**Coordinated Care Initiative  
Los Angeles County  
Communications Workgroup**

**Thursday, May 1**

**AGENDA ITEMS**

**3:00-5:00 p.m.**

**Care More**

* **Introductions**
* **Updates on Existing Outreach Efforts**
  + **Blue Envelope Campaign**
  + **Plan outreach and education**
  + **Harbage**
  + **NSCLC**
  + **Center for Health Care Rights**
* **Focused Discussion Topics**
  + **New America Media Roundtable**
  + **Provider Groups**
    - **LACMA messaging**
  + **Pharmacies**
* **FUTURE STEPS**
  + Meeting venue
  + **Thursday, May 22, 2014, 3:00-5:00 p.m.**