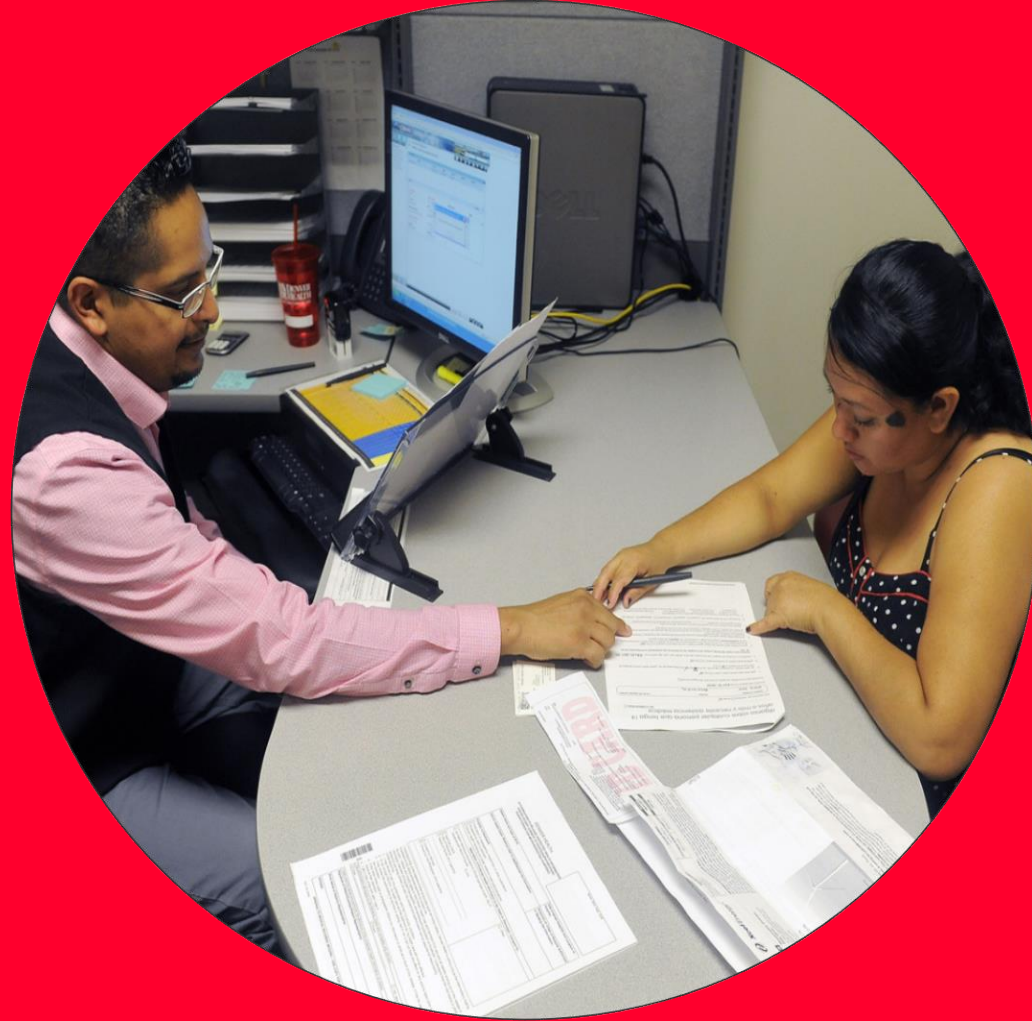


Webinar:

Effective Messaging About the Medi-Cal Expansion to Newly Eligible Immigrants

August 30, 2023



In January 2024, California will expand full-scope Medi-Cal to all adults with low incomes, age 26–49, regardless of immigration status. This is the last remaining age cohort that is still shut out of full-scope Medi-Cal because of immigration status. An estimated 700,000 Californians will become newly eligible.

Over the past few years, CHCF has conducted outreach message testing for Medi-Cal expansions to eligible young adults (age 19–25) and older adults (age 50+) who are undocumented. The current study was designed to apply what was learned in those studies to the 26–49 age cohort to help increase enrollment in 2024.

Key objectives included:

- Better understanding the barriers that prevent this target group from applying.
- Identifying the information, messages, messengers, and channels most effective at motivating the target group to apply.
- Providing CHCF partners, including the state, local government agencies, and community-based organizations, with actionable insights and helping maximize their outreach efforts.

Phase 1 (May 2023): Eighteen focus groups among 105 Chinese (Mandarin-speaking) and Latino/x (Spanish- and English-speaking) Californians, age 26–49, who are undocumented, have low incomes, and will be newly eligible for Medi-Cal as of January 1, 2024. A combination of new and previously tested materials were presented in Phase 1.

Phase 2 (June and July 2023): Twelve follow-up focus groups with 62 participants from Phase 1. Phase 2 allowed us to retest messages and materials that were updated based on feedback from Phase 1.

- While multiple other languages are spoken within the eligible target population, the current study focused on English, Spanish, and Chinese. Additional testing would be needed to explore these and other materials in other languages.
- Similarly, a focus on the three key areas of greater Los Angeles (including Orange County), the Central Valley/Monterey, and the Bay Area provided geographic diversity and representation of these newly eligible populations across California.

Groups were conducted via Zoom by bilingual, bicultural moderators in respondents' native/preferred language (Mandarin, Spanish, or English).

