Campaign Backgrounder

Smile, California is the Medi-Cal Dental Program promotional campaign, created to educate over 14 million members about their covered dental services, how to access care and the important relationship between their oral health and their overall health. The campaign also aims to increase provider enrollment in the program.

CAMPAIGN OBJECTIVE

Smile, California is part of an integrated member and provider outreach plan developed by the Department of Health Care Services. The campaign helps meet the following objectives:

Increase the number of annual dental visits by all members

Increase the number of children ages six to nine receiving molar sealants

Increase the number of dentists who accept Medi-Cal and accept new Medi-Cal patients

KEY RESOURCES

SmileCalifornia.org: Learn helpful information about the Medi-Cal Dental Program, its covered services and utilize the "Find a Dentist" feature to locate a Medi-Cal dental provider.

Member and Partner Materials: View and download educational and promotional resources for members of all ages including brochures, flyers, videos, social media images and captions and more on **SmileCalifornia.org**.

Smile Alerts: Stay up to date on Smile, California campaign updates and new resources through the monthly e-mail newsletters. Sign up at **SmileCalifornia.org**.

Social Media: Stay connected on social media by following us on Facebook (**@SmileCalifornia**), Instagram (**@SmileOnCalifornia**), and YouTube (**@SmileCalifornia**) to enjoy bite-sized educational content related to oral health and the Medi-Cal Dental Program.

KEY CAMPAIGN MESSAGES

Medi-Cal Dental covers a wide array of dental services for free or at a low cost. These include exams, X-rays, and preventive care such as cleanings, fluoride treatment, molar sealants, and more.

Medi-Cal Has Dental Covered
As a Medi-Cal member, your dental benefit includes routine, preventive and restorative care for free or at a low-cost.

Don't Wait Until it Hurts to See the Dentist
Routine dental exams gives your dentist a chance to learn about your overall health and catch potential problems before they start.

First Tooth, First Birthday, First Visit
Schedule your child's first dental visit as soon as their first tooth comes in or by their first birthday, whichever comes first.

Seal Today to Prevent Decay
Sealants are protective coatings put on back teeth to help prevent cavities and keep them healthy. Sealants are part of your child's Medi-Cal dental benefit and can protect their back teeth for several years.

Healthy Children Are Ready to Learn!
Poor oral health can affect a child's attendance, grades and overall performance in school. Seeing a dentist every six months is the best way to ensure a child remains pain-free and able to focus in school.

A Healthy Smile Never Gets Old
As we age we are more prone to developing oral health problems. Practicing good oral health habits, like visiting the dentist regularly can help keep you and your smile healthy for years.

For more information about the Medi-Cal Dental Program visit **SmileCalifornia.org** or e-mail **hello@smilecalifornia.org**.

Medi-Cal Dental