



# *Smile, California's* Downloadable Resources & How to Add Them to Your Website

# *Smile, California*

*Smile, California* is a campaign developed in 2018 to help about 13 million Medi-Cal members make use of their available Medi-Cal dental benefit.



# Key Messages

## Medi-Cal Has Dental Covered

- As a Medi-Cal member, your benefits and your child's benefits include free or low-cost dental services.
- Medi-Cal Dental provides routine, preventive, and restorative services for children and adults.

## First Tooth, First Birthday, First Visit

- Schedule your child's first dental visit as soon as their first tooth comes in or by their first birthday, whichever comes first.
- Healthy gums make way for healthy teeth. Help keep your baby's gums healthy by gently wiping them with a washcloth every day.

## Seal Today to Prevent Decay

- Molar sealants are part of your child's Medi-Cal dental benefit and can protect your child's back teeth for several years.
- Sealed teeth are protected teeth.

# Key Messages

## It's Time to Smile!

- Children should visit the dentist every six months.
- Regular dental visits keep your gums and teeth strong and give your dentist a chance to learn about your health.
- Keeping your teeth healthy is one of the best things you can do for your overall health.

## Medi-Cal Covers Dental During Pregnancy

- As a Medi-Cal member, you are covered during pregnancy and for 60 days after the birth of your baby.
- Seeing your dentist for regular cleanings and exams and practicing good daily oral hygiene can help keep you and your baby healthy.
- It is safe and recommended to see your dentist for a cleaning and exam before your baby is born.

## A Healthy Smile Never Gets Old

- It is important to continue taking care of your smile, especially as you age. Older adults are prone to gum disease and other oral health problems, but by practicing good daily oral hygiene you can lower your risk.
- A healthy smile never gets old. Healthy teeth and gums are an important part of your overall health.

# SmileCalifornia.org and SonrieCalifornia.org

The *Smile, California* website, SmileCalifornia.org, serves as the campaign's core go-to resource. It provides information about covered services and oral health tips, offers downloadable materials, and connects members to care. It is a user-friendly gateway to the more in-depth features offered on dental.dhcs.ca.gov.

The website is available in English and Spanish. It is designed with the Medi-Cal member in mind and for organizations that are on the frontline interacting with members.



## About

Provides an overview of Medi-Cal Dental



## Visiting the Dentist

Helps you get ready for your Medi-Cal dental appointment



## Covered Services

Learn about your Medi-Cal dental covered services by age group



## Videos

Short informative Medi-Cal Dental videos



## Care for Your Smile

Tips to help you take care of your gums and teeth



## Find A Dentist

Tool to help you find a Medi-Cal dental provider near you



## Members

Resources for Medi-Cal members about benefits and the importance of routine dental check-ups





# Materials to Help You Connect with Medi-Cal Members



# SmileCalifornia.org: Partners & Providers Page

The *Smile, California* website features a “Partners and Providers” page with resources to help partners and providers put Medi-Cal members one step closer to learning about their covered services, finding a dentist, and accessing the dental care they need.



# Partner & Provider Webpage Features

## Materials for Medi-Cal Members

The “Materials for Medi-Cal Members” tab houses all of the *Smile, California* material you need to help you connect with Medi-Cal members.





