



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 External Affairs team at externalaffairs@covered.ca.gov with any questions or for more information.

Outreach Materials

Resource	Type	Description
Social Media Toolkit	Suggested Copy and Graphics	Link to webpage with suggested copy and graphics that can be shared on social media platforms
Consumer Fact Sheet	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: <ul style="list-style-type: none"> • English • Spanish • Chinese More languages will be made available. Please check back for updates.
Newsletter/Email Copy	Suggested Copy	Suggested newsletter copy encouraging consumers to take action.
Medi-Cal to Covered California Enrollment Program Fact Sheet	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	Website	Website landing page providing consumer information and timely action for keeping their coverage.

<p><u>No Longer Qualify for Medi-Cal? Here's How to Stay Covered</u></p>	<p>Website</p>	<p>Covered California article covering what consumers should do if Medi-Cal coverage is ending.</p>
<p>Step-by-Step Educational Video</p> <p>English: \$0 Auto Plan Selected >\$0 Auto Plan Selected</p> <p>Spanish: \$0 Auto Plan Selected >\$0 Auto Plan Selected</p>	<p>Video</p>	<p>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.</p>
<p>Medi-Cal Transition YouTube Videos</p> <p>English: https://youtu.be/3cgk-2bh tk</p> <p>Spanish: https://youtu.be/wUdLSw91DoA</p> <p>Cantonese: https://youtu.be/QqNm0h458Po</p> <p>Mandarin: https://youtu.be/pFE4GKTKZp8</p> <p>Korean: https://youtu.be/qDAMTBjXRNM</p> <p>Vietnamese: https://youtu.be/il8jDy7e3RU</p>	<p>Video</p>	<p>Short videos informing consumers who may be losing Medi-Cal know that they can get quality affordable health coverage through Covered California.</p>
<p><u>District Office Toolkit</u></p>	<p>Website</p>	<p>A list of consumer, outreach, and casework information for elected offices</p>