

DEPARTMENT OF HEALTH SERVICES

714/744 P STREET
P.O. BOX 942732
SACRAMENTO, CA 94234-7320



January 26, 1993

TO: All County Welfare Directors
All County Administrative Officers
All County Medi-Cal Program Specialists/Liaisons

Letter No.: 93-05

SUBJECT: ACCESS FOR INFANTS AND MOTHERS (AIM) PROGRAM ADVERTISEMENTS

REFERENCE: ACWDL #91-109

The purpose of this letter is to provide you with an update on the Access for Infants and Mothers (AIM) Program, and let you know about some upcoming AIM advertisements in specified areas. As you know, AIM is a health insurance program for specified pregnant women and infants which is administered by the California Major Risk Medical Insurance Program (MRMIP). The objective of the AIM Program is to provide affordable coverage to the uninsured population of low-income pregnant women and infants who do not qualify for Medi-Cal because of excess assets, or who have income which would require them to pay a share of cost (SOC). Eligibility is based on family income below 250 percent of the Federal Poverty Level (no asset test).

The latest approach of the AIM outreach campaign, which will begin in early January 1993 and run through June 1993, is to reach uninsured pregnant women through an aggressive community marketing effort. The campaign will utilize the PennySaver and ADVO direct mail advertisements to reach the target population in selected zip codes. To identify the areas where this campaign would be the most effective, the AIM Program obtained a report that listed the number of women who were uninsured at the time of their delivery, by zip code. (Zip codes with 50 or more uninsured pregnant women were targeted.) We have enclosed a listing of the targeted zip codes for your information.

A full-page insert in the PennySaver and ADVO mailings will briefly explain the AIM program and includes an income eligibility chart. Readers are instructed to fill in an Information Request Form or call the AIM toll-free line (1-800-433-2611) to obtain more information about this program. It should be noted that if the woman's income is higher than the amount listed on the income eligibility chart, the ad states that she may qualify for Medi-Cal and to contact her local county welfare department to determine where to apply. Once these ads begin, counties may receive some increase in the number of inquiries/applicants.

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Counties may obtain more information regarding this advertising and the AIM program by contacting the AIM program directly at (916) 324-4695. If you have any questions regarding this letter, please contact Lisa Reagan at (916) 657-3719.

Sincerely,

ORIGINAL SIGNED BY

Frank S. Martucci, Chief
Medi-Cal Eligibility Branch

Enclosure

Zip Code Analysis

County	Zip	Median HH	Population	% Female	% Male	% Black	% Hispanic
Northern and Central California							
Daly City	94015					7.7	16.0
So. San Francisco	94080					3.4	26.6
San Francisco	94110					4.6	50.7
East Palo Alto	94303					32.6	11.7
Aptos	95003					0.5	5.3
Hollister	95023					0.0	59.3
Santa Cruz	95060					2.5	11.3
Live Oak	95062					1.2	8.2
Watsonville	95076					0.4	53.4
Stockton	95025-07					6.5	22.6
Lodi	95240	\$25,601	41,511	50.9	49.1	0.1	16.7
Manteca	95336					1.6	17.0
Merced	95340	\$26,809	51,633	50.9	49.1	6.0	40.1
Modesto	95350-51					1.2	8.9
Tracy	95351	\$24,758	56,378	50.7	49.3		
Turlock	95354	\$26,739	25,030	51.4	48.6		
	95376					2.8	30.1
Turlock	95380	\$26,724	50,635	51.2	48.8	0.7	17.9
Santa Rosa	95401					6.9	18.8
Ukiah	95482	\$25,233	25,535	50.5	49.5	0.6	9.2
Marysville	95901	\$21,254	33,434	52.8	47.2	4.1	12.5
Chico	95926	\$24,017	54,861	50.7	49.3	1.2	5.1
Yuba City	95991	\$22,304	30,437	50	50	1.8	16.9
Redding	96002	\$27,862	27,165	51.6	48.4	2.1	15.4
Hanford	96003						
	93230	\$24,851	41,502	53.3	46.7		
Westhaven	93245					5.3	19.0
Pixley	93257					11.1	34.8
Tulare	93274	\$23,929	44,949	51.1	48.9	4.6	32.7
Visalia	93277	\$29,300	51,814	51.4	48.6	0.6	15.3

