

Section 13

Health Education Programs



The Alliance offers a large variety of culturally and linguistically appropriate health education programs to all Alliance members at no charge. The following is a brief description of the health education benefits and programs offered by the Alliance. Please visit the Alliance [Health Education and Disease Management Program page](#) of the Alliance provider website for important information, including required program components, program eligibility, and member health rewards information. Providers and members may also call the **Alliance Health Education Line at (800) 700-3874 ext.5580** for more information.

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Weight Management Education

Healthy Weight for Life: Adolescent Weight Management: An Alliance program designed to engage with members who are identified as high risk and are contacted by Alliance staff, who utilize motivational interviewing techniques to assist members and their families in identifying measurable goals that support the adoption of a healthier lifestyle. Members who are lower risk do not receive direct contact, but all participating members receive health education materials via mail. These materials emphasize the importance of nutrition and physical activity, and provide an overview of available local low/no cost exercise and nutrition resources.

Wellness that Works Support (formerly Weight Watchers)- Adult Weight Management: The Alliance has a limited number of scholarships available to provide vouchers for eligible members to attend Wellness that Works. Members with significant obesity-related morbidities and a commitment to sustained lifestyle change will be the highest priority. This program is a weight management program that is not a Medi-Cal benefit, but an Alliance benefit. Members must be referred by their PCP. The PCP can complete an application on the member's behalf and agree to follow-up with the member for medical management of their weight loss.

Eligibility:

- Only members with Alliance as their primary insurance are eligible for the scholarship.
- Members must have a BMI of 30 or above.
- Members must be at 18 years of age or older to be considered.
- Members who are referred and are under the age of 18 will be assessed on a case by case basis for special consideration. The application form must include a weight goal provided by the Primary Care PCP. Please note that the Alliance also offers the Healthy Weight for Life Program for members' ages 2-18.

Perinatal Health Education

The *Healthy Moms and Healthy Babies (HMHB)* program is designed to encourage pregnant women to seek early prenatal and postpartum care, and to provide education to support a healthy pregnancy. Members enrolled in the Early Prenatal Care program are contacted by Alliance Health Educators, who provide

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educational materials on a variety of topics, including breastfeeding, pediatric care, prenatal and postpartum health, and parenting. Members also receive referrals to local resources, including Women, Infants and Children (WIC) and free or low-cost community resources.

Breastfeeding Support and Breast Pump Benefit

Members are given access to breastfeeding education, lactation support, and free or low-cost community resources. Mothers are eligible for a breast pump at no cost to them if either mother or baby has medical issues that prevent nursing at the breast (when medically necessary), or if the mother is returning to work or school and wants to continue breastfeeding. We encourage the use of these benefits to members to promote the health of the child and the mother, as well as to foster the bond that occurs between mother and child during breastfeeding. For more information on breastfeeding support and breast pump services, please refer to the Breastfeeding Support and Breast Pump Benefit Description on the Health Education and Disease Management of the Alliance [provider website](#).

Tobacco Cessation Support Program

The Alliance is committed to supporting members who wish to stop smoking and/or using tobacco products. To accomplish this, the Alliance provides tobacco cessation benefits and services that support the prevention and cessation of tobacco use. The Tobacco Cessation Support Program (TCSP) offers many ways to help members quit smoking or using any tobacco products. Members are referred to the convenient, toll-free California Smokers' Helpline at 1-800-NO-BUTTS (1-800-662-8887), which provides free cessation counseling over the phone for anyone in California. The Alliance will also cover the cost of counseling sessions for eligible Alliance members. In addition, the Alliance will cover all FDA-approved tobacco cessation medications for adults who smoke and/or use other tobacco products (non-pregnant adults of any age). For more information on this program, please refer to the Tobacco Cessation Benefit Description on the Health Education and Disease Management page of the Alliance [provider website](#).

Women's Health

The Alliance encourages providers to perform routine screening for chlamydia, cervical cancer and breast cancer, as well as to educate women on the importance of routine breast self-exams. The Alliance provides monthly and quarterly reports via the Provider Portal to assist in monitoring women who may be due for these screenings.

Patient Education Materials

In addition to the extensive array of programs described above, the Alliance provides samples of health education materials at no cost that can be given to Alliance patients. Materials are suitable for low-literacy readers and are culturally and linguistically appropriate for the Alliance's membership. Materials are readily available in English and Spanish; materials in Hmong, Braille, large font and audio files can be made available upon request. For assistance, please contact the Alliance Health Education Line at (800) 700-3874, ext. 5580.

Materials on Other Topics or In Different Languages

Depending on the topic and language needed, the Alliance can refer you to materials that are available at no cost on the Internet or to low-literacy materials available for purchase directly from the vendor. The Alliance can also provide a brief list of translation agencies, should you choose to have your own English materials translated into other languages.

Outreach to Members and Providers

The Alliance reaches out to providers and members on a regular basis to encourage health maintenance, disease prevention, and a healthy lifestyle. Following are some of the tools the Alliance utilizes in the outreach program:

- Living Healthy, quarterly Member Newsletter.
- Health Programs and Cultural and Linguistic updates in the quarterly *Alliance Provider Bulletin*.
- Health Programs and Cultural and Linguistic updates in the weekly provider fax blast.
- The [provider website](#) with health programs and Cultural and Linguistic services and resources for both providers and members.
- Collaboration with public-health coalitions on outreach programs for breastfeeding, obesity, diabetes, immunization, and other health care issues.