Phase 1 and Phase 2 groups by age and ethnicity/language

		Latino/x		Chinese	Total
		<u>English</u>	<u>Spanish</u>	<u>Mandarin</u>	
Phase 1	Age 26–34	3 groups	3 groups	3 groups	9 groups
	Age 35–49	3 groups	3 groups	3 groups	9 groups
	Total	6 groups	6 groups	6 groups	18 groups
Phase 2	Age 26–34	2 groups	2 groups	2 groups	6 groups
	Age 35–49	2 groups	2 groups	2 groups	6 groups
	Total	4 groups	4 groups	4 groups	12 groups



LIMITATIONS OF THIS STUDY & QUALITATIVE RESEARCH

Qualitative research provides insight into people's feelings and beliefs in regard to a specific service or product. Overall, the information provided by qualitative research is best used in developing hypotheses and identifying possible directions in the market. Due to the small sample size and the dynamics of the interaction, it is not advisable to accept the findings as absolute.

In addition, this study included only Latino/x and Chinese undocumented adults in California age 26–49. It shouldn't be assumed that these findings apply to other populations enrolled in Medi-Cal.



OVERVIEW: PHASE 1

Phase 1: Low Awareness, High Interest

- Most Phase 1 respondents were not aware of the Medi-Cal expansion.
- Across groups, most were immediately excited and motivated about the prospect of securing health coverage for themselves and their family members and wanted to know more right away.
- Nevertheless, the good news was tempered by cautious optimism:
 - Chinese respondents were concerned about income eligibility requirements and the impact on their immigration status/ability to get a green card.
 - Latino/x respondents worried about the potential costs of the program (premiums, copays), the possibility of their information (immigration status, “under the table” income) being shared with the federal government, and (among Spanish speaking respondents) public charge.
 - Across groups, Medi-Cal expansion seemed almost “too good to be true,” causing skepticism and a preoccupation with the “fine print” or “catch.”

New! Full-Scope Medi-Cal for You and Your Family

A new California law allows all eligible people to get free full-scope Medi-Cal. Your immigration status and age do not matter. You can qualify if you have a low income and are undocumented.



The California government provides Medi-Cal.

Medi-Cal is a free or low-cost state health care program for people with low incomes.

Applying for or using full-scope Medi-Cal will not affect your immigration status.

Medi-Cal doesn't increase your chances of being considered a public charge (unless it is used to get care at a nursing home or a mental institution for a long time). For more information: <https://keepyourbenefits.org/en/ca/>

How does Medi-Cal benefit me and my family?

Medi-Cal can help you and your family get and stay healthy. It can also cover your health care in an emergency. Medi-Cal pays for your healthcare and can help protect you and your family from expensive bills and bankruptcy.

What services can I get?

Medi-Cal offers preventive health care, annual check-ups, dental and vision (eye) care, referrals to specialists, prescription drugs, mental health care, substance abuse services, emergency care, long-term care, hearing aids, transportation and more.

Will I have to pay?

Full-scope Medi-Cal is free or low cost. For those who pay, the amount is low.

What do I need to enroll?

- Driver's license or photo ID
- Current pay stub or bank statement
- Telephone or electric bill

Do I qualify?

If you or your family use programs like CalFresh or emergency Medi-Cal, you may qualify for full-scope Medi-Cal. Apply to find out.

How do I apply?

- Call Covered California's hotline: (800) 300-1506

Covered California works with the government of California to help people enroll in Medi-Cal.

- Or go to BenefitsCal.com

The site is available in many languages, including Spanish.

- Or go to your local county office.

Find the address here: dhcs.ca.gov/COI

New! Full-Scope Medi-Cal for All, Regardless of Immigration Status

A new California law allows all eligible adults, ages 26 to 49, to get free full-scope Medi-Cal. Children, teenagers, and older adults can get it too. Your immigration status does not matter. You can qualify if you have a low income and are undocumented.



The California government provides Medi-Cal.

Medi-Cal is a free or low-cost state health care program for people with low incomes.

Applying for or using full-scope Medi-Cal will not affect your immigration status.

Medi-Cal doesn't increase your chances of being considered a public charge (unless it is used to get care at a nursing home or a mental institution for a long time). For more information: <https://keepyourbenefits.org/en/ca/>

I am healthy. Do I need health insurance?

Medi-Cal helps you get regular care so you can stay healthy. It can also provide the care you need in case of a health emergency. Medi-Cal can also protect you from costly medical bills and even bankruptcy.

What services can I get?

Medi-Cal offers preventive health care, annual check-ups, dental and vision (eye) care, referrals to specialists, prescription drugs, mental health care, substance abuse services, emergency care, long-term care, hearing aids, transportation and more.

Will I have to pay?

Full-scope Medi-Cal is free or low cost. For those who do pay, the amount is low.

What do I need to enroll?

- Driver's license or photo ID
- Current pay stub or bank statement
- Telephone or electric bill

Do I qualify?

If you or your family use programs like CalFresh or emergency Medi-Cal, you likely qualify for full-scope Medi-Cal.

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The site is available in many languages, including Spanish.

- Or go to your local county office.

Find the address here: dhcs.ca.gov/COI

Phase 1 tested two lead messages: "You and Your Family" versus "All In." Only "All In" calls out the 26–49 age group, specifically.

- Fact sheets were very well-received in our 2022 [study with the newly eligible 50+ population](#).
- The Phase 1 fact sheets in the current study reflected recommendations based on consumer preferences that emerged from the 2022 study, which were hypothesized to hold true for the 26–49 age group as well. [These recommendations](#) include:
 - More (not less) information is better. Detailed information assuages worries and builds trust and credibility.
 - Emphasize that Medi-Cal is a government program.
 - Address fears about immigration status and public charge head on.
 - Highlight the breadth of services available through Medi-Cal.
 - Provide multiple ways (online, phone, in person) to get help or to learn more. Send readers to in-language resources and .gov websites whenever possible.
 - Emphasize that Medi-Cal is free or low-cost.