County	Zip	Median HHI	Population	% Female	% Male	% Black	% Hispanic
Bakersfield	93304	\$25,062	41,307	50.7	49.3	14.6	18.6
	93307	\$23,927	48,222	49.6	50.4	16.2	37.7
	93308	\$28,005	39,835	49.7	50.3	0.1	6.1
Stockdale	93309					2.7	8.5
Lompoc	93436						
Santa Maria	93454	\$29,057	56,372	50.1	49.9		
	93101	\$28,258	26,130	51.3	48.7	2.3	36.5
Santa Barbara	93103					2.8	43.5
Ventura County							
Ventura*	93003					1.0	12.5
Camarillo*	93010					1.3	13.8
Oxnard*	93030					4.3	59.3
	93033					5.8	55.0
Santa Paula*	93060					0.6	6.8
Simi Valley*	93065					0.6	7.4
Port Hueneime	93042	\$24,219	2,606	32.1	67.9		
Imperial County							
Brawley	92227	\$20,784	16,171	50	50	1.3	65.9
Calexico	92231	\$16,931	29,277	51.3	48.7	0.1	94.3
El Centro	92243	\$23,984	28,252	49.7	50.3	2.6	60.2
San Diego County							
El Cajon	92021	\$29,744	58,838	51.4	48.6	0.9	9.0
Encinitas*	92024					0.9	14.2
Escondido*	92025					0.5	20.0
	92027	\$29,592	40,243	51.7	48.3	0.6	15.6
Fallbrook*	92028					0.8	24.1
Chula Vista*	91910					1.8	25.9
Imperial Beach*	91932					3.3	27.8

*No match with concentration of uninsured mothers.

County	Zip	Median HHI	Population	% Female	% Male	% Black	% Hispanic
National City*	91950						
Oceanside*	92054	\$25,160	79,833	41.3	58.7	8.8	42.5
Poway*	92064					1.6	6.9
Ramona*	92065					0.3	12.9
San Marcos*	92069					0.4	17.8
San Ysidro*	92173					0.9	87.3
Vista*	92083-84					0.9	22.2
San Diego City*	92102					24.4	47.4
Pacific Beach*	92109					1.2	8.3
San Bernardino/Riverside							
Alta Loma*	91701					3.0	14.5
Chino*	91709					1.5	19.5
Rancho Cucamonga*	91730					3.3	25.7
Ontario*	91761-62					5.5	35.1
Montclair*	91763					8.5	25.6
Colton*	92324					2.4	56.5
Fontana*	92335					3.1	25.9
Victorville*	92392	\$29,840	46,064	49.8	50.2	10.9	17.7
Apple Valley*	92307					2.4	7.5
Corona*	91719					0.6	37.7
Lake Elsinore	92530	\$23,824	35,264	51.1	48.9	4.4	26.9
Hemet	92543	\$20,751	55,656	54.2	45.8	7.8	14.8
Murrieta*	92562					0.4	12.1
Riverside*	92505-7					2.4	10.0
	92509					0.8	11.7
Indio	92201	\$27,130	51,073	50.4	49.6	3.5	56.2
Temecula*	92590					0.2	12.4
Moreno Valley*	92555					8.6	17.7

*No match with concentration of uninsured mothers.

County	Zip	Median HHI	Population	% Female	% Male	% Black	% Hispanic
Cathedral City	92234	\$25,249	22,678	52.2	47.8	0.9	24.5
Palm Springs	92262	\$27,297	21,735	50.5	49.5	7.8	17.9
Perris	92570	\$28,505	41,762	50.2	49.8	18.4	23.9
Rialto*	92376					14.7	23.1
Upland*	91786					2.6	14.1
Orange Ccounty							
Costa Mesa*	92626					1.0	9.4
Dana Point*	92629					0.6	12.5
El Toro*	92630					1.3	8.0
Fullerton*	92633					1.2	16.8
Garden Grove*	92640					1.2	14.4
	92641					0.9	13.0
	92643					1.4	29.5
	92644					0.9	12.0
	92645					0.3	5.9
Huntington Beach*	92646					0.7	7.8
	92648					1.1	12.8
Orange*	92669					0.8	20.0
Placentia*	92670					1.6	20.8
San Clemente*	92672					6.1	12.8
Mission Viejo*	92691					0.9	6.8
Laguna Beach*	92677					0.4	4.9
Tustin*	92680					3.0	10.6
Westminster*	92683					0.8	15.2
Yorba Linda*	92686					0.4	10.9
Santa Ana*	92701					1.5	56.7
	92703					3.5	70.2
	92707					2.7	51.7

