



# California Health Care Foundation

HEALTH CARE THAT WORKS FOR ALL CALIFORNIANS

## Effective Messaging About the Medi-Cal Expansion to Older Adults

Wednesday, August 17, 2022

Virtual/Zoom event

10:00 AM–11:00 AM (PT)

- 10:00 Welcome and Overview  
Anne Sunderland, MPH, senior communications officer, California Health Care Foundation (CHCF)
- 10:05 Presentation of Key Findings  
Michele Cordoba, MIM, founding director, Vision Strategy and Insights
- 10:35 Audience Q&A
- 10:50 What Research Can Help Inform Outreach for the 2024 Medi-Cal Expansion?  
Closing Remarks  
Hilda Martinez, MJ, senior communications officer, CHCF
- 11:00 Adjourn