Phase 1 “Family” Fact Sheet Preferred Overall

- Both fact sheets provided clear, complete, and easy-to-understand information:
 - The blue box stating that applying “will not affect your immigration status” stood out.
 - Other standouts were “undocumented immigrants,” “low income,” and “26–49” (“All In” version).
- The headline “You and Your Family” immediately draws respondents in.
- The imagery of an entire family allows respondents to see themselves reflected while complementing the message of “age does not matter.”
 - While “all eligible people” in “Family” resonated with many, some single respondents also wanted to see themselves represented.
- In the “All In” fact sheet, there was mixed reaction to specifying the 26–49 age range:
 - Some were comforted/reassured when seeing their specific age called out as being eligible; others were confused when “children, teenagers, and older adults” are mentioned in the same sentence.

- The Phase 1 language around public charge seemed to satisfy respondents across groups that applying for or using full-scope Medi-Cal would not impact their immigration status.
 - Spanish-speakers in particular, however, seemed to need additional clarification around the possible exception “unless it is used to get care in a nursing home or mental institution for a long time.” Many were confused as to whether this included the use of regular mental health services.
 - It is also important to note that the term “public charge” was less familiar to English- and Mandarin-speaking respondents. In these cases, we utilized the phrase “will not hurt your chances of getting a green card” to address the same concern.

Phase 1 Materials — Social Media Ads



立即访问
BenefitsCal.com

**保温杯里泡枸杞？
换我们来守护你！**

现在，无论移民身份，所有人都能享有
免费或平价的医疗服务。
加州政府为您的健康保驾护航。



免费或平价的医疗服务
不限移民身份
加州政府为您的健康
保驾护航

立即访问 BenefitsCal.com



免费或平价的医疗服务
不限移民身份
加州政府为您的
健康保驾护航

立即访问
BenefitsCal.com



现在，无论移民身份，
所有加州人都能享有免费或
平价的MEDI-CAL
(白卡) 医保。

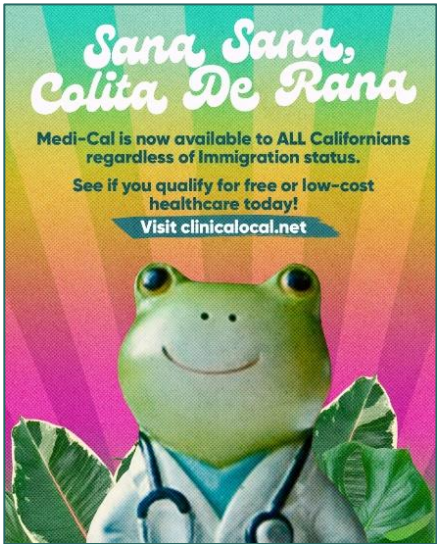
访问BenefitsCal.com，
看看您是否符合条件。

HEALTH 4ALL



**This is
not enough
for your
health.**

Free or low cost Health Care is now accessible
regardless of immigration status.
Get covered by the state of California.
Visit clinicalocal.net today



**Sana Sana,
Colita De Rana**

Medi-Cal is now available to ALL Californians
regardless of Immigration status.
See if you qualify for free or low-cost
healthcare today!
Visit clinicalocal.net



iPOR FIN!

Californians can have access to
free to low-cost healthcare
regardless of immigration status.

STATE OF CALIFORNIA
BENEFITS IDENTIFICATION CARD
ID No. 01234567A95052
JOHN Q RECIPIENT
M 05 20 1991 Issue Date 02 21 05

See if you qualify by visiting
clinicalocal.net today!



**FREE OR LOW
COST HEALTH
CARE IS NOW
ACCESSIBLE**

Regardless of
immigration status.

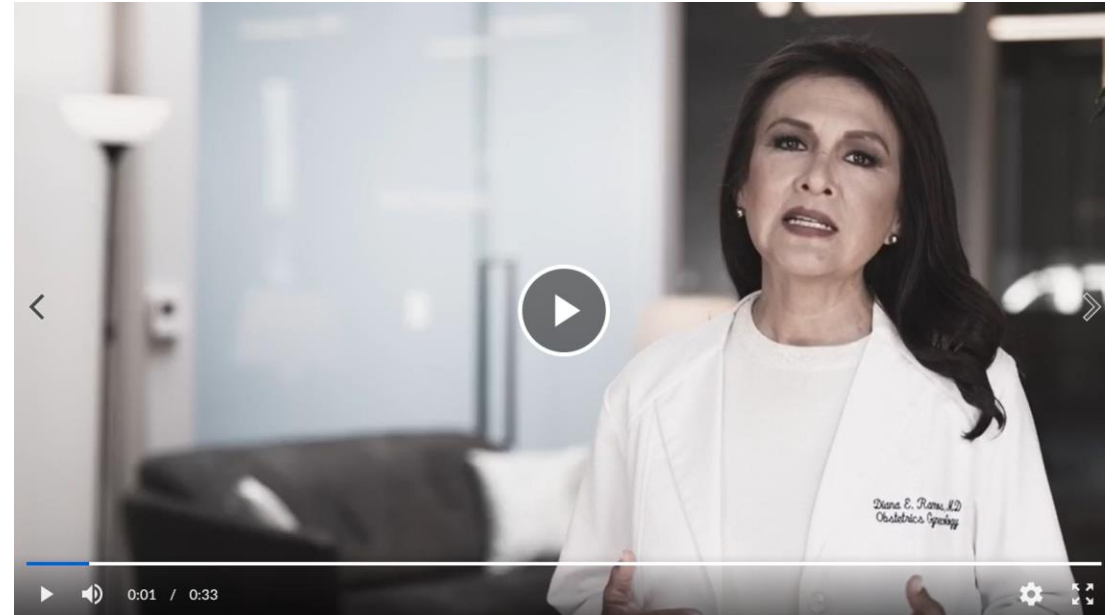
Get covered
by the state
of California.
Visit clinicalocal.net today

- These ads were considered visually appealing and eye-catching. They generally communicated that health care is a priority and offered enough information to motivate people to find out more.
 - Participants responded most strongly to the clear-cut message that eligibility for full-scope Medi-Cal was “regardless of immigration status.”
- However, there was a disconnect between the imagery depicted in some ads and the subject matter:
 - While goji berries are recognizable as something medicinal among Chinese people, they are not relevant to health care coverage or access. There was even less connection to the nail tech.
 - Although Latino/x participants appreciated that the ad creators used images and customs that reflect Latino/x culture, they did not fully connect all ads to health coverage. “Benefit Card/Por Fin” and “Frog/Rana” were the most well-received.
- Respondents across groups wanted to see a phone number included in these ads and expressed a preference for .gov websites.

