

Alliance Health, Education, and Disease Management Programs

Overview

The Alliance offers health education and disease management programs, focusing on **Preventative Health Education** and **Chronic Disease Management**. Two specialized teams of health educators manage these programs, with cross-training to ensure coverage across five counties: **Mariposa, Merced, Monterey, San Benito, and Santa Cruz**.

Health Education Programs

1. Healthy Weight for Life

- **Audience:** Parents of children aged 2–18 with obesity.
- **Format:** 10-week workshops (in-person or virtual).
- **Content:** Supports parents in making lifestyle changes, eating healthy, and staying active.
- **Incentives:**
 - Completion of 10 sessions: \$100 Target Gift Card.
 - Completion of 5–9 sessions: \$50 Target Gift Card.

2. Healthy Moms & Healthy Babies

- **Audience:** Pregnant members.
- **Content:**
 - Information on healthy pregnancy, labor, delivery, and postpartum care.
 - Resources for behavioral health, transportation, and community support.
- **Incentives:**
 - Prenatal Care: Raffle entry for a \$50 Target Gift Card if members see a doctor within the first 13 weeks or 6 weeks of joining.
 - Postpartum Care: \$25 Target Gift Card for completing postpartum care.

Chronic Disease Management Programs

1. Tobacco Cessation Support

- **Content:** Support for members to quit smoking, including access to nicotine aids via Medi-Cal Rx.
- **Contact:** Medi-Cal Rx Call Center (800-977-2273).

2. Live Better with Diabetes

- **Audience:** Adults with Type 2 or prediabetes.
- **Format:** In-person, telephonic, and virtual workshops.
- **Content:** Education on diabetes management, healthy eating, and coping skills.
- **Incentive:** \$50 Target Gift Card for completing a 6-week workshop (starting in 2025).

3. Healthier Living

- **Audience:** Adults with chronic conditions.
- **Format:** In-person, telephonic, and virtual workshops.
- **Content:** Nutrition, goal setting, and communication with providers.
- **Incentive:** \$50 Target Gift Card for completing a 6-week workshop.

4. Adult Weight Management

- **Audience:** Members aged 18+ with obesity.
- **Format:** Weight Watchers (WW) meetings (in-person, virtual, or app-based).
- **Content:** Support for healthy weight management.

Health Rewards Program

The program rewards members for engaging in healthy behaviors:

- **Examples:**
 - Routine care visits.
 - Managing chronic conditions.
 - Adopting healthy habits.
- **Eligibility:**
 - Must meet criteria at the time of service.
 - Must be an Alliance member at the time of becoming eligible.

Incentives

- **Infant Immunizations:** \$100 Target Gift Card for completing immunizations by age 2.
 - **Well-Child Visits:**
 - \$50 Target Gift Card for completing 6+ visits by 15 months.
 - \$25 Target Gift Card for completing 2+ visits by 30 months.
 - **Adolescent Immunizations:** \$50 Target Gift Card for completing immunizations by age 13.
 - **Well-Care Visits (18–21 years):** \$25 Target Gift Card (up to 4 incentives, one per year).
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For additional details, members can contact the Alliance Health Education Line: **1-800-700-3874, ext. 5580.**