# Partner & Provider Webpage Features

## Materials for Medi-Cal Members

- Flyers
- Brochures
- Fotonovelas
- Coloring Activities



# Partner & Provider Webpage Features

## *Smile, California Videos*



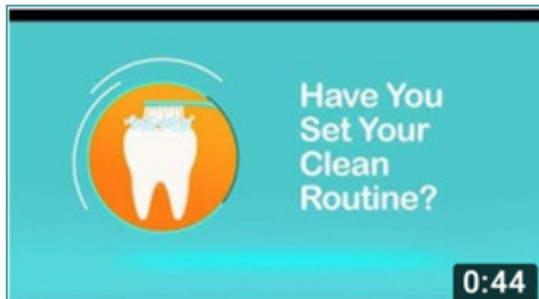
Medi-Cal Has Dental Covered



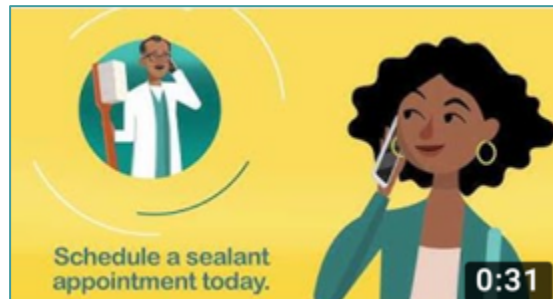
Seal Today to Prevent Decay



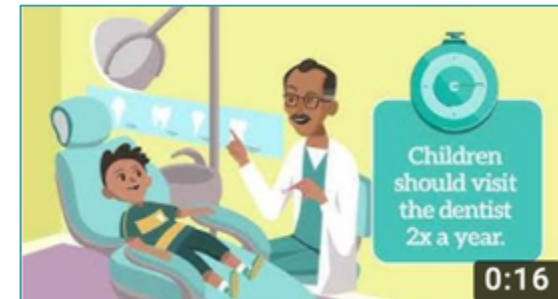
Medi-Cal Has You Covered During Pregnancy



Set Your Clean Routine



Seal Today to Prevent Decay Social Media



Healthy Dental Tips Social Media

Find more videos at [SmileCalifornia.org/videos](https://SmileCalifornia.org/videos)

# Partner & Provider Webpage Features

## What is Co-Branding?

*Smile, California* offers co-branded materials for county agencies and non-profit organizations to use to promote oral health. The co-branded items will display an organization's logo next to the *Smile, California* and the Department of Health Care Services logos. To submit a co-branding request, visit the "Co-Brand With Us" tab on the "Partners & Providers" webpage to [fill out this electronic form](#).

Once the request is received and submitted for approval, a *Smile, California* outreach representative will reach out to let you know if you have been approved. Please allow up to four weeks for delivery of co-branded materials.



# Partner & Provider Webpage Features

## Social Media Gallery

The *Smile, California* social media gallery houses images available for partners and providers to post on their social media platforms. Images are sized for both Instagram and Facebook.

In the drop-down menu below each image there is a “Suggested Content Document” with optional captions that can be used in English and Spanish.

