

Campaign Backgrounder

Smile, California is the Medi-Cal Dental Program's campaign to help more than 12.8 million members increase utilization of their dental benefit and increase provider participation in the program.

CAMPAIGN OBJECTIVES

Smile, California is part of an integrated member and provider outreach plan developed by the Department of Health Care Services and Delta Dental, Medi-Cal Dental's administrative services organization, to improve overall performance of the program. The campaign will help to meet the plan's annual objectives, including:

- Increase the number of annual dental visits by members of all ages
- Increase the number of children ages 6 to 9 receiving molar sealants
- Increase the number of dentists who accept Medi-Cal and accept new Medi-Cal patients

CAMPAIGN KEY MESSAGES

- **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.
- **Everyone deserves a healthy smile.** We want to remove any mystery around dental coverage so you can take full advantage of the services available to you.
- **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.** Molar sealants are part of your child's Medi-Cal dental benefit and can protect your child's back teeth for several years.
- **It's time to smile!** Regular dental visits keep your gums and teeth strong and give your dentist a chance to learn about your overall health.

CAMPAIGN ACTIVITIES

Through *Smile, California*, members can learn about free and low-cost dental services and how to find a dentist in the network of more than 10,000 Medi-Cal dental providers.

The new campaign website and materials deliver the facts on the Medi-Cal dental benefit and connect members to care through the provider database. Social media, direct mail and community events help members learn about oral health needs at every age and promote the importance of routine dental appointments for a healthy mouth.

To meet the increasing demand for dental services, the campaign is expanding the Medi-Cal dental provider network and pursuing alternatives like mobile care and teledentistry to bring care to more communities in California.

KEY CAMPAIGN RESOURCES



SmileCalifornia.org: Learn about the Medi-Cal dental benefit, review covered services and find a dentist on this new, user-friendly resource.



Member Materials: Download new member materials on SmileCalifornia.org, including the Medi-Cal Dental Program brochure, all-member flyer, videos and much more.



Smile Alerts: Stay up-to-date on *Smile, California* activities and learn about new materials through these promotional emails. Sign up at SmileCalifornia.org.



Event-In-A-Box: Host a *Smile, California* event at your office, clinic or in your community with these boxes filled with promotional materials. Order at SmileCalifornia.org.