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region and age, then partnered with

organizations to reach out to those demograp

Cal State L.A. received \$1.25 million to reach students at all CSU campuses, while the Unive of California got \$1 million for its statewide campaign.

Of the \$37 million total, groups serving metror Los Angeles received almost \$16 million. That includes the Los Angeles County Federation o Labor, which was awarded \$1 million for an campaign that will extend to San Bernardino a Orange counties, and the Actors Faind, which

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L.A. streets a

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Outfest Los Angeles, LGBT film festival, starts Thursday Concepts for Corridor un

Loma Linda University Medical Center was aw \$990,000, while the San Bernardino Employm and Training Agency got \$750,000. Ventura C Public Health received \$700,000 to reach out local Latino residents.

With its grant of \$250,000, the nonprofit Valley Community Clinic in North Hollywood will take message to farmers markets and athletic field places where working-class families often congregate -- as well as state employment of and its own waiting rooms.

"People need to know they can get coverage themselves and for their families," said Olga I the clinic's director of patient services. "They have ongoing coverage with preventative care just acute care at an emergency room. We caup close and personal to guide them through t

process ... help get them an understanding of the world they're entering into and to facilitate that process

 \Box

Covered California is finalizing its contract with Los Angeles Unified, which has been tapped to receive \$990,000 to connect with students and families in the nation's second-largest school district.

Dr. Kimberly Uyeda, LAUSD's director of Student Medical Services, said information will be presented to students in the adult-ed division, which offers English-language, high school equivalency and vocational-traclasses.

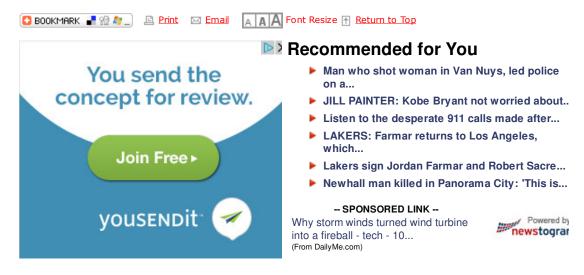
In addition, younger students who belong to after-school clubs with a health or medical focus will be trained asked to convey information about the insurance-plan options to their families.

The grant money will help pay the salaries of district employees who are already working to coordinate he and social services for students. "We'll be pulling from well-trained and skilled staff members who can reathis outreach plan," Uyeda said.

Conservative bloggers have blasted LAUSD's plan to use students as "messengers" for President Obama health-care reforms, but Uyeda insisted that any participation will be voluntary. "This is never going to be the curriculum or regular education," she said. "It would never be mandatory."

Hicks said Covered California will closely monitor the groups to ensure they're spending the money appropriately and meeting their goals. Under guidelines for the grants, those receiving \$750,000 must ma contact with at least 99,000 people. A \$1 million award raises that target to 132,450 people.

Covered California also plans to advertise its insurance exchange in television and radio commercials beg later this summer, with detailed information available on its website, coveredca.com.

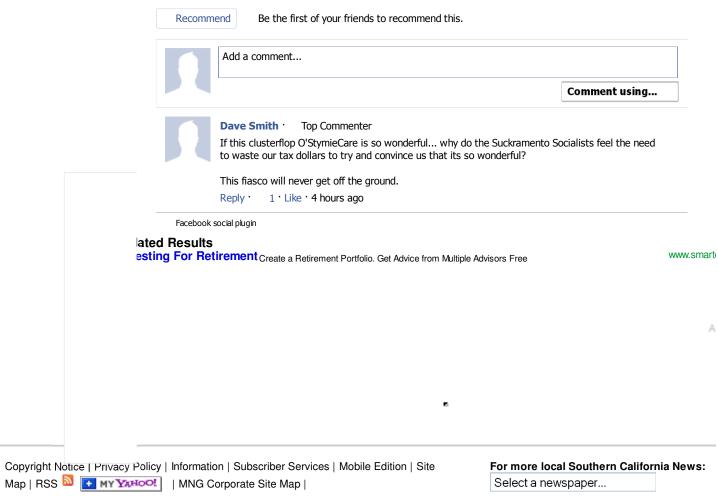


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