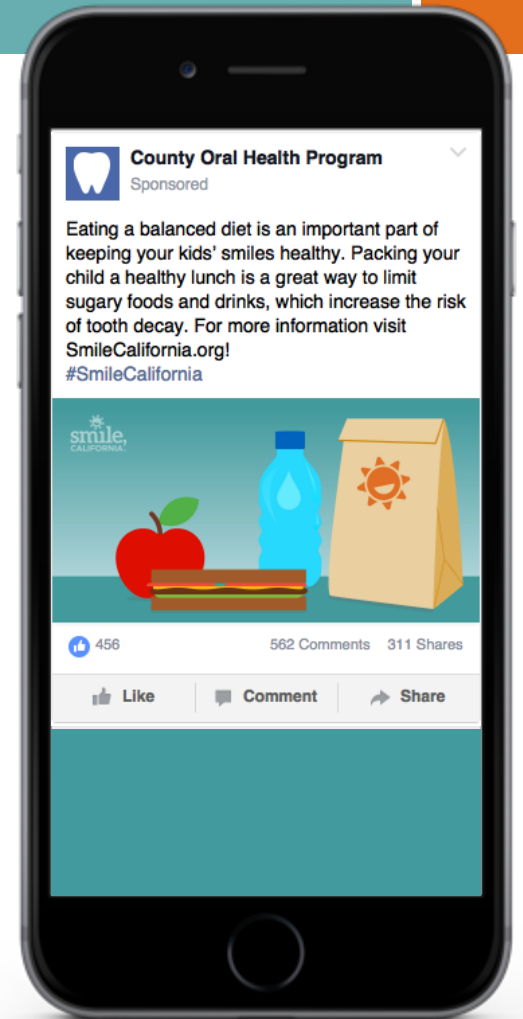
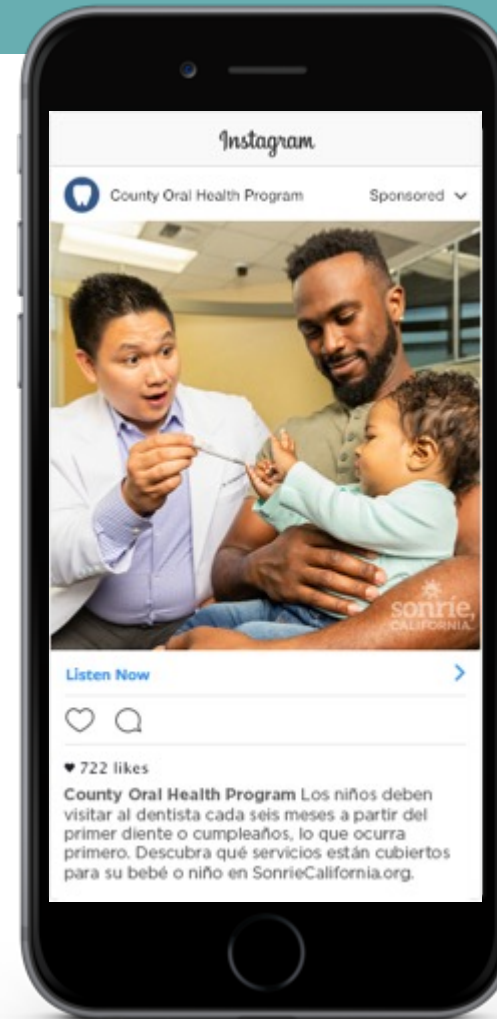
The gallery is periodically updated with new images and captions.





# Partner & Provider Webpage Features

## Social Media Gallery





# Partner & Provider Webpage Features

## Downloadable Webpage Banners





# How to Link SmileCalifornia.org to Your Website



# How to Link SmileCalifornia.org to Your Website

**Thank you for your interest in linking SmileCalifornia.org to your website. The following slides provide step-by-step instructions.**

- If you have access to make edits to your website, proceed to slide 17.
- If someone other than you makes edits to your website, proceed to slide 21.
- If you have any questions regarding the following slides, please email Katie Conklin at [Katie.Conklin@ucsf.edu](mailto:Katie.Conklin@ucsf.edu).

# How to Use the *Smile, California* Social Media Gallery

**STEP 1:** Go to SmileCalifornia.org and click “Partners & Providers”.

**STEP 2:** Click “Social Media Gallery” on the menu on the left and click the [link](#).

**STEP 3:** Scroll down to the image that you would like to post to your page.

**STEP 4:** In the drop-down menu below the image select the size (Facebook or Instagram) and language you prefer.

**STEP 5:** Select “Suggested Content Document” and download to your computer.

**STEP 6:** Pick one of the suggested captions or write your own. Just remember to use the hashtag #SmileCalifornia



# How to Add *Smile, California* Banners to Your Website

It's easy to link to *Smile, California* from your website with banner images.

**STEP 1:** Go to the Banners tab on the "[Partners & Providers](#)" page.

**STEP 2:** Download the banner image of your choice to your computer.

**STEP 3:** Upload the image to your website's media library.

**STEP 4:** Add the image to your oral health page using your website editor.

**STEP 5:** Highlight the image and click the "Hyperlink" button in the editor.

**STEP 6:** Enter "<https://SmileCalifornia.org>".

**STEP 7:** Click "Publish".

You have now successfully linked to the *Smile, California* website, giving members and providers a convenient way to access additional resources.