- Across groups, social media use was high. The platforms mentioned most often overall were Facebook and Instagram.
- Among English- and Spanish-speaking respondents, TikTok was also mentioned frequently, along with some consumption of YouTube and a few Snapchat users.
- Mandarin-speaking respondents reported strong usage of Chinese sites WeChat and, to a lesser extent, Little Red Book. Older Mandarin-speaking respondents (35–49) also mentioned YouTube quite frequently, while a few younger Mandarin-speaking respondents (26–34) mentioned WhatsApp.

Phase 1 Materials — Video and Radio

- In Phase 1, video and radio messages from the California surgeon general were tested in Spanish and English, along with a radio spot in Mandarin.
- Video tended to be preferred over radio among English- and Spanish-speakers due to the visual references that helped respondents better understand and retain the message.
- Respondents found these spots lacked a clear call to action and additional resources such as a URL and phone number.
- Most Latino/x respondents did not recognize Dr. Ramos as a high-ranking government official, and when prompted, did not know what a surgeon general was, particularly in Spanish.



California surgeon general Dr. Diana Ramos



OVERVIEW: PHASE 2

Phase 2: Strong Response to Revised Materials

- Some respondents reported sharing the information they learned in Phase 1 with family members and/or friends. A few had heard of or sought out further information about the expansion.
- Across groups, respondents were presented with revised materials based on their input from Phase 1. A majority of these revisions were met with a positive response from Phase 2 participants.
- Nevertheless, there were some areas that could benefit from additional fine-tuning.

Phase 2 Materials — Fact Sheets

新医保！全方位 Medi-Cal（白卡）保护您和家人的健康，不限移民身份

加州新出台了一项法律，允许所有符合条件的人获得免费或低价的 Medi-Cal 全方位医疗服务，而不管其年龄以及移民身份为何！即使您是无证低收入者，也可能符合条件。



加州政府提供 Medi-Cal

Medi-Cal 是一项提供给低收入人士的免费或低价加州医疗保健计划。加州政府认为，无证的加州人同样努力工作，理应享有医保服务。

申请或使用全方位的 Medi-Cal 不会影响您的移民身份

使用全方位 Medi-Cal 不会影响您或家庭成员取得绿卡的机会，除非它长时间用于养老院或精神病院的住院服务。

若需要更多中文信息，请访问以下网址：
<https://keepyourbenefits.org/cn/ca/>

Medi-Cal 对我和家人有什么好处？

Medi-Cal 能帮助您和家人战胜疾病、保持健康，并应对紧急健康问题。Medi-Cal 可报销您的医疗费用，让您和家人无需面对昂贵的医疗账单甚至破产的风险。

我可以获得哪些服务？

Medi-Cal 提供预防保健、年度体检、牙科和视力（眼镜）保健、专科医生转介、处方药、心理保健、药物滥用服务、急诊、交通工具安排或补贴、长期护理和助听器。



我是否需要支付任何费用？

全方位的 Medi-Cal 是免费或低价的。对于那些需要按月付费的人来说，金额很低。没有其他费用。

报名参加需要哪些材料？

- 驾照或带照片的身份证（可以包括护照、学校证件、结婚记录或工作证）。
- 收入证明（最好是当前的工资单或银行对账单。如果这些您都没有，可向资格审查员描述您的收入情况）。
- 居住地址证明（可以包括电话费或电费账单）。

我是否符合条件？

每个人的情况各不相同。例如，有孩子的家庭要比单身人士有更高的收入门槛。若要详细咨询您的具体情况，请联系以下某个团体。

如何申请？

- 拨打 Covered California 的中文专线：(800) 300-1533

Covered California 与加州政府合作，帮助人们申请 Medi-Cal。

- 或访问 BenefitsCal.com

在网站内的语言下拉选单，选择中文版本。

- 或者亲自去您当地的县办事处

在此处查找地址：dhcs.ca.gov/COL

¡Nuevo! Medi-Cal completo para usted y su familia, sin importar su estatus migratorio

Gracias a una nueva ley en California, todas las personas elegibles pueden recibir Medi-Cal completo gratuito o a bajo costo. Su estatus migratorio y su edad no importan. Puede calificar si es indocumentado y de bajos ingresos.



Medi-Cal es un programa del gobierno de California.

Medi-Cal es un programa estatal de salud gratuito o de bajo costo para personas de bajos ingresos. California reconoce que sus habitantes indocumentados trabajan arduamente y se merecen tener acceso a servicios de salud asequibles.

Solicitar o usar Medi-Cal completo no afectará su estatus migratorio.

Solicitar o usar Medi-Cal no lo convierte en una carga pública (solamente aplica en algunos casos si está internado a largo plazo en un hogar de ancianos o en una institución mental).

Para más información en español:
<https://keepyourbenefits.org/es/ca/>

¿Cuál es el beneficio de Medi-Cal para mí y mi familia?



Medi-Cal le ayuda a recibir atención regular para poder mantener su buena salud. También le puede dar la atención necesaria en caso de una emergencia de salud. Medi-Cal puede prevenir cuentas médicas costosas y hasta bancarrota.

¿Qué servicios puedo recibir?

