Marketing and Beneficiary Engagement (MBE) Unit

Strategic and Network Development Branch
Substance Abuse Prevention and Control
KEY FOCUS AREAS

- Network Adequacy
- Marketing & Promotion
- Access to & Understanding of SUD Treatment Benefits
- Community Outreach & Engagement
- Patient Information
KEY FOCUS AREAS

Choice Quality Recovery

- NETWORK ADEQUACY

- COMMUNITY OUTREACH & ENGAGEMENT

- ACCESS TO & UNDERSTANDING OF SUD TREATMENT BENEFITS

- PATIENT INFORMATION

Marketing & Promotion

Brand & Positioning

Culture Language Access
Branding

1. Front facing materials for our **providers & members**
2. Marketing materials for the **general public**
3. Marketing materials for **health care partners** (including potential providers and other stakeholders)
We currently have....Front-Facing Materials
Our new “look and feel”

Base Color = DPH Deep Blue
Secondary Color = Lime Green
Complimentary “POP” Color = Orange
Neutral Color = Beige
Are Alcohol or Drugs Getting in the Way?
Recovery is Possible

SUBSTANCE ABUSE SERVICE HELPLINE
1.844.804.7500
Are you one of the 20 million who struggle with alcohol or drug addiction and need Substance Use Disorder treatment?²
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Does This Happen to You?
- Do you feel your alcohol or drug use is holding you back or negatively affecting your relationships, work, school, or home life?
- Are you using more alcohol or drugs than you want to, or is it difficult to keep down or control your substance use?
- Have you been told that you should stop drinking or doing drugs, or that you should do it less often?
- Do you feel physically sick or unwell when you stop using alcohol or drugs?

If you checked any of the boxes above, we can help!

What Happens When I Call?
- We have a team available 24 hours a day, 7 days a week to answer your call.
- We will ask you questions about your alcohol and/or drug use, to help you decide if you need treatment.
- We will help you learn your options and find a provider that meets your specific needs.

Am I Eligible?
- Youth and adults can access no-cost* substance use treatment services at any provider in the network if you meet the following criteria:
  - You are a resident of Los Angeles County.
  - You are eligible for Medi-Cal®, My Health LA or other select County-funded programs.

What Services Are Available?
- Outpatient Treatment
- Intensive Outpatient Treatment
- Case Management
- Medications for Addiction Treatment
- Withdrawal Management (Detox)
- Residential Treatment
- Recovery Support Services
- Recovery Bridge Housing

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CALL ANYTIME TOLL-FREE!
¿Cómo obtener ayuda?
- Llame sin cargo a 1(844) 804-7500
  Línea de Ayuda de Sentido de Abuso de Substancias 24/7.
- Vaya al Directorio de Proveedores en línea sapccs.pluclounty.gov/slapct/

¿Cuáles son mis derechos?
Si cree que ciática, pero han sido rechazado, se le an
negado servicios, o la cobertura algún contrato, por favor llame al
Consulado de Los Angeles Preventión y Control del Abuso de
Substancias (SAPCC, (1620) 299-4752 para archivar una queja.
Para obtener más información sobre sus derechos, vaya a
http://publichealth.pluclounty.gov/sapcc/PatientPublic.htm

ATTENTION: Your website may not be accessible to all users. We are committed to providing equal access to all users, including those with disabilities. If you need assistance, please contact us at (1844) 804-7500.

Esperamos que este folleto sea accesible a todas las personas. Si necesita ayuda, puede contactarnos al (1844) 804-7500.
The patient brochure...alternate spreads

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**What is Substance Use Disorder (SUD)?**

Substance Use Disorder, also known as addiction, is a brain disease that happens when regular use of alcohol or drugs causes harmful and self-destructive behavior; which can be treated successfully.¹

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Are you one of the **20 million** who struggle with alcohol or drug addiction and need Substance Use Disorder treatment?²

**Call US Today! 1.844.804.7500**

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We are working on...

Patient Brochure

Recruitment/Referral Brochure

Public Event Flyer

Rights and Responsibilities Poster

Retractable Banner
Where we are headed to...Consistency
Thank you
...there is more to come from...
(MBE)