STATE OF CALIFORNIA—HEALTH AND WELFARE AGENCY

DEPARTMENT OF SOCIAL SERVICES
744 P Street, Sacramento, CA 95814

May 22, 1996

ALL-COUNTY LETTER NO. 96-26

TO: ALL COUNTY WELFARE DIRECTORS

REASON FOR THIS TRANSMITTAL

( ) State Law Change
( ) Federal Law Change
( ) Court Order or Settlement Agreement
( ) Clarification Requested by One or More Counties
(X) Initiated by CDSS

SUBJECT: AFDC FAMILY PLANNING INFORMATION CAMPAIGN MATERIALS

REFERENCE: TEEN PREGNANCY PREVENTION INITIATIVE

The purpose of this letter is to provide you with information about the Family Planning Information materials that are currently being distributed to counties.

As part of Governor Wilson's Teen Pregnancy Prevention Initiative, the California Department of Social Services (CDSS) is implementing an Aid to Families with Dependent Children (AFDC) Family Planning Information Campaign to increase the awareness of AFDC recipients about the availability of free local Family Planning Services and to increase the number of recipients that access services.

A recent field study revealed that the method of delivering information about family planning services to AFDC recipients varies widely from county to county. In order to provide consistent information on family planning, the CDSS, in collaboration with the Family Planning Advisory Committee and the Department of Health Services, has developed materials to aid in the delivery of family planning information to AFDC recipients.

Informing Materials

An introductory supply of the following materials is currently being sent to you:

- **The Family Planning Services Brochure - "Are you interested in Free Family Planning Services?"** This simple, straightforward brochure outlines what free family planning services are available, how the services can be accessed, and includes a toll-free phone number which directs callers to family planning providers nearest them. The brochure is to be offered by eligibility workers to all AFDC clients during the eligibility interview process. The brochure can also be included in intake packets and made available to AFDC clients by other County Social Services programs.

- **The Family Planning Services Video** is a five minute informational training video which provides useful suggestions to aid county eligibility workers and other staff in the use of the brochure.

- **The AFDC Family Planning Information Campaign Introduction Letter** explains the brochure, suggests methods of use and provides additional general information about the campaign. The letter can be used as a guideline for suggested brochure usage for counties that do not have access to video equipment for tape viewing. A copy of the introduction letter is attached to this All-County Letter.

Additional supplies of the brochure will be available soon. You will receive a supplemental shipment as soon as they are ready. A Spanish version of the brochure is being developed and will be distributed when available. Additional video tapes are available upon request.

If you have any questions, suggestions, comments or would like to order additional supplies of these materials, please contact Bev Young at (916) 654-1806 or Cindy Stone at (916) 653-5961 of the AFDC Policy Implementation Bureau.

Sincerely,

Bruce Wagstaff

BRUCE WAGSTAFF
Deputy Director
Welfare Programs Division

Attachment

CDSS
CALIFORNIA DEPARTMENT OF SOCIAL SERVICES

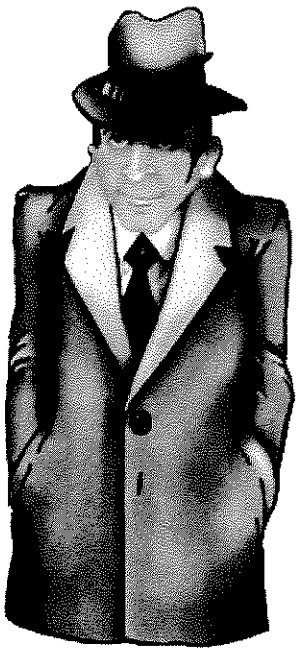
Introducing the AFDC Family Planning Information Campaign

AFDC Program Branch • 744 P Street • Mail Station 16-54 • Sacramento, CA • 95814 • May 1996

May 1996 marks the beginning of a statewide Aid to Families with Dependent Children (AFDC) Information Campaign developed to ensure that AFDC recipients have awareness of, and access to, locally available family planning services. This campaign is just one component of Governor Wilson's Teen Pregnancy Prevention Initiative for California.

Enclosed are two new communication tools designed to provide eligibility workers (EWs) and AFDC recipients consistent family planning services information statewide. These new tools include a short informational video for EWs and a new brochure for AFDC recipients. The following pages provide a description of these tools and tips on how they may be integrated into current work processes with AFDC clients.

The Video



Johnny Question

The "Are You Interested in Free Family Planning Services?" video is designed as an informational tool for eligibility workers. This video departs from traditional State informational videos in that it uses an animated character—Johnny Question, private eye—as the video's spokesperson. The use of animation was chosen for two primary reasons: first, today communication messages must compete with images on television and advertising; and secondly, an attention getting character was needed to communicate key family planning information. This short, animated video introduces EWs to the new AFDC brochure and informs EWs about:

- The importance of spending a moment to highlight the availability of free and confidential family planning services while working with AFDC recipients
- The free and confidential family planning services
- The availability of the California Department of Health Services 800 telephone number that AFDC recipients may call 24 hours a day, seven days a week to locate the family planning services provider nearest them
- A variety of ways to quickly and easily integrate the new brochure into existing work with AFDC recipients

The Brochure

The "Are You Interested in Free Family Planning Services?" brochure is aimed at AFDC recipients and provides consistent family planning services information across the state. This brochure informs AFDC clients about:

- Free and confidential family planning services such as birth control and cancer exams
- How these services may be accessed through local health care providers
- A toll-free number AFDC clients may call 24 hours a day, seven days a week to locate the family planning services provider nearest them

Space is allocated on the back panel of the brochure for county stamps identifying the local Social Services Office for AFDC recipients.

