

# **MEDI-CAL K-12 SCHOOLS COMMUNICATIONS TOOLKIT**

**Department of Health Care Services  
Communication Toolkit**

March 2023



**Medi-Cal**

The California Department of Health Care Services (DHCS) launched its public information, education, and outreach campaign to raise awareness on the upcoming return of the Medi-Cal eligibility renewal process. This statewide campaign started February 2023 and will continue through June 2024 to drive Medi-Cal members to take the steps necessary to keep themselves and their families covered.

The messages and information in this document can provide assistance and direction to schools conducting outreach to students and families covered by Medi-Cal. These materials are intended to help schools in conducting outreach to parents and families as the federal Medicaid continuous coverage provision ends.

## Key Messages

- » Do you and/or your child have Medi-Cal? If yes, make sure that you update your contact information if it has changed in the last three years. If not, submit an application to see if you and your family are eligible. Medi-Cal covers vital services that help and your family stay healthy, including doctors visits, immunizations, prescriptions, behavioral health care, and more.
- » Local Medi-Cal offices will review Medi-Cal eligibility for all members over the next year. Your local Medi-Cal office will try to renew your and/or your child's Medi-Cal using the information you have provided. They will send you a notification in the mail in a yellow envelope to tell you that you have been renewed or a renewal form requesting additional information.
- » Make sure you keep Medi-Cal coverage. Here's what you need to know:
  - Update your contact information if it has changed in the last three years. The fastest way to do this is by logging into your online account through [BenefitsCal.com](https://BenefitsCal.com) or [MyBenefitsCalWIN.org](https://MyBenefitsCalWIN.org). You can also contact your [local Medi-Cal office](#).
  - Check your mail for your automatic renewal notification or a large yellow envelope with a renewal form. Everyone's renewal cycle is different. Your notification or form will arrive between April 2023 and May 2024.
  - Respond right away if you get a yellow envelope with a renewal form. If you do not respond by the due date listed, you could lose Medi-Cal coverage. You can complete

your renewal form online or give it to your [local Medi-Cal office](#) by mail, in person, or over the phone.

- » If you are no longer eligible for Medi-Cal coverage, there are other options for you to get health insurance:
  - If you qualify, your local Medi-Cal office will automatically share your information with Covered California for low- or no-cost coverage. Covered California will select a health insurance plan for you. You must take action to confirm your new coverage, so be sure to respond right away to notices from Covered California. For more information, visit [CoveredCA.com](#) or call Covered California's service center at 800-300-1506.
  - If your local Medi-Cal office determines your child is no longer eligible for Medi-Cal but qualifies for the Children's Health Insurance Program (CHIP), your child will be enrolled in a no-cost CHIP health insurance plan. For more information, contact your [local Medi-Cal office](#).

## Materials

- » FAQ
- » Flyer for K-12 schools
- » Social graphic and post copy
- » Website copy
- » Newsletter blurb
- » Interactive Voice Response (IVR) Message

## Frequently Asked Questions and Answers

Question	Answer
<p>Do I need to complete a Medi-Cal renewal for my child?</p>	<p>You may soon need to take steps to find out if you and/or your child still qualifies for Medi-Cal. Counties will mail a notification about your and/or your child's Medi-Cal eligibility. You may need to complete a renewal form. Make sure your current contact information is updated with the local Medi-Cal office if it has changed in the last three years. The local Medi-Cal office will only ask for more information if they need it to renew your Medi-Cal. If you receive a renewal packet or a notification asking for more information, you may submit the information by mail, phone, in person, or online.</p>
<p>When do I need to fill out and return my Medi-Cal renewal packet?</p>	<p>You will get a notification in the mail. The notification will tell you if your and/or your child's Medi-Cal coverage was renewed automatically or if your local Medi-Cal office needs more information to renew your and/or your child's Medi-Cal. If you receive a renewal packet or a notification asking for more information, you may submit the information by mail, phone, in person, or online. Your local Medi-Cal office will let you know if you do not need to complete a renewal packet.</p> <p>The notification from your local Medi-Cal office should arrive around the same time as when you have received similar letters in past years. For example, if your and/or your child's Medi-Cal renewal was due in April in past years, you should check for a notification from your local Medi-Cal office in the two months before April.</p>

# Parents, do you and/or your child have Medi-Cal?

## Renewals are happening!



If you and/or your child have Medi-Cal, make sure that you update your contact information if it has changed in the last three years. If not, submit an application to see if you and your family are eligible. Medi-Cal covers vital services that help and your family stay healthy, including doctors visits, immunizations, prescriptions, behavioral health care, and more.

