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# ECAC Meeting Presentations

October 12, 2022



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SINCE 1997



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# Child and Adolescent Health: Automated Calls and Social Media



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# Child and Adolescent Health Interventions

- **Who am I?**

- Laura Camberos Gunn
- Quality Improvement Department, Clinical Initiatives Team
- Child and Adolescent Health Lead

- **What do I do as the Child and Adolescent Health Lead?**

- Encourage parents/guardians of our youngest members to get checkups, vaccines, and other important health services needed for good health.

- **How do I do this?**

- Automated calls
- Social media campaigns
- Mailers
- Text messages
- Working with community partners
- **Listening to L.A. Care members**



# Today's agenda

- Share two interventions - automated calls and social media campaigns:
  - Automated call scripts for 2022 calls.
  - Social media posts for 2022 campaign.
- Share how 2022 interventions compare to 2021.
- Ideas for 2023 calls and social media.
- **Feedback from you on both 2022 interventions!**



# Automated Calls

- Calls to guardians/parents of children ages 0-17. Calls to member ages 18-21.
- Calls serve as a well care visit reminder. They also mention vaccines and other screenings done during a visit.
- Three separate scripts:
  - Ages 0-30 months.
  - Ages 3-17 years old.
  - Ages 18-21 years old.
- For the 2022 calls, the Initiatives team added:
  - Other services done during well care visits.
  - Updated COVID-19 vaccine information.
  - A greeting to the introduction.
- Already incorporated some member feedback: Introduction, defining a word.
- Main 2023 idea: Two sets of calls instead of one.





# 0-30 months: Call Script

- **Script:**

Hello from L.A. Care Health Plan! Here is an important message about your child's health.

Infants and toddlers need regular checkups during the first two years of life. These checkups keep your child's growth on track through recommended services, such as a blood lead test and developmental screenings. Developmental screenings take a closer look at how your child speaks, learns, moves, and also interacts with others. Remember to keep your child up-to-date on vaccines. This includes the COVID-19 vaccine, if your child is 6 months or older.

Call the doctor's phone number on the front of your child's health plan card to catch up on missing vaccines and well visits. For additional information about well care exams, please visit the Getting Care page at the LA Care Website at:

[www.lacare.org/members](http://www.lacare.org/members).

If you no longer wish to receive automated calls from L.A. Care, please press #9.



# 3-17 year old: Call Script

- **Script:**

Hello from L.A. Care Health Plan! Here is an important message about your child's health.

All children need to see their doctor at least once a year for a check-up. Checkups keep your child's growth on track through recommended services, such as a blood lead test for children under the age of 6 and developmental screenings. Developmental screenings take a closer look at how your child speaks, learns, moves, and also interacts with others.

Call the doctor's phone number on the front of your child's health plan card to schedule a checkup today. Remember to keep your child up to-to-date on vaccines, including the COVID-19 vaccine.

For additional information about well care exams, please visit the Getting Care page at the LA Care Website at: [www.lacare.org/members](http://www.lacare.org/members).

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# 18-21 year old: Call Script

- **Script:**

This is an important message about your health from L.A. Care Health Plan.

All young adults need to see their doctor at least once a year for a check-up. Checkups are confidential and monitor your well-being through recommended screenings. Remember to stay up-to-date on vaccines, including the COVID-19 vaccine.

Call the doctor's phone number on the front of your health plan card to schedule a checkup today. For additional information about well care exams, please visit the Getting Care page at the LA Care Website at: [www.lacare.org/members](http://www.lacare.org/members).

If you no longer wish to receive automated calls from L.A. Care, please press #9.





# Feedback: Call Scripts

- What did you like? What didn't you like?
- What would you change?
- How often do you think these calls should go out?
- Do you have any other ideas or suggestions for these calls?



# Social Media

- The 2022 campaign tied with the *Get Back to Care LA* campaign.
  - Goal is to encourage parents to take their child in for well care visits. Also, to encourage vaccines and other screenings during those visits.
- This year's campaign launched in August:
  - Six posts.
  - In English and Spanish.
  - Included web links, images, and hashtags.
  - Included an HPV reel (short video). English "actor" was from the American Cancer Society and Spanish "actor" was from the L.A. Care Health Promoter Program.
- For the 2022 posts, the Initiatives team added:
  - More posts.
  - Attention to specific screenings.
- **Main 2023 idea:** Launch with the adult *Get Back to Care LA* Campaign in June.