A Spanish language version of the "Are You Interested in Free Family Planning Services?" brochure will be available soon.

Using the Brochure

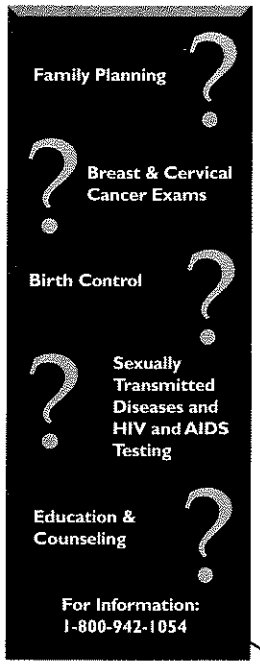
The "Are You Interested in Free Family Planning Services?" brochure is designed as a simple, straight-forward tool that can be distributed to AFDC recipients in a variety of ways. Some distribution possibilities include:

- EWs offering the brochure to AFDC recipients during the intake and redetermination interview processes
- Placing the brochure inside intake interview packets
- Displaying the brochure in Social Services Office lobbies, pamphlet holders, or places where other Social Services Department materials are available to clients
- The general language of the brochure makes it adaptable to other programs such as Cal-Learn, GAIN, Managed Care, Refugee Assistance, AFLP, Foster Care, and WIC

What You'll Find Inside the Brochure

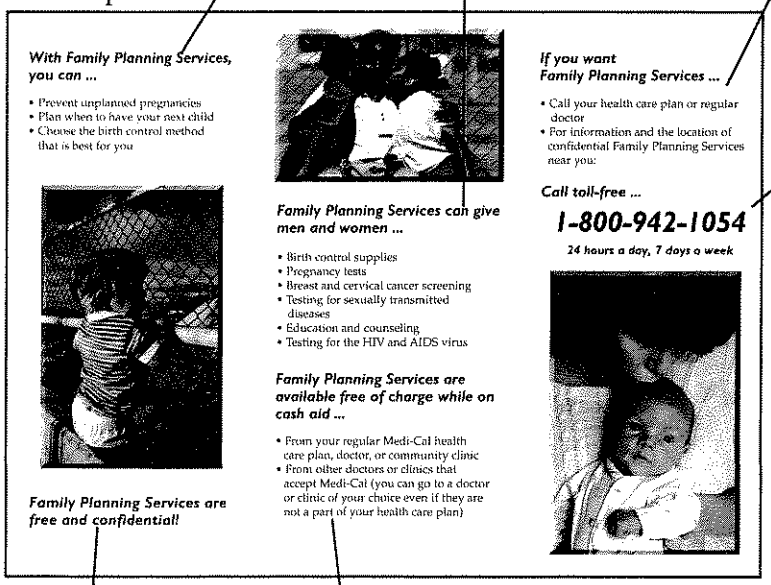
The brochure provides a variety of key information to AFDC recipients. Outlined below are details of this information:

1. The brochure outlines what can be achieved with family planning services
2. The services are available to both men and women who are AFDC recipients. These services are clearly outlined on the inside panel and main body of the brochure
3. The brochure outlines how AFDC recipients can get access to family planning services
4. The 800 number is prominently displayed to direct clients to the family planning services provider nearest them. This number is available 24 hours a day, seven days a week
5. The brochure qualifies who is eligible to receive the services and where the services may come from
6. All services are free and confidential for AFDC recipients



Inside Panel

Inside Spread



How the Toll-free Number Works

The toll-free number, listed in the brochure and video, helps AFDC recipients locate the family planning services provider nearest them. Here's how the toll-free number works:

- Callers dial 1-800-942-1054 to connect to the automated phone referral service
- Callers are given the option of hearing the information in English or Spanish
- Callers are asked to enter their area code and first three digits of their telephone number to locate the family planning services provider nearest them
- The automated system gives callers the name, address and telephone number of clinics providing confidential family planning services in their area
- Callers may hear the listing of clinics more than once to ensure they have time to write down the information

Call toll-free. . .

1-800-942-1054

24 hours a day, 7 days a week

Additional Materials

Some additional supporting materials for the AFDC Information Campaign may be developed. These materials include:

- AFDC family planning services posters for county offices
- A short video loop with Johnny Question introducing AFDC recipients to the new brochure and family planning services

For More Information

If you would like more information about the AFDC Family Planning Information Campaign please contact:

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AFDC Policy Implementation Bureau
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