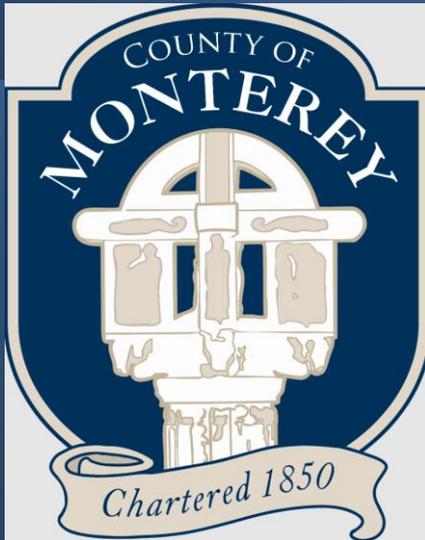


MEDI-CAL OUTREACH AND EDUCATION PROGRESS UPDATES

OCTOBER 2025 – FEBRUARY 2026

Board of Supervisor Meeting
March 17, 2026



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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.*



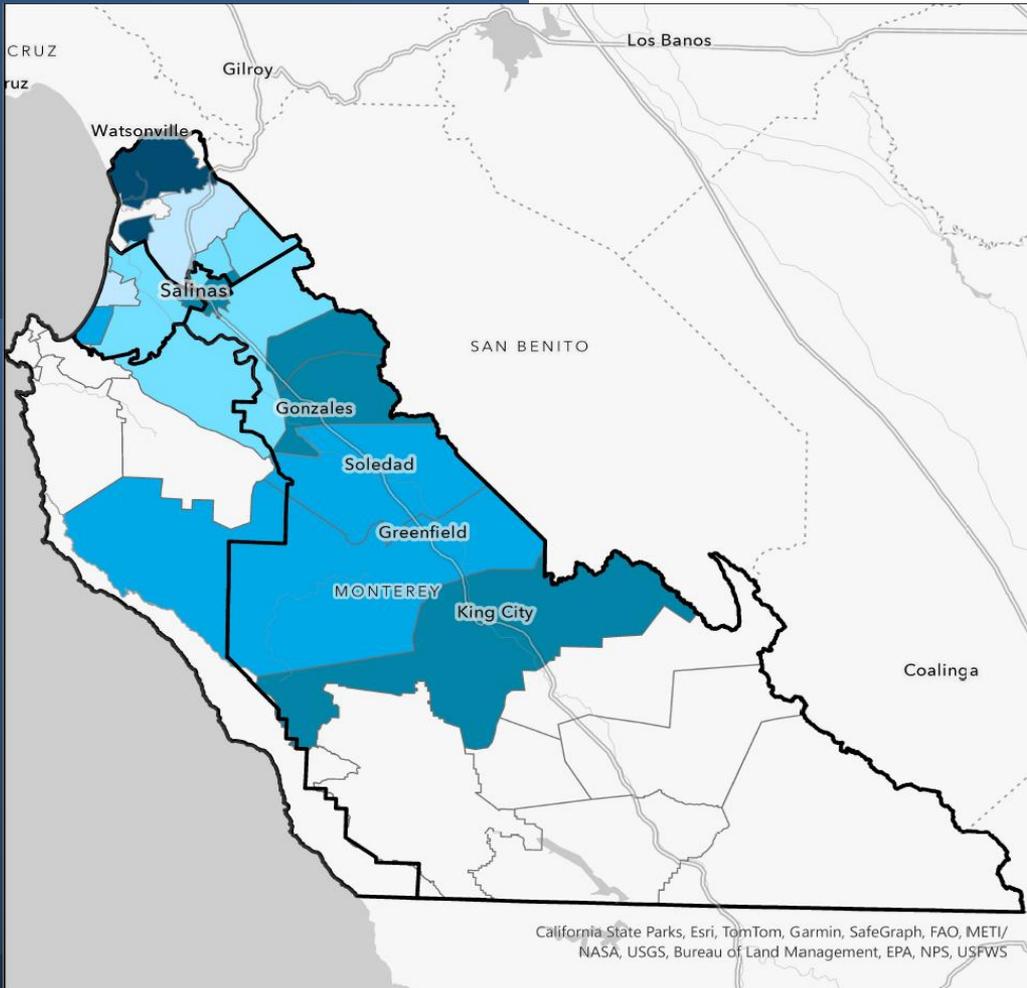
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Outreach Data



**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



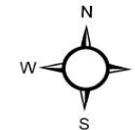
Moderate Outreach



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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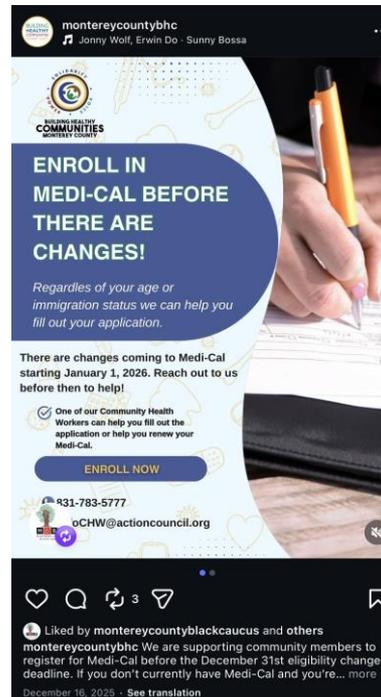
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CBO Media Outreach

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

Media Campaign Highlights



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: 8:50am 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



National Center on the Disposition of Decedent Remains - Connecticut

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



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TMD Messaging

October 27 – December 31, 2025

Media Campaign Highlights

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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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	+253	+387	-399	+256
-23.%	-20%	-12%	+13%	+20%	-18%	+16%

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

Applications Submitted

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%	-0.09%	-3.21%

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.



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