



California
Community
Colleges



Equitable Access to Care: A Toolkit for Connecting Students to Health Coverage

2025

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Program Foundation

Program Overview: Expanding Access, Advancing Equity, and Connecting Students to the Care They Deserve

The Inland Empire Equitable Healthcare Access Demonstration Project is a first-of-its-kind partnership between Inland Empire Health Plan (IEHP) and the California Community Colleges (CCC) system, designed to increase equitable access to health coverage, preventative care, and basic needs services for over 170,000 students across San Bernardino and Riverside Counties.¹ (California Community College Chancellor's Office, 2022)

This effort responds to a growing healthcare crisis among CCC students—two out of three face basic needs insecurities, with only a fraction enrolled in Medi-Cal despite widespread eligibility. Students frequently skip medical care due to cost, leading to worsening physical and mental health, lower academic performance, and higher dropout rates.

Why This Partnership Was Needed

The CCC system recognized that fragmented access to healthcare and the lack of visibility of enrollment programs was actively harming student retention and success. IEHP, as one of the nation's largest Medicaid-managed care plans, brought the infrastructure, capacity, and regional relationships needed to meet students where they are—on campus.

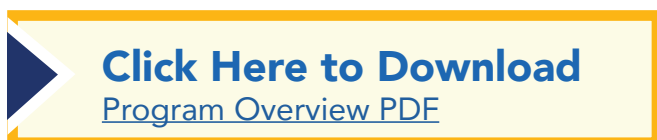
This demonstration project was launched to:

- Remove barriers to enrollment in Medi-Cal, Covered California, and CalFresh.
- Increase access to preventative care and wellness education.
- Support colleges in building sustainable Medi-Cal-eligible services.
- Promote bi-directional data partnerships to improve outreach and service coordination.

What the Partnership Offers

Through a multi-pronged strategy, IEHP and CCCs provide:

- On-Campus Enrollment Support: Certified counselors assist with applications during campus events, basic needs fairs, and one-on-one appointments.
- Virtual Access Tools: Students can submit interest forms online and receive callback support.
- Community Wellness Centers: Open to all students and residents, these centers provide free fitness classes, nutrition guidance, job/housing referrals, and wellness workshops.
- Multilingual Outreach Materials: Flyers and toolkits are available in English, Spanish, Chinese, and Vietnamese to support inclusive outreach.
- Campus Readiness Support: Colleges are guided through the process of becoming Medi-Cal-eligible providers or developing partnerships with qualified entities.



¹ California Community Colleges Chancellor's Office. (2022). Student headcount summary report. Data Mart.

How to Use This Toolkit

This toolkit is designed to support California Community Colleges interested in implementing or expanding Medi-Cal enrollment assistance and student health access. You can use it to:

- Understand the IEHP College Care model and partnership goals.
- Access ready-to-use materials for student outreach and education.
- Launch enrollment support on campus with minimal lift.
- Train staff to connect students to care confidently.
- Plan communications across digital and print platforms.
- Build partnerships with local Medi-Cal entities or managed care plans.

Whether you're starting small or preparing for a district-wide rollout, this toolkit provides the foundation you need to expand equitable access to care and improve student outcomes.

Partnership Presentation Slide Deck

This slide deck, titled [Empowering Futures](#), provides a high-level overview of the goals, structure, and impact of the IEHP–California Community Colleges partnership. It was created to introduce stakeholders to the Equitable Healthcare Access Demonstration Project and highlight how Medi-Cal enrollment efforts directly support student success.

How to use it:

Colleges and partner agencies can use this presentation as a communication tool when briefing internal leadership, staff, boards, or potential funders on the purpose and benefits of the partnership. It can also serve as a model for colleges looking to build buy-in or explain the value of healthcare access on campus.

What it contains:

- Overview of [Vision 2030](#) and CCC goals around equity in access and support.
- Student demographics and basic needs data from the Inland Empire.
- Information about IEHP's programs, provider network, and wellness centers.
- Implementation blueprint outlining outreach, enrollment workflows, and co-location models.
- Sample strategies for integrating Medi-Cal enrollment into campus operations.



[Click Here to Download
Empowering Futures Slide Deck](#)

