



# MEDI-CAL OUTREACH AND EDUCATION PROGRESS UPDATES

OCTOBER 2025 – FEBRUARY 2026

Board of Supervisor Meeting  
March 17, 2026



COUNTY OF MONTEREY  
**DEPARTMENT OF SOCIAL SERVICES**  
*Working Together for Our Community*



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# Overall Goal

**Goal:** Increase awareness of Medi-Cal changes taking effect January 1, 2026, and support Medi-Cal enrollment before the end of the year by aligning outreach, media, and training efforts—with a focus on reaching residents with “unsatisfactory immigration status” (UIS) and tracking outcomes to inform next steps.

**We approached this effort through three core strategies:**

- Training and Support
- Community Outreach and Education
- Media Strategy



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# Overview of Investment

**Training & Support: Facilitated two trainings** on recent State and Federal Medi-Cal policy changes and how to complete the Medi-Cal application. A total of **53 participants** attended the first training and **37 attended** the second.

**Budget: \$12,500**

**Community Outreach and Education:** Through a contract with CFMC, funded **eight (8) CBOs** to provide direct community outreach, education, and Medi-Cal application assistance to residents, with a priority focus on individuals with UIS.

**Budget: \$177,500**

**Media Strategy:** Developed and disseminated bilingual messages to inform residents about upcoming State and Federal policy changes while promoting resources to access application assistance support.

**Budget: \$60,000**



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# Key Partners

## Funded CBOs Partners

- Community Foundation for Monterey County (CFMC)
- Center for Community Advocacy
- Ventures
- Catholic Charities Diocese of Monterey
- Action Council of Monterey County, Inc./BHC Monterey County
- Mujeres en Acción
- Watsonville Law Center
- Centro Binacional para el Desarrollo Indígena Oaxaqueño
- Pajaro Valley Prevention and Student Assistance

## Media & Communication Partner

- TMD Creative

*Special thanks to the **Department of Social Services, Natividad Hospital, County PIO, CCAH, and Health Department staff** for their critical partnership, coordination, and support throughout this effort.*



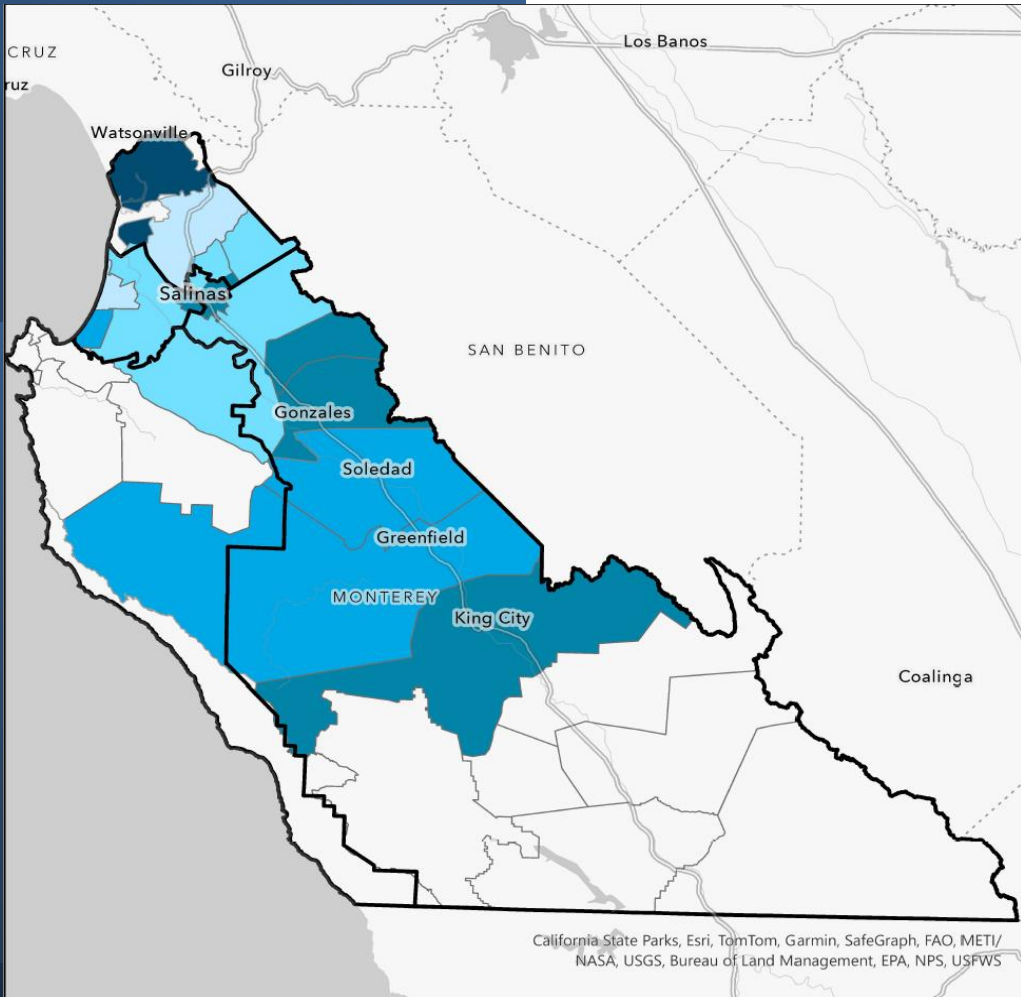
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# Outreach Data



