



Marketing and Beneficiary Engagement (MBE) Unit

Strategic and Network Development Branch
Substance Abuse Prevention and Control





KEY FOCUS AREAS

Choice Quality Recovery

NETWORK
ADEQUACY

MARKETING &
PROMOTION

ACCESS TO &
UNDERSTANDING
OF
SUD TREATMENT
BENEFITS

**COMMUNITY
OUTREACH &
ENGAGEMENT**

PATIENT
INFORMATION

Culture Language Access



KEY FOCUS AREAS

Choice Quality Recovery

NETWORK
ADEQUACY

ACCESS TO &
UNDERSTANDING
OF
SUD TREATMENT
BENEFITS

MARKETING &
PROMOTION
Brand & Positioning

COMMUNITY
OUTREACH &
ENGAGEMENT

PATIENT
INFORMATION

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



*SUBSTANCE USE DISORDER
TREATMENT SERVICES*
PROVIDER MANUAL

March 2018
Version 3.0

**Los Angeles County
Department of Public Health**
Substance Abuse Prevention and Control



*SUBSTANCE USE
TREATMENT SERVICES*
PATIENT HANDBOOK

DECEMBER 2017
Version 2.0


**Los Angeles County
Department of Public Health**
Substance Abuse Prevention and Control



Our new "look and feel"

What is Substance Use Disorder?

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, and it can be treated.



How to Get Help?

- Call us toll-free at 1(844) 804-7500. Substance Abuse Service Helpline 24/7.
- Go to the Online Provider Directory sapccis.ph.lacounty.gov/sbat/

What are My Rights?


If you think you qualify, but have been turned away, denied services, or charged any fees, please call the County of Los Angeles Substance Abuse Prevention and Control (SAPC) at 1(626) 299-4532 to file a complaint. To learn more about your rights go to <http://publichealth.lacounty.gov/sapc/PatientPublic.htm>

Auxiliary aids and services, including but not limited to large print documents and alternative formats, are available to you free of charge upon request.

ATTENTION: If you speak another language, language assistance services, free of charge, are available to you. SAPC complies with applicable Federal and State civil rights laws and does not discriminate on the basis of race, color, national origin, age, disability, or sex, or in any manner on the basis of sexual orientation. Call 1(844) 804-7500 (TTY: California Relay 711).


¡Atención! Si habla español, tiene a su disposición los servicios gratuitos de asistencia lingüística. Llame al 1(844) 804-7500 (TTY: California Relay 711). SAPC cumple con las leyes federales y estatales de derechos civiles aplicables y no discrimina por motivos de raza, color, nacionalidad, edad, discapacidad o sexo ni de ninguna manera sobre la base de la orientación sexual.

注意：如果您说另一种语言，我们将免费提供语言协助服务。我们遵守适用的联邦和州公民权利法，并不因种族、肤色、国籍、年龄、残疾或性别，或以任何方式基于性取向而歧视。请拨打 1(844) 804-7500 (TTY: 加州中继 711)。SAPC 遵守适用的联邦和州公民权利法，并不因种族、肤色、国籍、年龄、残疾或性别，或以任何方式基于性取向而歧视。



Are Alcohol or Drugs Getting in the Way?

Recovery is Possible



SUBSTANCE ABUSE SERVICE HELPLINE

24/7 **1.844.804.7500**

County of Los Angeles
Department of Public Health
Substance Abuse Prevention and Control

¿Eres uno de los 20 millones que luchan con la adicción al alcohol o las drogas y necesitas tratamiento de Abuso de Sustancias?

¿Se siente físicamente mal o indispuesto cuando deja de usar sustancias?
Si marcó alguno de los cuadros de arriba, nosotros podemos ayudarte!

¿Qué Sucede Cuando Llamo?

- Tenemos un equipo disponible las 24 horas del día, los 7 días de la semana para responder a su llamada.
- Le haremos preguntas sobre su consumo de alcohol y/o drogas, para ayudarle a decidir si necesita tratamiento.*
- Le ayudaremos a conocer sus opciones y a encontrar un proveedor que satisfaga sus necesidades específicas.*


¿Soy elegible?

Jóvenes y adultos pueden obtener servicios para el uso de sustancias **sin costo** alguno dentro de la red si cumple con uno de los siguientes requisitos:

- Usted es residente del condado de Los Angeles; y
- Califica para Medi-Cal, My Health LA, o otros programas financiados por el condado.

