



# Caring4Cal

Accelerating Caregiver Careers in the Home & Community

## Outreach Partner Guide

How to Reach Healthcare Providers

October 2023

# Help Spread the Word

With your outreach efforts within your network, we can reach many more care providers, introducing them to the benefits of Caring4Cal.

- Free training and personal coaching for licensed or certified care providers working in the home and community — whether they're looking to start, continue or transfer to a home- and community-based healthcare career
- Eligible providers can earn up to \$2,750 in training completion incentives
- Find other helpful resources and detailed program information in your [Outreach Partner Toolkit](#)
- Email us with any questions: [info@caring4cal.org](mailto:info@caring4cal.org)



# Get Acknowledgement



## Get Your Badge!

Please add your Caring4Cal Health Workforce Grant Outreach Partner badge to your website and social media pages, along with the brief program introduction below and a link to [Caring4Cal.org](https://Caring4Cal.org), making it easy for care providers to sign up for courses, coaching, and rewards.

## Approved Program Description

Caring4Cal is a program created by the California Department of Health Care Access and Information (HCAI) to offer licensed or certified in-home and community care providers — and those interested in becoming an in-home care provider — free training and coaching, and up to \$2,750 in incentive pay.

Access at [Caring4Cal.org](https://Caring4Cal.org).

# Resources to Support You

Your Outreach Partner Toolkit has resources for quick and easy communication with your networks of licensed or certified care providers. Please encourage them to sign up and get free training, free coaching, and incentives that will help expand, enhance, and strengthen California's Home- and Community-Based Services (HCBS).

Toolkit Material	Description	Suggested Frequency
Email Templates	Includes program introduction, press release outreach, webinar promotions, and ongoing updates	2x month
Social Media Posts	Includes program introduction, press release outreach, webinar promotions, and ongoing updates	1x week
Fliers, Posters, Postcards	Download templates or order printed materials in different languages as needed: English, Spanish, Traditional Chinese and Simplified Chinese	As needed
Slide, Newsletter Blurb	A prepared meeting presentation slide and a newsletter blurb to include in your outgoing marketing efforts	As needed
Contact Us	Get in touch for help with outreach ideas and questions	As needed



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Thank you for spreading the word about Caring4Cal!

Please contact us with questions or let us know how we can support you!

Email: [Info@caring4cal.org](mailto:Info@caring4cal.org)