



How to use this toolkit

Thank you for your willingness to share information with your community about Enhanced Care Management (ECM), a free extra benefit available through Medi-Cal health care plans for those who have more complex care needs. Your strong connection to the community means you're likely to engage with individuals who may be eligible for ECM, and we want to be sure you are equipped with the right information.

In this toolkit



If you have any questions, please reach out to Kaitlyn at Info@YourHealthYourCare.org.



The ZIP folder downloaded on [the website](#) contains materials tailored to two groups:

- **Youth in foster care** (current and former, up to age 26)
- **People who are pregnant or were pregnant in the last 12 months** and belong to a statewide population of focus (Black, American Indian and Alaska Native, and/or Pacific Islander)

For each group, you will find:

1. **An informational flyer for staff:** These are meant to help staff who interact with community members understand ECM so they can answer questions.
2. **External flyers:** These are designed to share with community members, such as printouts for in-person conversations or attachments in newsletters. *Available in English and Spanish.*
3. **Social media assets:** These ready-to-use image files can easily be posted on your organization's social media accounts or in e-newsletters. Please tag @YourHealthYourCare when using social media assets on [Facebook](#), [Instagram](#), [TikTok](#), or [YouTube](#). *Available in English and Spanish.*
4. **Suggested social media suggested captions:** This zip file contains a document with captions corresponding to each social media asset. Feel free to adapt these captions to best fit your organization's voice and community. Since ECM services are nuanced, it is important to include all of the information. *Available in English and Spanish.*

Additional resources & information

We recognize that Enhanced Care Management and other Medi-Cal health insurance benefits and services may be a new topic for many, and we want to ensure that you are equipped with the proper information. Please refer to the informational flyers for staff for a simplified overview of ECM. The California Department of Health Care Services has [additional information](#) to learn more about ECM and answer any complex questions.

Lastly, there may be very specific questions that come up on social media through comments or direct messages, email, or conversation. **We encourage you to help your community members reach out to their Medi-Cal health insurance plan to see if they are eligible for Enhanced Care Management.** These services can be nuanced, and their Medi-Cal health insurance plan will have the most information. You can also direct people to [YourHealthYourCare.org](#) to find their plan's ECM webpage and to get answers to common questions.

We do not expect you to be the experts in these services. However, you are a safe place for individuals to get help, such as assistance calling their Medi-Cal health insurance plan (via the number on the back of their insurance card) and getting access to resources they may not have (e.g., help using the phone, finding a number online, etc.)

We are so appreciative of your time and this opportunity to collaborate with you.