¿Qué servicios están disponibles?*

- Tratamiento Ambulatorio
- Manejo de Casos
- Manejo de Abstinencia (Desintoxicación)
- Servicios de Apoyo para Recuperación
- Tratamiento Ambulatorio Intensivo
- Medicamentos para Tratamiento de Adicción
- Tratamiento Residencial
- Vivienda en Conexión a una Recuperación





Base Color = DPH Deep Blue



Secondary Color = Lime Green



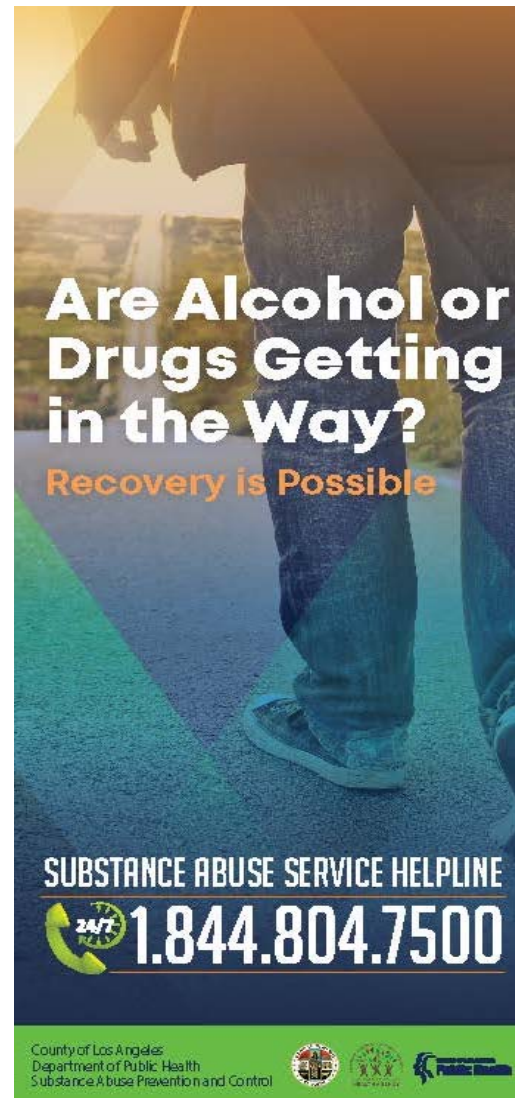
Complimentary "POP" Color = Orange



Neutral Color = Beige



The patient brochure...cover concept





The patient brochure...opening spread

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

¿Que es Abuso de Sustancias?

Abuso de Sustancias, también conocido como adicción, es una enfermedad cerebral que ocurre cuando el uso regular de alcohol o drogas causa un comportamiento dañino y autodestructivo, **y puede ser tratado.**



² <https://www.samhsa.gov/data/sites/default/files/NSDUH-FRR1-2016/NSDUH-FRR1-2016.pdf>



The patient brochure...inside panel

Are you one of the
20 million
who struggle with alcohol
or drug addiction
and need Substance Use
Disorder treatment?¹

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 cut down or control your substance use?
- Have you been told that you should stop drinking or doing drugs, or that you should do them 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!

SUBSTANCE ABUSE SERVICE HELPLINE

 **1.844.804.7500**

CALL ANYTIME TOLL-FREE!

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.²
- We will help you learn your options and find a provider that meets your specific needs.²

Am I Eligible?

Youth and adults can access **no-cost**³ substance use treatment services at any provider in the network if you meet the following criteria:

- You are a resident of Los Angeles County; and
- You are eligible for Medi-Cal⁴, My Health LA or other select County-funded programs.

What Services Are Available?⁴

- | | | | |
|--|---|---|---|
| <input checked="" type="checkbox"/> Outpatient Treatment | <input checked="" type="checkbox"/> Case Management | <input checked="" type="checkbox"/> Withdrawal Management (Detox) | <input checked="" type="checkbox"/> Recovery Support Services |
| <input checked="" type="checkbox"/> Intensive Outpatient Treatment | <input checked="" type="checkbox"/> Medications for Addiction Treatment | <input checked="" type="checkbox"/> Residential Treatment | <input checked="" type="checkbox"/> Recovery Bridge Housing |



¹ <http://www.samhsa.gov/4/index.html>
² Services available to meet your language, cultural, location, and other unique preferences needs in some cases provided pursuant to a request on behalf of a minor in need.
³ A share-of-cost may be required for some Medi-Cal eligible individuals.
⁴ Some services and treatment programs are not available for eligible youth and adults.