**Medi-Cal Outreach and Education**  
**October 14, 2025 - February 28, 2026**



Legend

Medi-Cal Outreach and Education

Outreach Locations per 1,000 population

Some Outreach



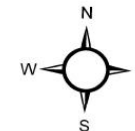
Moderate Outreach



Most Outreach



Supervisorial Districts 1-5



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# Outreach Data

## Medi-Cal Outreach

- **Over 46,000** interactions with community members
  - 440+ Group events high-traffic locations, storefronts, elementary and middle schools, parks, library
  - One-on-one primarily at CBO offices and direct messages

## Medi-Cal Application Support

- **10,200+ Medi-Cal application support**
  - 7,500+ New Medi-Cal application support

## Legal Assistance

- **Over 3,500 direct interactions for legal assistance**
  - 550+ referrals
  - 280+ direct legal support for other services ( employment law, economic justice, CalWorks, housing, immigration)
  - 165+ legal risk assessments



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# Outreach Data

## Natividad Outreach

- **Over 22,390** direct interactions with community members
  - Airshow, Ciclovía, County Fair, Immigration, Community, Employer, School, Senior Citizen Events
  - Community Forums, Church/Library Visits
  - Events in Salinas, South County, North County, Monterey Peninsula
  - Two dedicated outreach workers plus event volunteers
- 130 group events (more than triple the number of events in calendar year 2024)

## Natividad Medi-Cal Application Support

- **Over 3,100** Medi-Cal Applications, Hospital Presumptive Eligibility Enrollments, Newborn Gate Way Enrollments, application assistance, and referrals to DSS annually
  - Inpatients
  - Emergency Department
  - Outpatients
- DSS Workers located at Natividad effective January 2026



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# Outreach Data

## Educational Information

### Medi-Cal Education Workshops

- 57 Medi-Cal education workshops
- Over 270 community members
- 96% in Spanish and Mixteco

### Educational Messages

- Over 2,700 Medi-Cal related educational messages by
  - 680 Door-to-door
  - 460 Phone banking
  - 280 Door hangers
  - 1,810 Social Media (Instagram, Facebook, Parent App)
- Over 7,900 Medi-Cal related educational flyers and newsletters
- 5 organizations hosted Medi-Cal related information on their organization's website



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# Outreach Data

## Additional Social Support

340+ CalKids

325+ Health  
Services

295+  
Employment

150+ Adult  
Education

120+ CalFresh

23+ CalWorks

135+  
Emergency  
Support



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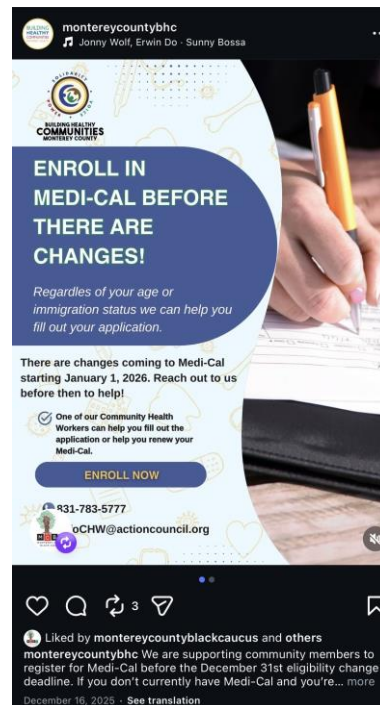
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# Media Campaign Highlights

## CBO Media Outreach

- 450+ on Parent Apps
- 450+ WhatsApp posts
- 180+ Facebook & Instagram posts, shares/reshares
- 700+ Direct Messages on WhatsApp



### Evento de Aplicaciones de Medi-Cal en **CBDIO**

¿Necesitas aplicar o renovar para Medi-Cal?  
¡Nosotros te podemos apoyar!

