With the end of the federal public health emergency, Medi-Cal has resumed its regular renewal process and will redetermine eligibility for its 15.8 million members over the next year. To help those who are no longer eligible for Medi-Cal avoid gaps in coverage, Covered California, in partnership with the Department of Health Care Services, has launched the Medi-Cal to Covered California enrollment program. This program started in June 2023 and aims to provide eligible Californians with a seamless transition from Medi-Cal to a health insurance plan offered by Covered California.

This toolkit contains information, resources, and tools that can be used to assist consumers as they transition from Medi-Cal to Covered California. We encourage you to use and share these resources. Please feel free to contact Covered California’s Communications team at Media@covered.ca.gov with any questions or for more information.

**Outreach Materials**

|  |  |  |
| --- | --- | --- |
| **Resource** | **Type** | **Description** |
| [**Social Media Toolkit**](https://hbex.coveredca.com/toolkit/district-office-partner/social-media/) | Suggested Copy and Graphics | Link to webpage with suggested copy and graphics that can be shared on social media platforms |
| [**Consumer Fact Sheet**](https://hbex.coveredca.com/toolkit/district-office-partner/Medi-Cal-to-Covered-California-Consumer-Fact-Sheet.pdf) | Fact Sheet | Detailed content for consumers explaining what to do if Medi-Cal coverage is ending. |
| **Consumer Flyer** | Flyer | A high-level overview of the Medi-Cal to Covered CA transition and next steps. flyer available: * [English](https://hbex.coveredca.com/toolkit/Fact-Sheet-Draft-3_6_7.pdf)
* [Spanish](https://hbex.coveredca.com/toolkit/Fact-Sheet-Spanish_20_46.pdf)
* [Chinese](https://hbex.coveredca.com/toolkit/Fact-Sheet-Chinese_30_4.pdf)

More languages will be made available. Please check back for updates. |
| [**Newsletter/Email Copy**](https://hbexstorage.blob.core.windows.net/toolkit/district-office-partner/PDFs/Medi-Cal-to-Covered-California-Sample-Newsletter-Burb.docx) | Suggested Copy  | Suggested newsletter copy encouraging consumers to take action.  |
| [**Medi-Cal to Covered California Enrollment Program Fact Sheet**](https://hbex.coveredca.com/toolkit/district-office-partner/PDFs/M2C_Fact_Sheet_Elected_Offices_Stakeholders_Final.pdf) | Fact Sheet | Fact sheet for elected officials and stakeholders providing background on the Medi-Cal to Covered California program  |
| [**Medi-Cal to Covered California Landing Page**](https://www.coveredca.com/keep-your-coverage/) | Website | Website landing page providing consumer information and timely action for keeping their coverage. |
| [**No Longer Qualify for Medi-Cal? Here’s How to Stay Covered**](https://www.coveredca.com/marketing-blog/what-to-do-if-you-no-longer-qualify-for-medi-cal/) | Website | Covered California article covering what consumers should do if Medi-Cal coverage is ending.  |
| **Step-by-Step Educational Video**English: [$0 Auto Plan Selected](https://www.youtube.com/watch?v=VJaqxHx17Jg&list=PLCFmr5cEGdHDLvoIBay43uqJ9ft6xSY6w&index=3)[>$0 Auto Plan Selected](https://www.youtube.com/watch?v=A6RjLZL9ZwM&list=PLCFmr5cEGdHDLvoIBay43uqJ9ft6xSY6w&index=4)Spanish: [$0 Auto Plan Selected](https://www.youtube.com/watch?v=zBe2LG1U1t8&list=PLCFmr5cEGdHCpADYYu5DC8V2LOkRBApDQ&index=3)[>$0 Auto Plan Selected](https://www.youtube.com/watch?v=ZFrPTTPz9Wg&list=PLCFmr5cEGdHCpADYYu5DC8V2LOkRBApDQ&index=4) | Video | Step-by-Step instructions showing consumers how to keep/change/cancel the Covered California health plan that was selected for them if their Medi-Cal coverage is ending. |
| **Medi-Cal Transition YouTube Videos**English: <https://youtu.be/3cgk-2bh_tk>Spanish: [https://youtu.be/wUdLSw91DoA](https://gcc02.safelinks.protection.outlook.com/?url=https%3A%2F%2Fyoutu.be%2FwUdLSw91DoA&data=05%7C01%7CKevin.Horan%40covered.ca.gov%7Cb231bde474314ad754c208db5ca09e05%7C466d2f7db1424b9c8cddeba5537a0f27%7C0%7C0%7C638205617484426828%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000%7C%7C%7C&sdata=GumF1pWA5UHb9P0N1LzG%2Bawnv22oXo%2FpQMyiAwmuq%2BU%3D&reserved=0)Cantonese: [https://youtu.be/QqNm0h458Po](https://gcc02.safelinks.protection.outlook.com/?url=https%3A%2F%2Fyoutu.be%2FQqNm0h458Po&data=05%7C01%7CKevin.Horan%40covered.ca.gov%7Cb231bde474314ad754c208db5ca09e05%7C466d2f7db1424b9c8cddeba5537a0f27%7C0%7C0%7C638205617484583044%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000%7C%7C%7C&sdata=8uLT2dz56nfZi5%2FpM2AIuXQ72lhiZl55mwv%2Fo5Qifro%3D&reserved=0)Mandarin: [https://youtu.be/pFE4GKTKZp8](https://gcc02.safelinks.protection.outlook.com/?url=https%3A%2F%2Fyoutu.be%2FpFE4GKTKZp8&data=05%7C01%7CKevin.Horan%40covered.ca.gov%7Cb231bde474314ad754c208db5ca09e05%7C466d2f7db1424b9c8cddeba5537a0f27%7C0%7C0%7C638205617484583044%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000%7C%7C%7C&sdata=jLmkXuTFAdPlKmd%2FRanSsUMbgUnvfKhph7HWUCH33HY%3D&reserved=0)Korean: [https://youtu.be/qDAMTBJxRNM](https://gcc02.safelinks.protection.outlook.com/?url=https%3A%2F%2Fyoutu.be%2FqDAMTBJxRNM&data=05%7C01%7CKevin.Horan%40covered.ca.gov%7Cb231bde474314ad754c208db5ca09e05%7C466d2f7db1424b9c8cddeba5537a0f27%7C0%7C0%7C638205617484583044%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000%7C%7C%7C&sdata=2F%2FqnZRg0dux8vGUJXaDqSl%2FgzCiGK6zJGGTQsSz0Pc%3D&reserved=0)Vietnamese: [https://youtu.be/il8jDy7e3RU](https://gcc02.safelinks.protection.outlook.com/?url=https%3A%2F%2Fyoutu.be%2Fil8jDy7e3RU&data=05%7C01%7CKevin.Horan%40covered.ca.gov%7Cb231bde474314ad754c208db5ca09e05%7C466d2f7db1424b9c8cddeba5537a0f27%7C0%7C0%7C638205617484583044%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000%7C%7C%7C&sdata=i7vvBOPZa7YcFMzXFWbE%2BdExMMidu7K0M5degKRh91c%3D&reserved=0) | Video | Short videos informing consumers who may be losing Medi-Cal know that they can get quality affordable health coverage through Covered California.  |
| [**District Office Toolkit**](https://hbex.coveredca.com/toolkit/district-office-partner/) | Website | A list of consumer, outreach, and casework information for elected offices  |