Medi-Cal ofrece servicios preventivos de salud, chequeos anuales, cuidados dentales y de los ojos, referencias a especialistas, medicamentos recetados, servicios de salud mental y adicción, atención de emergencia, transporte, cuidado a largo plazo, audífonos y más.

¿Tendré que pagar?

La cobertura de Medi-Cal completo es gratuita o a bajo costo. Para quienes deban hacer un pago mensual, el monto es bajo. No existen cargos adicionales o escondidos.

¿Qué necesito para inscribirme?

- **Licencia de conducir o identificación personal** (puede presentar su pasaporte, su identificación educativa, su acta matrimonial o su identificación laboral).
- **Prueba de ingresos** (la mejor opción es un recibo de sueldo o estado de cuenta bancario actual; si no tiene ninguno de los dos, puede explicarle al responsable de elegibilidad cuáles son sus ingresos).
- **Prueba de domicilio** (puede presentar una factura del servicio de teléfono o electricidad).

¿Soy elegible?

La situación de cada persona es diferente. Por ejemplo, una familia con niños puede calificar con ingresos más altos que una persona sola. Para obtener más información sobre su situación particular, comuníquese con alguno de los grupos que aparecen debajo.

¿Cómo presento mi solicitud?

- **Llame a la línea en español de Covered California: (800) 300-0213.** Covered California trabaja con el gobierno de California para ayudar a inscribir personas en Medi-Cal.
- **O vaya a BenefitsCal.com.** Seleccione español del menú de idiomas.
- **O vaya a la oficina local de su condado.** Busque la dirección aquí: dhcs.ca.gov/COL

New! Full-Scope Medi-Cal for You and Your Family, Regardless of Immigration Status

A new California law allows all eligible people to get free or low-cost full-scope Medi-Cal. Your immigration status and age do not matter. You can qualify if you have a low income and are undocumented.



The California government provides Medi-Cal.

Medi-Cal is a free or low-cost state health care program for people with low incomes. California recognizes that undocumented Californians work hard and deserve health care.

Applying for or using full-scope Medi-Cal will not affect your immigration status.

Full-scope Medi-Cal will not hurt your chances (or a family member's chances) of getting a green card, unless you are hospitalized in a nursing home or mental institution for a long time.

For more information:
<https://keepyourbenefits.org/en/ca/>

How does Medi-Cal benefit me and my family?

Medi-Cal can help you and your family get and stay healthy. It can also cover your health care in an emergency. Medi-Cal pays for your healthcare and can help protect you and your family from expensive bills and bankruptcy.

What services can I get?

Medi-Cal offers preventive health care, annual check-ups, dental and vision (eye) care, referrals to specialists, prescription drugs, mental health care, substance abuse services, emergency care, transportation, long-term care, and hearing aids.

Will I have to pay?

Full-scope Medi-Cal is free or low cost. For those who have to pay monthly, the amount is low. There are no other hidden fees.

What do I need to enroll?

- Driver's license or photo ID (can include passport, school ID, marriage record or work badge).
- Proof of income (Current pay stub or bank statement is best. If you have neither, you can describe your income to the eligibility worker.)
- Proof of where you live (can include a telephone or electric bill).

Do I qualify?

Each person's situation is different. For example, families with children can qualify at higher incomes than single people. For more information on your specific situation, contact one of the groups below.

How do I apply?

- **Call Covered California: (800) 300-1506** Covered California works with the government of California to help people enroll in Medi-Cal.
- **Or go to BenefitsCal.com**
- **Or go to your local county office.** Find the address here: dhcs.ca.gov/COL

- In Phase 2, the headline phrase “regardless of immigration status” continued to stand out the most to respondents overall, particularly among Mandarin speakers.
 - Latino/x respondents in both languages expressed a desire for additional language around age, with some expressing preference for the phrase “regardless of age or immigration status.”
- In terms of images, the inclusion of the doctor (Chinese) and the woman (Spanish) in the lower left was seen as beneficial in illustrating a professional who was there to help.
 - Spanish-speaking respondents seemed to assume that the woman was a social worker and should be wearing a headset to demonstrate her position and her ability to answer questions.
- The “What do I need to enroll?” section was expanded in Phase 2 to include more documents that respondents could use to establish their identity, income, and address. This was effective in both inspiring trust and overcoming fears about the program.
 - Recommendation: Include “an identification issued by your home country” as a form of ID.

- Another phrase added in Phase 2 was the values-based statement “California knows undocumented people work hard and deserve health care.”
 - This statement reflected how many Latino/x respondents perceived the program and its purpose, and solidified for them that it was an official program of the State of California.
 - However, while some Chinese respondents were also comforted by this explanation, others worried that only working people would qualify.
 - Recommendation: Reword this statement in Mandarin to “California wants to ensure that everyone with a low income has health care, regardless of immigration status.”
- In terms of the application process, Chinese respondents, in particular, noted that they want materials to communicate some immediacy around applying, and also that the process is easy.
 - Recommendation: Add assertive language such as “Apply Now,” as well as “it’s easy to apply. . . .” Our advisory group recommended adding that it’s also free to apply, to protect people from scams.

- Phase 2 public charge language was modified slightly to “Applying for or using Medi-Cal will not make you a public charge (it only applies in some situations if you are hospitalized for a long time in a nursing home or mental institution).”
 - Doubts among Latino/x respondents persisted in Phase 2, so it was recommended to add the line “Using Medi-Cal to get regular mental health services, such as a psychiatrist or therapist, does not affect public charge.”
 - Chinese participants had a more favorable reaction. Many did not see themselves as ever needing this type of long-term care, and it did not seem to impact their willingness to apply.
- Income eligibility requirements (numbers, ranges) were not specifically noted in the Phase 1 fact sheets. When alternative language that did include specific income ranges was tested, some assumed they would not be eligible.
 - The inclusion of “Each person’s situation is different. For more information on your specific case . . .” in the Phase 2 fact sheet was effective in addressing concerns about eligibility and referring respondents to additional resources.