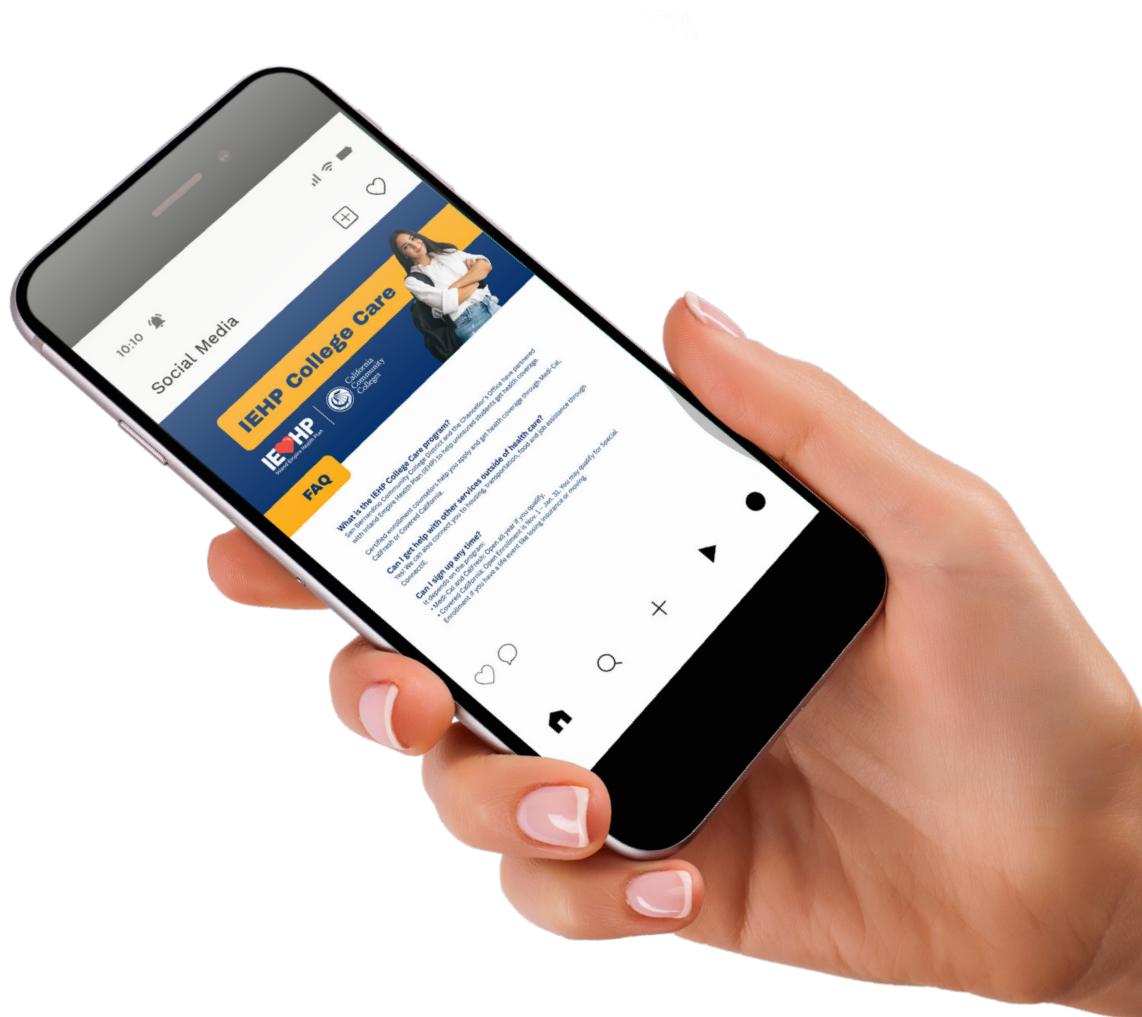
Outreach & Marketing Toolkit

The Outreach & Marketing Toolkit includes customizable materials to help colleges raise awareness about Medi-Cal enrollment and student health resources. Inside you'll find flyers, branding guidelines, logos, and language access tools, plus sample social media content for easy promotion. These materials are designed to make outreach simple, consistent, and student-centered. Colleges can adapt them to fit their local branding, events, and communication channels.

These materials include:

Branding & Digital Media Assets

- ▶ [Media Release Sample](#)
- ▶ [Branding Guide and Logos](#)
- ▶ [Language Access Guidance](#)
- ▶ [Social Media Samples \(Facebook, Instagram, LinkedIn\)](#)
- ▶ [IEHP College Care Website](#)



Enrollment Support Materials - Multilingual

California Community Colleges serve one of the most diverse student populations in the nation—including thousands of multilingual learners and first-generation college students. Ensuring that key materials are available in English, Chinese, Spanish, and Vietnamese helps break down language barriers and increases awareness, trust, and participation in programs like Medi-Cal.

This toolkit includes multilingual versions of:

- ▶ [Student FAQs](#)
- ▶ [Enrollment Checklists](#)
- ▶ [Health Coverage Flyers](#)
- ▶ [Campus Contact Sheet Template](#)

Making these resources accessible in multiple languages supports equity, fosters inclusion, and ensures that every student—regardless of language—has a fair opportunity to connect with the care they need to succeed.



Enrollment Event Samples

Crafton Hills College hosted a “Sign Up for Health” enrollment fair on April 3, 2025, bringing together students and community members to connect with Medi-Cal and CalFresh enrollment support in a welcoming, accessible environment. With free admission, multilingual outreach, and the offer of free food and parking, the event removed common barriers to participation and demonstrated how colleges can serve as trusted access points for health and basic needs services. This event exemplifies how campus-based partnerships can create meaningful touchpoints that increase awareness, build trust, and connect students to essential care.

- ▶ [Crafton Hills Enrollment Fair Flyer](#)



Partnership Implementation Tools

The Memorandum of Understanding (MOU) serves as a foundational tool for establishing clear, collaborative partnerships between colleges and community-based organizations like Inland Empire Health Plan (IEHP). It outlines shared goals, roles, and data-sharing practices that make coordinated Medi-Cal enrollment efforts possible. Included in this toolkit are a sample MOU, a flyer from a real MOU signing event, and a run of show to guide in-person gatherings that celebrate and formalize these partnerships. These materials demonstrate how formal agreements can foster trust, align resources, and create lasting infrastructure to support student wellbeing.

This folder includes:

- ▶ [Sample Memorandum of Understanding \(MOU\)](#)
- ▶ [MOU Signing Event Flyer](#)
- ▶ [Sample Run Show – MOU Signing Event](#)



Conclusion

This toolkit offers colleges a practical roadmap for expanding equitable access to healthcare through trusted, campus-based partnerships. By combining outreach tools, implementation resources, and real-world examples, it supports colleges in connecting students to the coverage and care they need to thrive. We hope these materials empower your team to take action, build partnerships, and create lasting impact for your student community.