The patient brochure...back panel

¿Cómo obtener ayuda?

- ▶ Llámenos sin cargo a **1(844) 804-7500**
Línea de Ayuda de Servicio de Abuso de Sustancias 24/7.
- ▶ Vaya al Directorio de Proveedores en línea
sapccis.ph.lacounty.gov/sbat/



¿Cuáles son mis derechos?

Si cree que califica, pero han sido rechazado/a, se le han negado servicios, o se le cobra algún costo, por favor llame al Condado de Los Angeles Prevención y Control del Abuso de Sustancias (SAPC) a 1 (626) 299-4532 para archivar una queja. Para obtener más información sobre sus derechos, vaya a <http://publichealth.lacounty.gov/sapc/PatientPublic.htm>

ATTENTION: If you speak another language, language assistance services, free of charge, are available to you. SAPC complies with applicable Federal and State civil rights laws and does not discriminate on the basis of race, color, national origin, age, disability, or sex, or in any manner on the basis of sexual orientation.

Ayudas y servicios auxiliares, incluyendo documentos de gran tamaño y formatos alternativos, están disponibles para usted de forma gratuita bajo petición.

Llame al 1(844) 804-7500 (TTY: California Relay 711).

(Spanish) ATENCIÓN: Si habla español, tiene a su disposición servicios gratuitos de asistencia lingüística. Llame al 1 (844) 804-7500 (TTY: California Relay 711). SAPC cumple con las leyes federales y estatales de derechos civiles aplicables y no discrimina por motivos de raza, color, nacionalidad, edad, discapacidad o sexo ni de ninguna manera sobre la base de la orientación sexual.

(Chinese) 請注意: 如果你只諳中文, 你可以免費獲得語言援助服務。請致電 1(844) 804-7500。(TTY: 加州中轉 711), SAPC 遵守適用的聯邦和州民權法。不因種族、膚色、民族出身、年齡、殘疾、性別、或性取向而歧視任何人。





The patient brochure...alternate spreads

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

**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




Call US Today!
1.844.804.7500

² <https://www.samhsa.gov/data/sites/default/files/NSDUH-FRR1-2016/NSDUH-FRR1-2016.pdf>

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

**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



Call US Today!
1.844.804.7500

² <https://www.samhsa.gov/data/sites/default/files/NSDUH-FRR1-2016/NSDUH-FRR1-2016.pdf>



We are working on...

Patient Brochure



Recruitment/Referral Brochure



Public Event Flyer



Rights and Responsibilities Poster

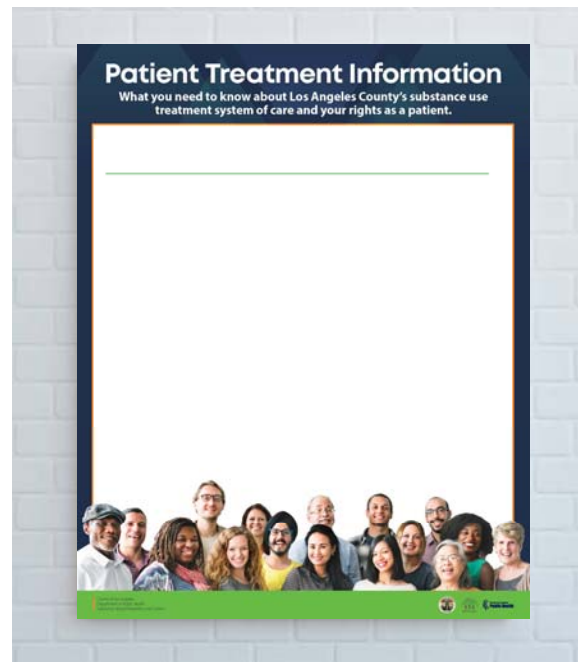
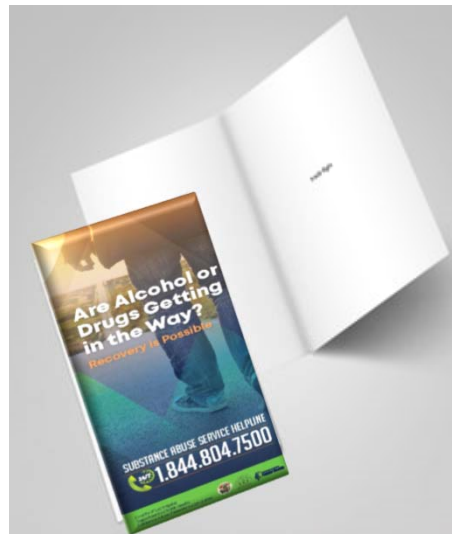