- In terms of costs, Mandarin-speaking respondents in Phase 2 still had difficulty understanding what they might have to pay for the program. They continued to express confusion over the presence of both “free” and “low cost” in the fact sheet.
 - Combining the “Will I have to pay?” and “Do I qualify?” sections in Mandarin may alleviate some of this confusion by connecting the fact that individual situations are different (similar to income) to the fact that the services could be free or low cost.

Phase 2 Materials — Social Media Ads

所有加州低收入人士现在
都享有Medi-Cal
(白卡) 医疗服务
不限移民身份

详细的中立介绍请访问
benefitscal.com
或致电1-800-300-1533

HEALTH 4ALL

EL CUIDADO
DE SALUD
GRATUITO O
DE BAJO
COSTO AHORA
ES ACCESIBLE

Independientemente de
tu estatus migratorio.

Asegúrate
por el estado
de California.

Visita
BenefitsCal.com
hoy

FINALLY!

Californians can have access to
free to low-cost healthcare
regardless of immigration status.

STATE OF CALIFORNIA
BENEFITS IDENTIFICATION CARD

ID No. 01234567A95052
JOHN Q RECIPIENT
M 05 20 1991 Issue Date 02 21 05

See if you qualify by visiting
BenefitsCal.com today!

*Sana Sana,
Colita De Rana*

Medi-Cal is now available to ALL California
families regardless of Immigration status.

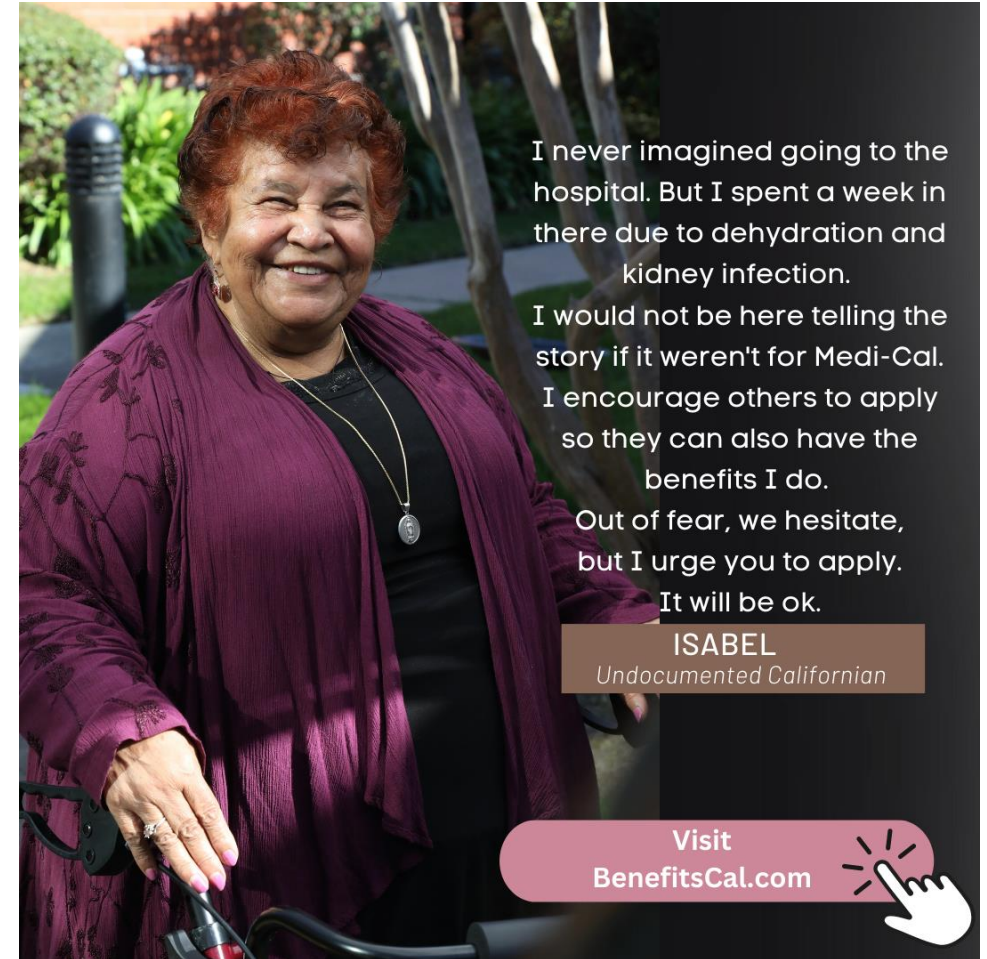
See if you qualify for free or low-cost
healthcare today!

Visit BenefitsCal.com

Phase 2 Materials — Testimonial

A sample testimonial ad (introduced to Latino/x respondents in English and Spanish in Phase 2) was seen as an effective way to communicate the positive impact and benefits of Medi-Cal expansion.

- Many saw the woman featured in the testimonial as relatable, either to themselves personally or as an “abuelita” figure. However, some would like to see people more their age and with ailments more relevant to that age group.



I never imagined going to the hospital. But I spent a week in there due to dehydration and kidney infection. I would not be here telling the story if it weren't for Medi-Cal. I encourage others to apply so they can also have the benefits I do. Out of fear, we hesitate, but I urge you to apply. It will be ok.

ISABEL
Undocumented Californian

Visit
BenefitsCal.com

- In Phase 1, [BenefitsCal.com](https://www.benefitscal.com) (available in Spanish, English, and Mandarin) was found “easy to navigate,” “official,” appealing, and informative across groups, effectively helping respondents determine their eligibility for Medi-Cal expansion.
- However, in Phase 2, the California [Department of Health Care Services \(DHCS\) web page on the expansion to 26–49 year olds](#) (available in English and Spanish at the time of testing) was considered clear and informative, and credible, given its .gov address.
 - Recommendation: Use the DHCS site for English and Spanish communications rather than BenefitsCal.com.

