

Connecting Kids to Coverage National Campaign



InsureKidsNow.gov

Print Materials
Customization Guide

Table of Contents

- Introduction
- Customization Options
- Materials Available for Customization
 - Maternal Health*
 - Mental Health
 - Peace of Mind
 - Vaccinations
 - Cold & Flu
 - Oral Health*
 - Back-to-School
 - Youth Sports
 - Asthma & Allergy
 - Renewals*
 - General Market
- How to Request Customized Materials
 - Determine Your State's Income Eligibility Limit
 - Example Email to the CMS DMS
- Appendix

**New or recently updated.*

Introduction

The Connecting Kids to Coverage National Campaign materials are designed to support outreach in your community. These materials are intended to be used by Campaign partners, grantees, and other community-based organizations to provide information to parents and caregivers of children who are eligible for Medicaid and the Children’s Health Insurance Program (CHIP) but are not enrolled. The materials provide information on income eligibility for Medicaid and CHIP, the valuable benefits the programs provide (e.g., check-ups, hospital visits, emergency services, prescriptions, etc.), and how to apply.

You can customize the materials for use in your community. Customized materials can include:

- your program name(s);
- your state’s annual income eligibility limit for a family of four;
- your website address and/or phone number;
- and up to two logos

Once confirmed, you will receive your customized, high-resolution PDF via email within two weeks.

CMS offers material customization free of charge. However, due to the large number of customization requests we receive, organizations can request **up to five resources to customize per month**. This is per CMS Product Number (No.). An organization may request multiple languages per product number. For example, “Artist” palmcard, CMS Product No. 11642, in English and Spanish (-S) would count as one resource request.

Customizable materials are viewable on the [InsureKidsNow.gov](https://www.insurekidsnow.gov) website in the [Outreach Tool Library](#). A list of customizable materials is also available on slide 5 of this guide.

Please see page 9 for detailed information on how to submit your request for customized materials to the CMS Division of Multimedia Services (DMS).

Customization Options

You may choose to insert your program name(s), your state's annual income eligibility limit for a family of four, your website address and/or phone number, and up to two logos. **Please Note:** You may request these changes on all customizable materials.

Think Teeth
Every Step of The Way

Give your baby healthy teeth from the start.
It's easy!

- Gently brush baby's teeth twice a day. Use a tiny amount of fluoride toothpaste.
- Take your baby to the dentist by her first birthday. Continue regular check-ups as recommended.
- Tooth decay is caused by bacteria. Your baby can "catch" the bacteria from you.
 - Keep your mouth healthy.
 - Don't share cups or spoons.
- Put only water, milk, or formula in bottles or sippy cups.
- Don't put your baby to bed with a bottle or sippy cup.
- Limit sweet snacks and sugary drinks, including juice.

Medicaid and the Children's Health Insurance Program (CHIP) cover children's dental services, such as teeth cleanings, check-ups, x-rays, fluoride, dental sealants, and fillings. Your child could be eligible!

To enroll your child, call 1-877-KIDS-NOW (543-7669) or visit [InsureKidsNow.gov](https://www.insurekidsnow.gov). Already covered? Use the Dentist Locator on [InsureKidsNow.gov](https://www.insurekidsnow.gov) to find a dentist near you and call to schedule a dentist appointment today.

LOGO 1 LOGO 2

InsureKidsNow.gov

CMS Product No. 11000
March 2021

Paid for by the U.S. Department of Health & Human Services

Your program name(s)

Your website and/or phone number

Up to two logos

Materials Available for Customization

The following is a list of customizable materials for the Connecting Kids to Coverage National Campaign with corresponding product numbers. These materials can be produced as double sided-documents, with English on one side and Spanish on the other.

Alternatively, the materials can be produced with the customized Campaign image on one side, and limited local information, such as where to find application assistance, on the other side.

Customized materials will be provided as print-ready PDFs/files. Customizable materials are viewable on the InsureKidsNow.gov website in the [Outreach Tool Library](#) or in the Appendix on page 12 of this guide.