# Social Media: Post 1 and 2

1) Children under two need more well care visits to check for physical and developmental milestones. To learn more about these milestones, go to: <https://www.cdc.gov/ncbddd/actearly/milestones/index.html> **#BacktoCareLA**



2) Stay on time with vaccines! On time vaccines during checkups are the best way to keep your child safe and healthy. Check if your child is on track with this guide: <https://www.lacare.org/members/getting-care/routine-exams> **#BacktoCareLA**



# Social Media: Post 3 and 4

- 3) Lead can cause serious sickness in children. Lead can be found where?  
A) Paint B) Toys C) Soil D) Pottery  
E) All of the above

Answer- E) All of the above. Swallowing or breathing lead can cause lead poisoning or too much lead in the body. Lead poisoning can cause health problems in children. A blood lead screening can detect high levels of lead in the body. This screening is recommended for children 2 and under. Ask your child's doctor if they are due for a blood lead screening. For more information about how lead affects health, visit:  
<http://publichealth.lacounty.gov/lead/index.htm> **#BacktoCareLA**

- 4) True or False: Healthy teenagers don't need a checkup each year.

FALSE—All teens, including healthy ones, need a checkup with the doctor each year. Checkups are the time to catch up on vaccines and health screenings. Concerned about your teen's eating and sleeping habits and how they handle stress? Bring up your concerns to the doctor during your teen's checkup.

<https://www.lacare.org/members/getting-care/routine-exams> **#BacktoCareLA**



## Social Media: Post 5 and 6

**5) HPV Reel- no image.** Great advice from (name of parent actor) on how to help prevent cancer by getting your children vaccinated against HPV. Find out more about how HPV Vaccination is cancer prevention, at: [www.cancer.org/hpv](https://www.cancer.org/hpv) [link to: <https://www.cancer.org/healthy/hpv-vaccine.html>] **#HPVCancerFree**  
**#BacktoCareLA**

6) A healthy kid also means healthy teeth and gums. For tips on how to take care of your child's teeth, visit:

<https://smilecalifornia.org/care-for-your-smile/> **#BacktoCareLA**



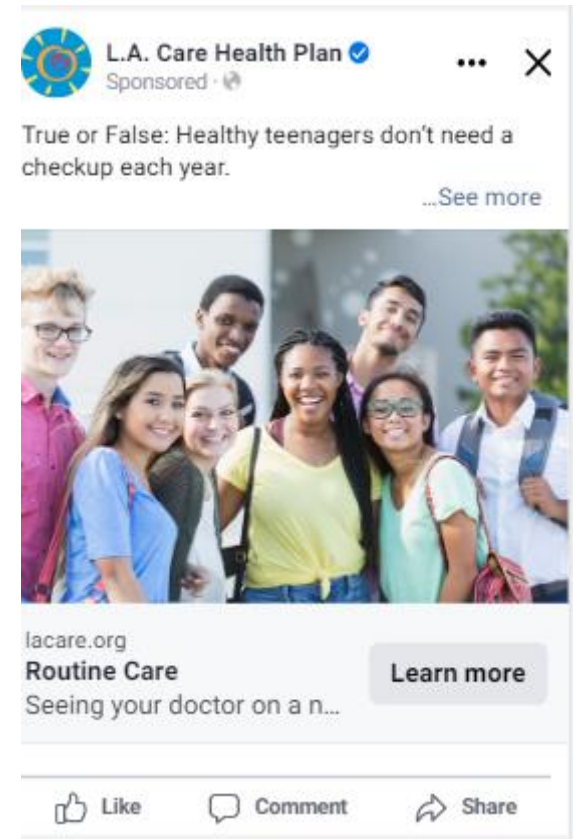
# Social Media: Screenshots




\* Spanish HPV reel presented by an L.A. Care Health Promoter



# Social Media: Screenshots



# Social Media: Screenshots

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Stay on time with vaccines! On time vaccines during checkups are the best way to keep your child safe and healthy. Check if your child is on track with this guide in the link below!

#BacktoCareLA




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Seeing your doctor on a normal ...

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A healthy kid also means healthy teeth and gums. For tips on how to take care of your child's teeth, visit: [...See more](#)



smilecalifornia.org  
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 Like  Comment  Share



# Feedback: Social Media

- What did you like? What didn't you like?
- What would you change?
- How often do you think these social media campaigns should go out?
- Do you have any other ideas or suggestions for these posts?





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**Thank you!! 😊**

***Last comments?***



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