- Participants, across all groups, consistently said they wanted to hear from government officials, including those from the Medi-Cal program (similar to previous studies).
- When presented with different options, Governor Newsom, across groups, was the overall winner.
 - As the highest politician in California, Newsom enjoyed the most credibility.
 - Neither Dr. Ghaly of the California Department of Health and Human Services nor Michelle Baass of DHCS were known to respondents. Being explicit about who they were and their senior positions in the government did not overcome this.
- Among Latino/x respondents, there was a preference for the California surgeon general, Dr. Ramos, over other prominent California health officials, such as Dr. Ghaly or Michelle Baass.
 - Although Dr. Ramos is not well-recognized, she is respected for being a doctor and a Latina.



SUMMARY
OF KEY
FINDINGS

- The fact sheet continues to be preferred by respondents across ethnicities, age segments, and geography as providing the most “complete” and easy-to-understand information.
 - In both phases of the study, the information and resources contained in the fact sheet were seen as vital in answering respondents’ questions and addressing their fears about the program.
 - It was also seen as a trusted source of information; the image of the state map reinforced the perceived connection between the state and the facts and resources presented.
- In contrast, social media ads were expected to be visually appealing, to catch respondents’ attention and provide links to further information.
 - Respondents were drawn to bright but serious “eye-catching” colors and images. For Mandarin speakers, a blue background was seen as an optimal color.
 - Many wanted an in-language phone number, URL (.gov preferred), and even a QR code in social media ads.

- The potential impact of Medi-Cal on respondents' immigration status is a concern across the board. The public charge rule is emotionally fraught for many respondents and is challenging to explain in a fact sheet. Communications should strive to not deter respondents from applying, and to provide resources where they can seek answers to their questions and get enrollment assistance.
 - Address fears about public charge head on.
 - Lead with a message that applying for and using Medi-Cal will not affect immigration status.
 - When the exception is articulated as long-term hospitalization in a nursing home or mental institution, most participants responded that this was rare and likely not to apply to them.
 - Provide reassurance to Latino/x respondents that using everyday mental health services will not affect public charge.

- Similarly, income eligibility guidelines, as well as in what situations Medi-Cal is free versus low cost, is too complicated and detailed to communicate effectively in standard outreach materials. In some cases, trying to provide income ranges confused and/or dissuaded respondents and caused them to believe they were ineligible. Best practices include:
 - Highlight that “everyone’s situation is different.”
 - Provide clear and concrete resources for people to get further help to understand whether they are eligible, and if so, how much (if anything) they would have to pay.

- Across groups, Governor Newsom is a trusted messenger and could be a powerful spokesperson for the 2024 Medi-Cal expansion. He's easily recognizable and enjoys credibility among the target populations.
 - Medical professionals or "real people" who represent target communities and have successfully enrolled and benefited from Medi-Cal are also effective messengers.
- Across groups, people continue to prefer — and are much more likely to visit — .gov websites to get more information and/or enroll in Medi-Cal.
 - For this reason, we recommended linking to the DHCS website for English and Spanish speakers. *Partners should be on the lookout for a forthcoming new consumer-focused DHCS (.gov) landing page dedicated to the 2024 Medi-Cal expansion.*

- As noted in earlier slides, some fairly minor differences emerged regarding:
 - Perception of “public charge” versus impact on “immigration status”
 - Concerns over use of mental health services
 - Reaction to value-based statement about “working hard”
 - Preferences for colors, content, layout of specific ads
 - Choice of social media platforms
- However, in general, the study’s key findings were remarkably consistent across ethnic background, language, region, and age.



KEY TAKEAWAYS

- The most compelling and/or motivating information that should be featured in a headline:
 - The program is for people with low incomes “regardless of age or immigration status.”
 - Applying for and utilizing the program does not affect immigration status.
- Additional information to include:
 - List of recognizable and accessible documents that can be used to establish identity, income, and home address
 - Explicit mention of income situations varying by person and recommendation to check income eligibility
 - QR code for referral to additional resources that can be saved and/or shared
 - Multiple additional contact points (including phone and in-person options)

- Emphasis on the connection to the California government lessens worries and helps build trust and credibility:
 - It's a new California law.
 - Include .gov websites where possible.
 - Government officials, doctors, and other high-ranking medical professionals, or “real people” representing target communities, are the most effective messengers.
- A wide media mix should be used to reach respondents where they are:
 - Fact sheet for “complete,” detailed information.
 - Social media to catch their attention, particularly WeChat for Mandarin speakers.
 - Video and radio messages where possible to provide future opportunities to draw attention to the full expansion and to provide additional resources.



FINAL
MATERIALS

Final Materials Available on CHCF Website

Visit the [CHCF website](#) to access sample fact sheets and social media assets in English, Spanish, and Chinese.

Materials can be downloaded and customized, including inserting contact information for local resources or organizations.

