

SMP Spotlight: California

Each month, the SMP National Resource Center Facebook page spotlights one SMP project. California was featured in May 2017. Below are the posts, written by Project Director Micki Nozaki:



May 8

We use our Facebook page in several fun, engaging, and informative ways. We post articles and updates on Medicare fraud scams, our recent fraud alerts and blogs, and our upcoming educational webinars. Our latest fraud alert on the new Medicare card scam was disseminated across the state and highlighted on our website and Facebook page earlier this spring.



May 11

We use Facebook to recognize the incredible job that our 650+ team members do and post their pictures in action at health fairs and outreach events.



May 17

We post on a wide range of Medicare and Medi-Cal-related news. This strategy aligns with social media experts' recommendations to use Facebook as a way of bringing awareness to a broad range of issues, albeit in our case, all related to health care and the health of our beneficiaries. This approach helps to underscore health care fraud prevention.

May 22

We recently debuted our newest SMP Superheroes skit. This was filmed at our April SMP team member conference. Skits and humor are excellent education tools. We would like to give a special shout-out to our entire SMP team and Karen Fletcher, SMP public relations and media expert, who works diligently to

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ensure that our website and Facebook page exemplify the important work SMP does for our constituents. See the video at <https://www.youtube.com/watch?v=bLFeo8-ywZE>.

May 26

We also partner with the Stop Senior Scams Acting Program. Actors ages 68 to 100 years take our Medicare fraud and superhero skits to audiences all over southern California, performing 40 to 50 times/year. We are also filming four cable TV fraud prevention spots and will be using actors from the Stop Senior Scams Acting Program to highlight SMP as a resource for fraud questions and reporting in our communities. View the first TV spot [here!](#)

