

# COUNTY OF EL DORADO

## HEALTH & HUMAN SERVICES

**Don Semon**  
Director

3057 Briw Road, Suite B  
Placerville, CA 95667



## AGENCY DIVISIONS

Administration & Finance  
Behavioral Health  
Community Services  
Protective Services  
Public Health  
Self-Sufficiency

March 18, 2021

Anthem Blue Cross  
Attn: Alicia Pimentel  
11030 White Rock Rd., Ste. 100  
Rancho Cordova, CA 95670-6086

Dear Ms. Pimentel,

El Dorado County Behavioral Health would like to request \$15,000 from Anthem to implement several projects:

- Update our waiting areas at 768 Pleasant Valley Rd, Diamond Springs, and 1900 South Lake Tahoe Blvd, South Lake Tahoe. We want them to be more accessible and to include culturally diverse artwork, and provide a welcoming atmosphere to greet people as they join our programs. Items that we would purchase could include new seating that is easy to clean and can accommodate all sizes, having activities for children, or having organized and relevant informational brochures. We would like to use a mixture of local artwork and culturally diverse artwork.
- We also want to update our signage to help people locate our office, in particular at the 768 Pleasant Valley location.
- We want to develop program description brochures.
- We would like to ask for the assistance of the Anthem marketing team to develop consistent use of logo and colors to utilize for signage and program brochures that could be part of a future marketing campaign.
- We would also like to utilize funds to develop welcome kits that are specific to adults and families with children. Some ideas for these welcome kits include hand sanitizer, non-perishable snacks, water, crayons or some other child appropriate activity, and we want to include informational cards, such as suicide text and talk lines.

We believe that by making our offices easy to locate, having them be culturally sensitive and welcoming, and by providing a small welcome kit that this will de-stigmatize the process of asking for help. As an agency that is mandated to work with the safety-net population we want to make our programs easy to access and de-stigmatizing. We want to make sure that our lower income communities are aware that we are here and welcome them.

Sincerely,



Don Semon, Director

Vision Statement:  
Transforming Lives and Improving Futures



Date: April 29, 2021

Attn: El Dorado County Behavioral Health

Dear Amy Haynes,

Thank you for collaborating with Anthem to improve the care of our members within your community. Please accept the donation of \$15,000 to your organization for funding programs within your department to support expanding access.

We look forward to hearing from you on how you have incorporated this funding within your department.

Sincerely,

Alicia Pimentel, Program Manger  
Anthem Blue Cross, California Medicaid Health Plan