新医保从 2024 年 1 月开始！全方位 Medi-Cal（白卡）保护您和家人的健康，不限移民身份

加州新出台了一项法律，允许所有符合条件的人从 2024 年 1 月开始获得免费或低价的 Medi-Cal 全方位医疗服务，而不管其年龄以及移民身份为何！即使您是无证低收入人士，也可能符合条件。

加州政府提供 Medi-Cal

Medi-Cal 是一项提供低收入人士的食品或低价加州医疗保健计划，加州政府希望确保所有低收入人士都能获得医疗服务，不限移民身份。

申请或使用全方位的 Medi-Cal 不会影响您的移民身份

使用全方位 Medi-Cal 不会影响您或家庭成员获取绿卡的机会，除非它长时间用于养老院或精神病院的住院服务。

若需要更多中文信息，请访问以下网址：
<https://keepyourbenefits.org/en/cal>

Medi-Cal 对我和家人有什么好处？

Medi-Cal 能帮助您和家人战胜疾病，保持健康，并应对紧急健康问题。Medi-Cal 可报销您的医疗费用，让您和家人无需面对昂贵的医疗费用甚至破产的风险。

我可以获得哪些服务？

Medi-Cal 提供预防保健：年度体检、牙科和视力（眼睛）保健、专病医生转介、处方药、心理保健、药物滥用服务、急诊、交通工具安排或补贴、长期护理和助听器。

报名参加需要哪些材料？

- 驾照或带照片的身份证（可以包括护照、学校证件、结婚记录、工作证或墨西哥国家地区政府颁发的身份证件）。
- 收入证明（最好是当前工资单或银行对账单。如果这些都没有，可向资格审查员描述您的收入情况）。
- 居住证明（可以包括电话费或电费账单）。

我是否符合条件？是否需要支付任何费用？

全方位的 Medi-Cal 是免费或低价的。对于那些需要按月付费的人来说，金额很低，没有其他隐藏费用。

每个人的情况各不相同。例如，有孩子的家庭要比单身人士有更高的收入门槛，若要详细咨询您的具体情况，请通过以下任一方法联系（从 2024 年 1 月开始）。

如何申请？

申请程序非常简单，且完全免费。

- 拨打 Covered California 的中文专线：(800) 300-1533
- 或者亲自去当地的县办事处

在此处查找地址：dhcs.ca.gov/COL

- 或访问 [BenefitsCal.com](https://benefitscal.com)

在网站内的语言下拉菜单，选择中文版本。



New! Starting January 2024, full-scope Medi-Cal for you and your family, regardless of age and immigration status

A new California law allows all eligible people to get free or low-cost full-scope Medi-Cal starting in January 2024. Your immigration status and age do not matter. You can qualify if you have a low income and are undocumented.

The California government provides Medi-Cal.

Medi-Cal is a free or low-cost state health care program for people with low incomes. California recognizes that undocumented Californians work hard and deserve health care.

Applying for or using full-scope Medi-Cal will not affect your immigration status.

Applying for or using full-scope Medi-Cal will not hurt your chances (or a family member's chances) of getting a green card, unless you are hospitalized in a nursing home or mental institution for a long time. Using Medi-Cal to get regular mental health services, such as a psychiatrist or therapist, will not hurt your chances of getting a green card.



For more information:
<https://keepyourbenefits.org/en/cal>

How does Medi-Cal benefit me and my family?

Medi-Cal can help you and your family get and stay healthy. It can also cover your health care in an emergency. Medi-Cal pays for your healthcare and can help protect you and your family from expensive bills and bankruptcy.

What services can I get?

Medi-Cal offers preventive health care, annual check-ups, dental and vision (eye) care, referrals to specialists, prescription drugs, mental health care, substance abuse services, emergency care, transportation, long-term care, hearing aids and more.



¡Nuevo! Medi-Cal completo para usted y su familia, sin importar su edad ni su estatus migratorio, a partir de enero de 2024

Gracias a una nueva ley en California, todas las personas elegibles pueden recibir Medi-Cal completo gratuito o a bajo costo. Su estatus migratorio y su edad no importan. Puede calificar si es indocumentado y de bajos ingresos.

Medi-Cal es un programa del gobierno de California.

Medi-Cal es un programa estatal de salud gratuito o de bajo costo para personas de bajos ingresos. California reconoce que sus habitantes indocumentados trabajan arduamente y merecen servicios de salud accesibles.

Solicitar o usar Medi-Cal completo no afectará su estatus migratorio.

Solicitar o usar Medi-Cal no lo convierte en una carga pública (solamente aplica en algunos casos si está internado a largo plazo en un hogar de ancianos o en una institución mental). Usar Medi-Cal para acceder a servicios de salud mental comunes, como psiquiatras o terapeutas, no lo convierte en una carga pública.

Para más información en español:
<https://keepyourbenefits.org/es/cal>

¿Cuál es el beneficio de Medi-Cal para mí y mi familia?

Medi-Cal le ayuda a recibir atención regular para poder mantener su buena salud. También, le puede dar la atención necesaria en caso de una emergencia de salud. Medi-Cal puede prevenir cuentas médicas costosas y hasta la bancarrota.

¿Qué servicios puedo recibir?

Medi-Cal ofrece servicios preventivos de salud, chequeos anuales, cuidados dentales y de los ojos, referencias a especialistas, medicamentos recetados, servicios de salud mental y adicción, atención de emergencia, transporte, cuidado a largo plazo, audífonos y más.



从 2024 年 1 月开始，所有加州低收入人士都可享有 Medi-Cal（白卡）医疗服务，不限移民身份

中文申请方法请访问 benefitscal.com 或致电 1-800-300-1533



Sana Sana, Colita De Rana

Medi-Cal ahora está disponible para TODAS las familias Californianas sin importar su estado migratorio.

¡Mira si calificas para cuidado de salud gratuito o de bajo costo hoy!

Visite benefitscal.com o llame al 1-800-300-1533




EL CUIDADO DE SALUD GRATUITO O DE BAJO COSTO AHORA ES ACCESIBLE

Independientemente de tu estatus migratorio.

Asegúrate por el estado de California.

Visita benefitscal.com o llama al 1-800-300-1533



¡POR FIN!

Los Californianos pueden tener acceso a Medi-Cal gratis o de bajo costo sin importar su estatus migratorio o edad.



Visite benefitscal.com o llame al 1-800-300-1533

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 - County Welfare Directors Association of California
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THANK
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