County	Zip	Median HHI	Population	% Female	% Male	% Black	% Hispanic
Fountain Valley*	92708					1.2	8.7
Irvine*	92714					1.3	6.9
Anaheim*	92801					1.7	23.6
	92802					1.2	21.1
	92804					1.2	16.0
	92807					1.5	10.0
Downey*	90241					0.5	19.1
Buena Park*	90620					1.1	19.2
	90621					1.8	25.9
Los Angeles County							
L.A. City/East L.A.	90004	\$29,069	50,990	51.1	48.9	3.3	43.0
	90005	\$23,185	28,763	49.7	50.3	6.1	50.6
	90006	\$26,528	53,509	49.6	50.4	5.4	69.9
	90011	\$16,356	71,164	51.7	48.3	44.0	54.0
	90019	\$27,420	62,766	52.5	47.5	46.0	25.0
	90020	\$26,280	31,239	48.8	51.2	11.0	23.0
	90022	\$24,700	62,962	50.8	49.2	0.1	93.6
	90023	\$21,674	47,831	50.4	49.6	0.1	95.0
	90026	\$24,275	68,776	49.6	50.4	1.4	65.9
	90032	\$27,824	48,521	50.9	49.1	0.5	88.4
	90033	\$18,737	52,954	50.6	49.4	1.9	91.5
	90044	\$22,569	65,046	53.3	46.7	76.0	19.3
	90057	\$21,266	28,366	48.4	51.6	2.3	70.4
Bell*	90201					2.3	70.4
Gardena*	90247					10.2	30.5
Hawthorne*	90250					7.2	26.6
Huntington Park	90255	\$25,267	64,034	50.6	49.4	0.3	87.9
Lynwood	90262	\$28,858	55,899	50.7	49.3	29.7	52.5

County	Zip	Median HHt	Population	% Female	% Male	% Black	% Hispanic
Palos Verdes*	90274					1.7	3.5
Southgate*	90280					1.4	69.3
Torrance*	90501					1.2	31.3
	90503					0.7	7.8
	90505					0.5	7.3
Cypress*	90630					1.6	13.9
Montebello*	90640					0.3	69.5
Norwalk*	90650					1.3	48.1
Pico Rivera*	90660					0.1	84.4
Artesia*	90701					5.9	21.3
Bellflower*	90706					1.8	19.2
Paramount*	90723					2.9	56.6
San Pedro*	90731					3.9	41.6
Wilmington*	90744					2.2	76.7
Carson*	90745					6.9	37.0
Long Beach*	90804	\$28,064	40,311	51.3		7.3	8.6
	90806	\$26,870	35,078	50		26.3	20.7
	90813					20.9	42.5
Arcadia*	91006					0.2	11.1
Glendale*	91205-06					11.9	63.3
Pacoima*	91331					1.7	16.6
Reseda*	91335					4.8	74.9
San Fernando*	91340					8.7	41.2
	91342					1.7	10.5
Mission Hills*	91344					0.8	11.4
Sun Valley*	91351						

*No match with concentration of uninsured mothers.

County	Zip	Median HHI	Population	% Female	% Male	% Black	% Hispanic
Panorama City*	91402					4.2	26.7
North Hollywood*	91403					1.3	7.9
	91406					2.3	21.2
	91605					2.4	39.1
	91606					2.4	33.8
Azusa*	91702					1.3	47.3
Baldwin Park*	91706					1.0	69.8
El Monte	91732	\$28,999	49,794	50.4	49.6	0.6	67.5
	91733	\$28,547	40,459	48.7	51.3	0.1	84.6
Glendora*	91740					0.9	12.2
Industry-La Puente*	91744					4.1	63.7
	91745					1.2	31.3
	91748					2.6	29.3
Monterey Park*	91754					0.8	48.0
Diamond bar*	91765					5.3	16.5
Pomona*	91766					10.6	49.8
Rosemead*	91770					0.3	67.3
San Gabriel*	91776					0.5	52.9
Ridgecrest*	93555						
Lancaster*	93535						
Palmdale*	93550						
West Covina*	91790					4.9	27.8
Alhambra*	91801					0.9	44.2
	91803					0.5	54.7
Walnut*	91789					3.9	24.4

*No match with concentration of uninsured mothers.