Retractable Banner





Where we are headed to...Consistency



County of Los Angeles
Department of Public Health
Substance Abuse Prevention and Control

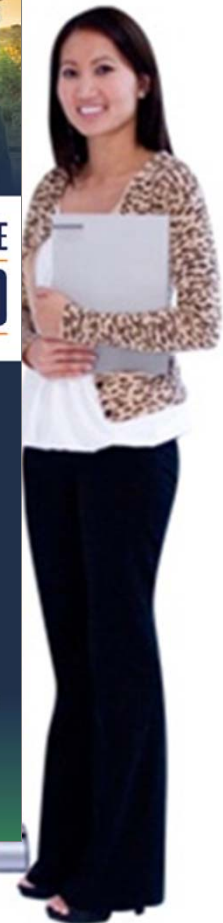
Are Alcohol or Drugs Getting in the Way?
Recovery is Possible

▶ CALL ANYTIME TOLL-FREE!

SUBSTANCE ABUSE SERVICE HELPLINE
24/7 **1.844.804.7500**

Services Available:

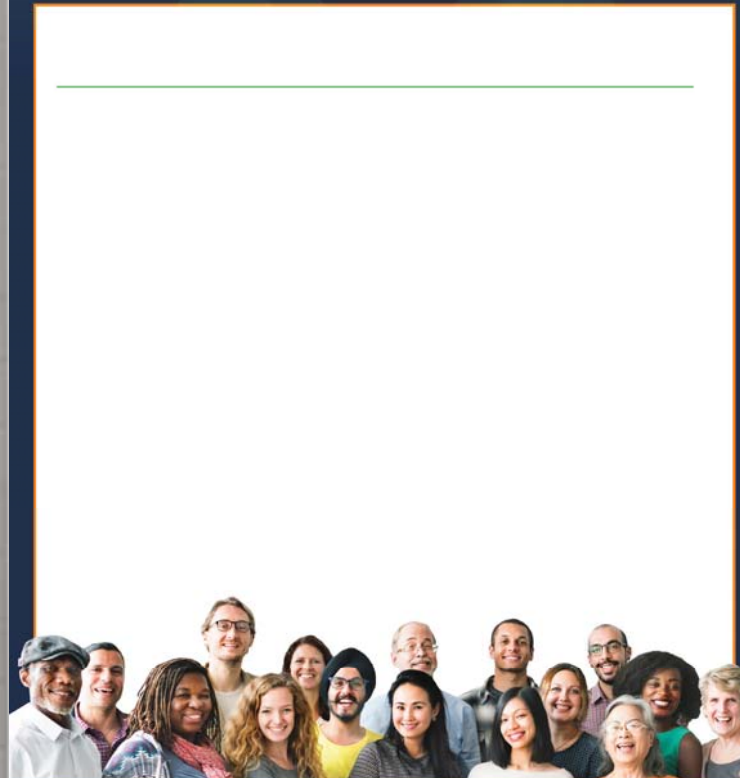
- ✓ Outpatient Treatment
- ✓ Individual Counseling
- ✓ Family Therapy
- ✓ Withdrawal Management (Detox)
- ✓ Group Counseling
- ✓ Case Management
- ✓ Recovery Support Services
- ✓ Medications for Addiction Treatment
- ✓ Recovery Bridge Housing





Patient Treatment Information

What you need to know about Los Angeles County's substance use treatment system of care and your rights as a patient.



County of Los Angeles
Department of Public Health
Substance Abuse Prevention and Control





Thank you
...there is more to come...
(MBE)