# How to Add *Smile, California* Materials to Your Website

***Smile, California* materials are available to download and add to your website.**

**STEP 1:** Go to the [“Partners and Providers”](#) page on SmileCalifornia.org.

**STEP 2:** Click on “Materials for Medi-Cal Members”.

**STEP 3:** Select the material you are interested in adding to your website in the preferred language.

**STEP 4:** Download to your computer.

**STEP 5:** Add the downloaded PDF to your website’s media library. Right-click (or control-click on Mac) and copy the URL of the PDF.

**STEP 6:** In your website’s editor tool, type the name of the material (e.g. “Seal Today to Prevent Decay fotonovela”).

**STEP 7:** Highlight the text and click the “Hyperlink” button in your editor.

**STEP 8:** Paste the URL from your clipboard.

**STEP 9:** Click “Publish”.

# How to Embed *Smile, California* Videos on Your Website



## STEP 1:

Visit [SmileCalifornia.org](https://SmileCalifornia.org) and click on the [“Videos”](#) tab.



## STEP 2:

Click the orange play button on the video you would like to feature on your webpage.



## STEP 3:

Right-click (or control-click on Mac) the video and select “Copy embed code”. The embed code is now ready for you to paste into your website editor.

# How to Request Adding *Smile, California* Banners to Your Website by Your Website Editor

If your website edits are made by someone other than you and you would like to request adding a banner that hyperlinks to *the Smile, California* website, the following steps should provide your web developer with all they will need to successfully link to the website.

**STEP 1:** Go to the “[Downloadable Webpage Banners](#)” tab on the “Partners & Providers” page.

**STEP 2:** Download the banner image of your choice to your computer.

**STEP 3:** Attach this image to your request and ask your website’s developer to add the image to your program’s page and hyperlink it to “<https://SmileCalifornia.org>”.

**STEP 4:** Your website editor should now have everything needed to link the *Smile, California* website to yours.



# How to Request Adding *Smile, California* Materials to Your Website by Your Website Editor

If your website edits are made by someone other than you and you would like to request linking *Smile, California* materials linked to your site, the following steps should provide your web developer with all they will need to successfully link materials.

**STEP 1:** Go to the [Partners and Providers tab](#) on SmileCalifornia.org.

**STEP 2:** Click on "[Materials for Medi-Cal Members](#)".

**STEP 3:** Pick the material you are interested in adding to your website in the preferred language and click the link. Right-click (or control-click on Mac) and copy the URL.

**STEP 4:** Download the PDF(s) to your computer.

**STEP 5:** Send a request to your website's developer and ask if they can "Hyperlink a new PDF to your program's website". Paste the URL that you copied earlier and include this in your request. Attach the PDF to the request as well, if possible.

**STEP 6:** Make sure to ask that they include "*Smile, California:*" in the hyperlink as well as the correct name of the material (e.g. "*Smile, California: Seal Today to Prevent Decay fotonovela*").

# How to Request Having *Smile, California* Videos Embedded on Your Website

If your website edits are made by someone other than you and you would like to request having *Smile, California* videos embedded on your site, the following steps should provide your web developer with all they will need to successfully embed videos.

**STEP 1:** Go to the “[Videos](#)” tab on SmileCalifornia.org.

**STEP 2:** Click on the video you’d like to feature on your website.

**STEP 3:** Right-click (or control-click on Mac) on the video and select “Copy URL” in the menu that appears.

**STEP 4:** Send a request to your county’s web developer or web department and ask if they can “embed a YouTube video to your program’s webpage”. Paste the URL that you copied earlier into this request.





# Stay Connected!



Text SMILECA to 31996 to  
receive healthy dental tips  
from *Smile, California!*



@SmileOnCalifornia



@SmileCalifornia



Email us! [hello@smilecalifornia.org](mailto:hello@smilecalifornia.org)





# Thank You

[SmileCalifornia.org](http://SmileCalifornia.org)