



CMSP Letter No.: 22-02
Issue Date: October 3, 2022

TO: All County Welfare Directors

SUBJECTS: CMSP County Training and Marketing Efforts

The purpose of this All County Letter is to provide information to counties about an upcoming CMSP Eligibility Training and share information about current marketing efforts.

CMSP County Eligibility Training

County social services staff from the 35 CMSP-participating counties are invited to attend an interactive training about County Medical Services Program (CMSP) enrollment and coverage. Attendees **must** register in advance and will be sent the Zoom login information after their registration is accepted.

Wednesday, October 26, 2022 from 10:30 AM to 12:00 PM

To register: https://us06web.zoom.us/webinar/register/WN_WUB_97ZoT1a_hY48XpH6IA

Wednesday, November 2, 2022, from 1:00 PM to 2:30 PM

To register: https://us06web.zoom.us/webinar/register/WN_wJn-5SqLTI-DvTxhZQfPkA

Training topics will include the CMSP supplemental application, CMSP income and asset requirements, CMSP manual and forms, CMSP benefits and retroactive coverage. Additionally, CMSP staff will provide updates on the Path to Health Pilot Project (ACL 19-01 & ACL 19-04) and Connect to Care Program (CMSP ACL 20-07).

A recorded version of the CMSP County Eligibility Training will be available to view after November 7, 2022. To view, please visit <https://cmspcounties.org/eligibility-information-resources/> under "Trainings".

CMSP Marketing Efforts

CMSP has continued marketing efforts for its three health benefit programs: CMSP's full-scope benefit, Path to Health, and Connect to Care. On page 3 of this letter, counties will find a Dropbox link to view samples and download some of the various marketing materials. Counties are encouraged to share these materials on their social media pages or websites to spread awareness of CMSP's benefit programs within its 35 counties.

All of CMSP's current marketing materials direct potential members to a landing page, careinreach.com. A Spanish translated version of the landing page is also available at saludalcance.com. The landing page provides viewers with a breakdown of each of the three

programs to determine which benefit program is right for them based on eligibility guidelines. The visitor can then click on the program that best fits their needs where they will be re-directed to that program's site and learn more about the program including covered benefits and how to locate an enrollment provider to assist them with the application process.

To spread awareness to the 35 counties, CMSP has worked with its marketing team to develop and implement the following:

- Media Advertisements
 - Radio ads in English and Spanish
 - Videos in English and Spanish
 - Official CMSP YouTube Page: <https://www.youtube.com/channel/UCpdrDAmbEG9qab8yUY6Bzqw>
 - Digital ads including social media ads and banners
 - Official CMSP Facebook Page: <https://www.facebook.com/cmस्पcounties>
- Out-of-Home Advertisements
 - Posters placed in high-traffic areas of the community such as local markets
 - Bus ads (Humboldt, Lake, Mendocino, & Solano Counties)



If you have any questions about the upcoming training or marketing information, contact Alison Kellen, Program Director, at akellen@cmस्पcounties.org or 916-649-2631, ext. 119 or Paradis Pourzanjani, Program Analyst, at ppourzanjani@cmस्पcounties.org or 916-649-2631, ext. 125.

Thank you,

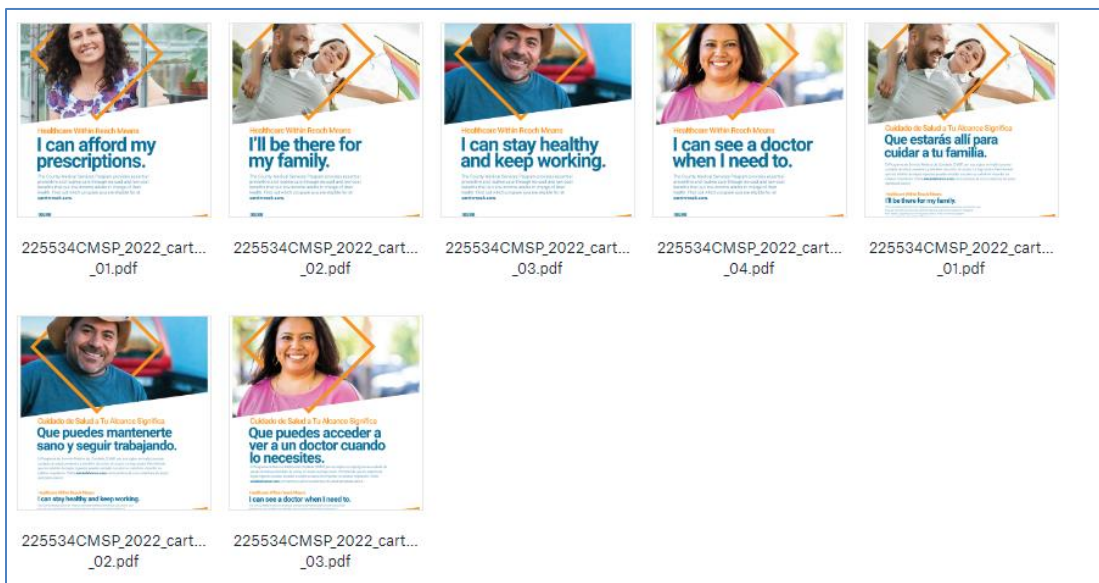
Kari Brownstein
Executive Director

To Access the Dropbox:









1. Click on the following link or copy and paste the URL into your browser:
<https://www.dropbox.com/sh/d8oe1c6qqazv1ub/AAA6mJyTj-gEeCBx9uLXI-uVa?dl=0&lst=>
2. Click on the “2022 Creative” folder and you’ll land on a page displaying file folders with the various marketing items.



3. The “OOH | Carteles” folder includes informational flyers in English or bilingual (English/Spanish).
 - a. Email Ready: A folder with compressed file sizes of the flyers for emailing or posting to your county’s social media account
 - b. Print Ready: A folder with high-resolution images to print as posters or flyers



4. Radio Ads in English and Spanish – Available to download

Name	Modified
 CMSP_CareForYou_EN_v01.mp3	7/21/2022 2:10 pm
 CMSP_CareForYou_ES_v01.mp3	7/21/2022 2:11 pm
 CMSP_FavoriteNiece_ES_v01.mp3	7/21/2022 2:11 pm
 CMSP_FeelBetter_ES_v01.mp3	7/21/2022 2:11 pm
 CMSP_KeepWorking_EN_v01.mp3	7/21/2022 2:10 pm
 CMSP_KeepWorking_ES_v01.mp3	7/21/2022 2:11 pm
 CMSP_Sacrifices_EN_v01.mp3	7/21/2022 2:10 pm
 CMSP_Sacrifices_ES_v01.mp3	7/21/2022 2:11 pm

5. English & Spanish Video Ads

Name	Modified
 Family Needs-CMSP-ENGLISH-08-10-22.mp4	8/16/2022 1:07 pm
 Family-Needs-CMSP-SPANISH-08-10-22.mp4	8/16/2022 1:08 pm
 Keep-Working-CMSP-ENGLISH-08-10-22.mp4	8/16/2022 1:07 pm
 Keep-Working-CMSP-SPANISH-08-10-22.mp4	8/16/2022 1:08 pm
 Sacrifices-CMSP-ENGLISH-08-10-22.mp4	8/16/2022 1:07 pm
 Sacrifices-CMSP-Spanish-08-10-22.mp4	8/16/2022 1:08 pm