



# California Immigrant Welfare Collaborative

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## Outreach Kit – Reaching California Immigrant Families with Uninsured Children

California children in immigrant families are more likely to be uninsured, to be in poor health and to lack a usual source of medical care than their peers with U.S.–born parents. Many of these children (including two-thirds of U.S.–born children with at least one undocumented parent) are eligible for Medi-Cal or Healthy Families, but are not enrolled.

This project used focus groups to hear directly from immigrant parents of eligible, uninsured children about their perceptions and experiences of Medi-Cal and Healthy Families. Information from the focus groups was used to develop outreach materials that targeted family members' specific concerns about enrolling their children. These materials were developed for use by community organizations, clinics, outreach workers, promotoras and others concerned about immigrant communities' access to health care. Please help us get this information to immigrant families in your community!

An initial series of focus groups was conducted in Korean (L.A., Orange County), Vietnamese (Orange County) and Spanish (L.A., San Jose, Fresno) in October, 2002. Draft materials were developed based on the groups' discussions and revised after review by a second series of focus groups conducted in Los Angeles in January, 2003. Participants were recruited at random and each group was conducted, in language, by a professional focus group facilitator.

Notable differences emerged across each of the three participating language groups. The materials included in the kit were designed to address each group's questions and preferences. For example, Spanish-speaking participants had more immigration-related concerns than participants in other groups, and were most likely to have had prior experience with the Medi-Cal program. Korean-speaking participants were more likely to have concerns about making too much money to qualify, and were least likely to have heard of Healthy Families. Vietnamese-speaking participants identified language barriers to learning about programs more often than the other groups. Each group had its own preferences with respect to the visual presentation of the information. Specific materials were developed or adapted for each language group as follows:

**Spanish:** rights card, flyer with oval picture

**Korean:** tri-fold brochure, newspaper ad

**Vietnamese:** flyer with square picture, tri-fold brochure

We recommend use of each piece with the targeted language group, however, we have included all materials in English and the three target languages.

Groups also expressed different preferences regarding where they would like to receive the materials:

**Spanish:** at grocery stores, bakeries and pharmacies, on buses, at medical clinics, schools, libraries, through the internet, direct mail

**Korean:** newspapers, churches, pharmacies/drugstores, markets

**Vietnamese:** schools, restaurants, supermarkets, post offices, direct mail

These preferences are inherently local, and may vary in different parts of the state. All groups also expressed an interest in receiving information through television and radio programs in their languages.

Camera-ready materials are included in this packet. Additional copies can be downloaded from the web at [www.nilc.org/ciwc](http://www.nilc.org/ciwc). All materials were designed to be printed on 8 1/2 x 11 inch paper with standard computer printers. The brochures and flyers include a space for local community organizations to attach their contact information.

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