businesses that are supportive of Medi-Cal expansion
- Recruiting businesses to join the Medi-Cal core group
- Collecting stories from champion businesses



Resident engagement

- Collecting residents stories showing benefit of Medi-Cal expansion
- Identifying and training champion residents to help elevate the importance of Medi- Cal expansion
- Recruiting residents to join Medi-Cal core group



Education of decision makers

- Provide presentations to local policy boards, community roundtables, and other decision makers.
- Meet with decision makers to educate and inform around the importance of Medi-Cal and other health care access issues.



Analysis data / financial impact

- Gather local data on financial impact of Medi-Cal and other health care access programs
- Disseminate data that has already been collected.



Media

- Media campaign: I AM MEDI-CAL
 - Work with local media to publish articles, op-eds, and share stories collected from residents and local businesses
 - Develop Public Service Announcements
 - Provide spokesperson training for Core members, residents, and businesses
 - Videos, social media, etc.



Ready to Join?

Amalia Madrigal-Hernandez

(209) 381-1232

amhernandez@co.merced.ca.us

Support for the Maintain Medi-Cal and Improve Community Health Campaign is provided by The California Endowment.