### Update your contact information

Update your contact information if it has changed in the last three years. The fastest way to do this is by logging into your online account through [BenefitsCal.com](https://BenefitsCal.com) or [MyBenefitsCalWIN.org](https://MyBenefitsCalWIN.org). You can also contact your local Medi-Cal office.

### Check your mail

Local Medi-Cal offices will mail a notification in a yellow envelope about your and/or your child's Medi-Cal eligibility. You may need to complete a renewal form. If you're sent a renewal form, submit the information by mail, phone, in person, or online, so you and/or your child doesn't lose their Medi-Cal.

### If you are no longer eligible for Medi-Cal coverage, there are other options for you to get health insurance.

- If you qualify, your local Medi-Cal office will automatically share your information with Covered California for low- or no-cost coverage. Covered California will select a health insurance plan for you. You must take action to confirm your new coverage, so be sure to respond right away to notices from Covered California. For more information, visit [CoveredCA.com](https://CoveredCA.com) or call Covered California's service center at 800-300-1506.
- If your local Medi-Cal office determines your child is no longer eligible for Medi-Cal but qualifies for the Children's Health Insurance Program (CHIP), your child will be enrolled in a no-cost CHIP health insurance plan. For more information, contact your local Medi-Cal office.



For more details and to learn how to update your contact information, visit [KeepMediCalCoverage.org](https://KeepMediCalCoverage.org)

add your logo and contact info here



## Social Media

Do you and/or your child have Medi-Cal? Renewals are coming! If your contact information has changed in the last three years, update it in your Medi-Cal account. If you get a renewal form, respond quickly to keep coverage. Find where to update information at [KeepMediCalCoverage.org](https://www.KeepMediCalCoverage.org)

## Website Copy

Do you and/or your child have Medi-Cal? It's almost time to renew your coverage. You will get a notification in a yellow envelope in the mail that tells you if your Medi-Cal was renewed automatically by the local Medi-Cal office or if your local Medi-Cal office needs more information. If you receive a renewal packet or a notice asking for more information, you may submit the information by mail, phone, in person, or online. For more information, visit [KeepMediCalCoverage.org](https://www.KeepMediCalCoverage.org).

## Newsletter Blurb

Do you and/or your child have Medi-Cal? Medi-Cal covers vital services that help you and your family stay healthy, including doctor visits, immunizations, prescriptions, behavioral health care, and more.

Local Medi-Cal offices will review Medi-Cal eligibility for all members over the next year. Your local Medi-Cal office will try to renew your and/or your child's Medi-Cal using the information you have provided. They will send you a notification in a yellow envelope in the mail to tell you that you have been renewed or a renewal form requesting additional information.

Make sure you keep Medi-Cal coverage. Here's what you need to know:

- Update your contact information if it has changed in the last three years. The fastest way to do this is by logging into your online account through [BenefitsCal.com](https://www.BenefitsCal.com) or [MyBenefitsCalWIN.org](https://www.MyBenefitsCalWIN.org). You can also contact your [local Medi-Cal office](#).
- Check your mail for your automatic renewal notification or a large yellow envelope with a renewal form. Everyone's renewal cycle is different. Your notification or form will arrive between April 2023 and May 2024.



- Respond right away if you get a yellow envelope with a renewal form. If you do not respond by the due date listed, you could lose Medi-Cal coverage. You can complete your renewal form online or give it to your [local Medi-Cal office](#) by mail, in person, or over the phone.

If you are no longer eligible for Medi-Cal coverage, there are other options for you to get health insurance.

- If you qualify, your local Medi-Cal office will automatically share your information with Covered California for low- or no-cost coverage. Covered California will select a health insurance plan for you. You must take action to confirm your new coverage, so be sure to respond right away to notices from Covered California. For more information, visit [CoveredCA.com](#) or call Covered California's service center at 800-300-1506.
- If your local Medi-Cal office determines your child is no longer eligible for Medi-Cal but qualifies for the Children's Health Insurance Program (CHIP), your child will be enrolled in a no-cost CHIP health insurance plan. For more information, contact your [local Medi-Cal office](#).

### **Interactive Voice Response (IVR) Message**

Do you and/or your child have Medi-Cal? If yes, it's almost time to renew your and/or your child's Medi-Cal coverage. You may need to take action to keep your and/or your child's coverage. If your current address, email address or phone number have changed, please update your information with your local county office. Remember to check your mail for a letter about your Medi-Cal coverage. Please respond as soon as possible to all requests for information from your local county office. For more information, visit [KeepMediCalCoverage.org](#).