



INSTITUTE FOR LOCAL GOVERNMENT

Resources for Cities and Counties How to Use the Templates for Flyers and Brochures

Introduction. The Online Resource Center has created templates for flyers and brochures to help cities and counties advertise upcoming health fairs and enrollment events and provide general information about no- or low-cost health insurance for eligible children. They are designed so you can insert *your community's* logo and are already pre-approved by the state agency that regulates California's Healthy Families Program.

Important! The Managed Risk Medical Insurance Board (MRMIB), the agency that regulates the Healthy Families program, requires pre-approval of the use of its logo and related language. The Institute for Local Government has obtained this approval for the materials provided here. Please do not make any changes to the Healthy Families logo or language related to the Healthy Families program, or to the Medi-Cal logo or program description without [MRMIB's](#) prior approval.

For communities outside California, check with the state agency that regulates the State Children's Health Insurance Program for your state's logos and additional requirements and criteria. Click [here](#) for more information.

Understanding the templates. There are English and Spanish versions of each flyer and brochure. There are two versions of the brochure—one for those counties in which a Children's Health Initiative (CHI) is active and one for those counties where there is no CHI. Be sure to use the template that is appropriate for your community. Visit www.cchi4kids.org/localchis.php to find a CHI in your area.

How and Where to Use the Flyers and Brochures

- **Flyers.** The flyers are designed to help promote health fairs, enrollment events or other opportunities where attendees might get more information about affordable health insurance or enroll their kids. They include space to insert information about date, time and location of the event, as well as your city, county or agency logo. You can post them in city hall or the county administration building, the library, community centers and local bulletin boards or hand them out to families at community locations.
- **Brochures.** The brochures are designed to provide general information about affordable health insurance and include phone numbers families can use to begin the enrollment process. They are two-sided, can be folded in thirds, and can be printed in color or black and white. The brochure can be used as handouts at community events, libraries, city hall, youth centers and businesses or by city, county or agency staff who have regular contact with potentially eligible families, such as probation or public safety officials.

Consider other languages. The templates are available in English and Spanish. If other languages are spoken in your community, we recommend that you translate the templates accordingly.

Reminder. The *flyers* are designed to help promote health fairs, enrollment events or other opportunities where attendees might get more information about affordable health insurance. The *brochures* are designed to provide general information about affordable health insurance and include phone numbers families can use to begin the enrollment process.