

☐ CalSAWS DD&I☒ C-IV M&O☐ CalWIN M&O☒ LRS M&E

<b>Distribution Date:</b>	June 24, 2021
<b>To:</b>	PPOC.40; Consortium.RegionalManagers.All; Consortium.SectionDirectors;
<b>CIT Name:</b>	<b>BenefitsCal Awareness Toolkit</b>
<b>From:</b>	CalSAWS Project

PPOCs, please forward to the appropriate impacted staff in your county:

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| <input checked="" type="checkbox"/> General<br><input type="checkbox"/> Policy<br><input type="checkbox"/> CW<br><input type="checkbox"/> CF<br><input type="checkbox"/> MC<br><input type="checkbox"/> CMSP<br><input type="checkbox"/> FC/KG/AAP<br><input type="checkbox"/> Child Care<br><input type="checkbox"/> WtW<br><input type="checkbox"/> Other Program(s) _____<br><input type="checkbox"/> C4Yourself <input type="checkbox"/> Your Benefits Now!<br><input type="checkbox"/> Customer Correspondence<br><input checked="" type="checkbox"/> BenefitsCal (Self Service Portal) | <input type="checkbox"/> Reports<br><input type="checkbox"/> Fiscal<br><input type="checkbox"/> Caseload Movement<br><input type="checkbox"/> Management<br><input type="checkbox"/> Fiscal<br><input type="checkbox"/> Security<br><input type="checkbox"/> Batch and Interfaces<br><input type="checkbox"/> Imaging<br><input type="checkbox"/> Migration<br><input type="checkbox"/> Conversion<br><input type="checkbox"/> Technical<br><input type="checkbox"/> Training<br><input type="checkbox"/> Help Desk |
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Description: (Including any step-by-step instructions)	<p><b>Purpose</b></p> <p>The purpose of this CIT is to share the new <b>BenefitsCal Awareness Toolkit</b> with the C-IV Counties in preparation for go live.</p> <p><b>Background</b></p> <p>BenefitsCal will be replacing C4Yourself (C4Y) September 27, 2021, YourBenefitsNow (YBN) in November 2021, and MyBenefitsCalWIN as each CalWIN county goes live in their respective waves.</p> <p>The BenefitsCal communication activities are in progress and include a toolkit of materials to support increased awareness and adoption of BenefitsCal.</p> <p>The Awareness Toolkit contains designs to market and increase awareness of the new BenefitsCal website, including designs for posters, brochures, stickers, business cards, and buttons, translated into the following threshold languages:</p> <ul style="list-style-type: none"> <li>• Spanish</li> <li>• Armenian</li> <li>• Cambodian (Khmer)</li> <li>• Chinese (Traditional Chinese)</li> <li>• Hmong</li> <li>• Korean</li> <li>• Lao</li> </ul>
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	<ul style="list-style-type: none"> <li>• Portuguese</li> <li>• Russian</li> <li>• Tagalog</li> <li>• Vietnamese</li> </ul> <p>Counties can download, print, and post the materials to their websites as needed.</p> <p><b>Additional Information</b> Additional communication materials will be distributed including a Social Media Toolkit, pre- and post-go live email communications, and a letter that can be mailed to customers before each go live. A second CIT will be issued once these materials are available.</p> <p><b>County Action</b> Please download and share the awareness toolkit materials with your county offices and public information teams. The BenefitsCal Awareness Toolkit can be found here: [REDACTED]</p> <p>Please ensure you reach out to your Community Based Organization (CBO) partners to provide any materials from the Toolkit that are appropriate to their role.</p> <p><i>Note:</i> Some materials have a QR code. Counties may want to hold on to these materials until go live.</p> <p>If you have any questions about this CIT, please contact the Primary and Back up Project Contacts with a cc to your Regional Manager(s).</p>
Primary Project Contact: (Name, phone number, email address)	Matthew Spurrier <a href="mailto:spurrierm@calaces.org">spurrierm@calaces.org</a>
Backup Project Contact: (Name, phone number, email address)	Jennifer Hobbs <a href="mailto:hobbsj@calsaws.org">hobbsj@calsaws.org</a>
Attachments:	[REDACTED]
Web Portal Link:	<p>[REDACTED]</p> <p>OR</p> <p>You may also retrieve the CIT document and attachments by following these steps:</p> <ol style="list-style-type: none"> <li>1. Click on the CRFIs &amp; CITs link at the top of the page.</li> <li>2. Click on the "CalSAWS Information Transmittal (CIT)" folder.</li> <li>3. Click on the "2021" folder.</li> <li>4. Click on the appropriate CIT # folder.</li> </ol>