*Día: SÁBADO 20 de Diciembre 2025*  
*Hora: 8:30am a 5:00pm*  
*Lugar: 921 S Main St Suite B, Salinas CA 93901*

La inscripción para Medi-Cal es Gratuita sin importar tu edad o estatus migratorio.

SOLICÍTALO AHORA ANTES QUE SEA DEMASIADO TARDE



Para más Información llamar:  
831-256-2942

# Media Campaign Highlights

## County Messaging

- Radio Start Date: 10/29/2025
- Television Start Date: 11/3/2025
- Digital Start Date 11/6/2025
- Print Run: 11/13/2025 & 12/11/2025

## Natividad's in-kind support – Billboards

- King City
- Greenfield
- Soledad
- Gonzales
- Salinas (2)
- Castroville
- Pajaro
- Hwy 101 South



**Estimated Impressions: 5,356,669**

# Media Campaign Highlights



## TMD Messaging

October 27 – December 31, 2025

### 10 - week Medi-Cal Media Campaign

- Total Actual Impression: 4,824,468
  - 73% Traditional Media
  - 27% Digital Media
- 81% Spanish Media
- \$ 12.44 cost per thousand impression



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# Training Overview

## Medi-Cal Training Overview

- **Training #1:** Tuesday, Nov. 18 | 10:00 a.m.–2:30 p.m.
- **Prepared** community partner leadership, CHWs, and other staff to help residents enroll in and maintain Medi-Cal coverage—especially given policy changes impacting residents with UIS. The training covered upcoming Medi-Cal changes, outreach strategies, public-facing messaging, and application support. **A total of 53** Community Health Workers and program staff attended.
- **Training #2:** Thursday, Feb. 12 | 12:00 p.m.–3:00 p.m.
- **Second training** focused on post-deadline support, renewals, and documentation requirements. **A total of 37** Community Health Workers and program staff attended.



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# Applications Submitted

## Prior to Current Year Comparison

| MEDI-CAL APPLICATIONS |       |       |             |             |             |             |
|-----------------------|-------|-------|-------------|-------------|-------------|-------------|
| AUG                   | SEPT  | OCT   | NOV         | DEC         | JAN         | FEB         |
| 1,533                 | 1,437 | 1,682 | 1,862       | 1,924       | 2,186       | 1,621       |
| 1,172                 | 1,142 | 1,476 | 2,115       | 2,311       | 1,787       | 1,877       |
| -361                  | -295  | -206  | <b>+253</b> | <b>+387</b> | <b>-399</b> | <b>+256</b> |
| -23.%                 | -20%  | -12%  | <b>+13%</b> | <b>+20%</b> | <b>-18%</b> | <b>+16%</b> |

Note: State referrals from CalHEERS increased in February 2026 due to HR1 premium changes and Medi-Cal eligibility re-assessment required in our system.



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# Customer Visits

## Prior to Current Year Comparison

| Community Benefits – Customer Visits |        |        |        |        |        |        |
|--------------------------------------|--------|--------|--------|--------|--------|--------|
| AUG                                  | SEPT   | OCT    | NOV    | DEC    | JAN    | FEB    |
| 10,092                               | 10,660 | 13,659 | 13,489 | 13,968 | 15,975 | 12,863 |
| 11,991                               | 13,182 | 15,195 | 13,904 | 18,555 | 15,920 | 12,452 |
| +1,899                               | +2,522 | +1,536 | +415   | +4,587 | -55    | -411   |
| 15.84%                               | 19.14% | 10.11% | 2.99%  | 24.73% | -.09%  | -3.21% |



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# Ongoing Medi-Cal Outreach Efforts

**Department of Social Services:** With current DSS funding, MC-CHOICE staff are expected to assist about 120 residents per month with application support.

**Health Department:** The CORE program will continue to support roughly 60-80 residents per month with application assistance. CalCRG funding is secured through May, and the program is currently transitioning to become Medi-Cal providers and seeking MAA reimbursement.

**Natividad:** Continue outreach efforts and supporting uninsured patients entering their facility with the application process.



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# Staff Recommendation

*Sustain Medi-Cal outreach and enrollment assistance so applications lead to coverage and current recipients can successfully navigate renewals and upcoming changes.*

- **Continue enrollment support** to help residents complete documentation and secure coverage.
- **Provide renewal support** to help residents navigate notices and make informed decisions.
- **Maintain outreach and education** on 2026 Medi-Cal changes and prepare residents for upcoming 2027 changes.
- **Provide ongoing assistance** for residents eligible for full-scope, limited, or emergency-only Medi-Cal.
- **Continue enrollment efforts** for other social services benefits (CalFRESH, etc.)
- **Identify Funding Source(s)** to sustain outreach and engagement efforts



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***THANK YOU!***

**Q&A**