NAME	DESCRIPTION	VERSION	PRODUCT NUMBER	
			ENGLISH	SPANISH
Maternal Health	11 x 17 Poster (Full Color)	Maternal Health	12168	12168-S
		Maternal Health – Native	12168-N	N/A
Mental Health	11 x 17 Poster (Full Color)	Mental Health	12138	12138-S
Peace of Mind	4 x 9 Palmcard (Full Color)	Peace of Mind	12092	12092-S
	11 x 17 Poster (Full Color)	Peace of Mind	12093	12093-S
	9 x 3.88 Direct Mail Insert (Full Color)	Peace of Mind	12094	12094-S
Vaccinations	11 x 17 Poster (Full Color)	Protect Their Tomorrow (Snow)	12073	12073-S
	11 x 17 Poster (Full Color)	Protect Their Tomorrow (Sun)	12077	12077-S
	4 x 9 Palmcard (Full Color)	Protect Their Tomorrow (Snow)	12072	12072-S
	4 x 9 Palmcard (Full Color)	Protect Their Tomorrow (Sun)	12076	12076-S

Materials Available for Customization - Continued

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Customized materials will be provided as print-ready PDFs/files. Customizable materials are viewable on the InsureKidsNow.gov website in the [Outreach Tool Library](#) or in the Appendix on page 12 of this guide.

NAME	DESCRIPTION	VERSION	PRODUCT NUMBER	
			ENGLISH	SPANISH
Cold & Flu	4 x 9 Palmcard (Full Color)	Blanket	11657	11657-S
	11 x 17 Poster (Full Color)	Blanket	11656	11656-S
	4 x 9 Palmcard (Full Color)	Nighttime Cuddles	12108	12108-S
	11 x 17 Poster (Full Color)	Nighttime Cuddles	12109	12109-S
	4 x 9 Palmcard (Full Color)	Puppy Care	12110	12110-S
	11 x 17 Poster (Full Color)	Puppy Care	12111	12111-S
Oral Health	8.5 x 11 Poster (Full Color)	Ages 3 and under	11665	11665-S
	5.5 x 8.5 Flyer (Full Color)	Ages 3 and under	11666	11666-S
	5.5 x 8.5 Tear Pad (Full Color)	All ages	11774	11774-S
	5.5 x 8.5 Tear Pad (Full Color)	Maternal Oral Health	11664	11664-S

Materials Available for Customization - Continued

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NAME	DESCRIPTION	VERSION	PRODUCT NUMBER	
			ENGLISH	SPANISH
Back-to-School	11 x 17 Poster (Full Color)	School Bus	11668	11668-S
	4 x 9 Palmcard (Full Color)	School Bus	11667	11667-S
Youth Sports	8.5 x 11 Flyer (Full Color)	Youth Sports	11804	11804-S
	8.5 x 11 Fact Sheet (Full Color)	Youth Sports	11803	11803-S
	9 x 3.88 Direct Mail Insert (Full Color)	Youth Sports	11802	11802-S
Allergy & Asthma	11 x 17 Poster (Full Color)	Bubbles	11644	11644-S
	4 x 9 Palmcard (Full Color)	Bubbles	11645	11645-S
Renewals	4 x 9 Palmcard (Full Color)	Kids on Bench	12014	12014-S
		Teens Smiling	12015	12015-S
		High Schoolers	12016	12016-S
		Superhero	12017	12017-S

Materials Available for Customization - Continued

The following is a list of customizable materials for the Connecting Kids to Coverage National Campaign with corresponding product numbers. These materials can be produced as double sided-documents, with English on one side and Spanish on the other.

Alternatively, the materials can be produced with the customized Campaign image on one side, and limited local information, such as where to find application assistance, on the other side.

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NAME	DESCRIPTION	VERSION	PRODUCT NUMBER	
			ENGLISH	SPANISH
General Market	11 x 17 Poster (Full Color)	Skateboarder	11637	11637-S
		Muddy Kids	11638	11638-S
		Artist	11639	11639-S
	8.5 x 11 Poster (Full Color)	Teens	11755	11755-S
		Kid in Charge	11790	11790-S
	4 x 9 Palmcard (Full Color)	Skateboarder	11640	11640-S
		Muddy Kids	11641	11641-S
		Artist	11642	11642-S

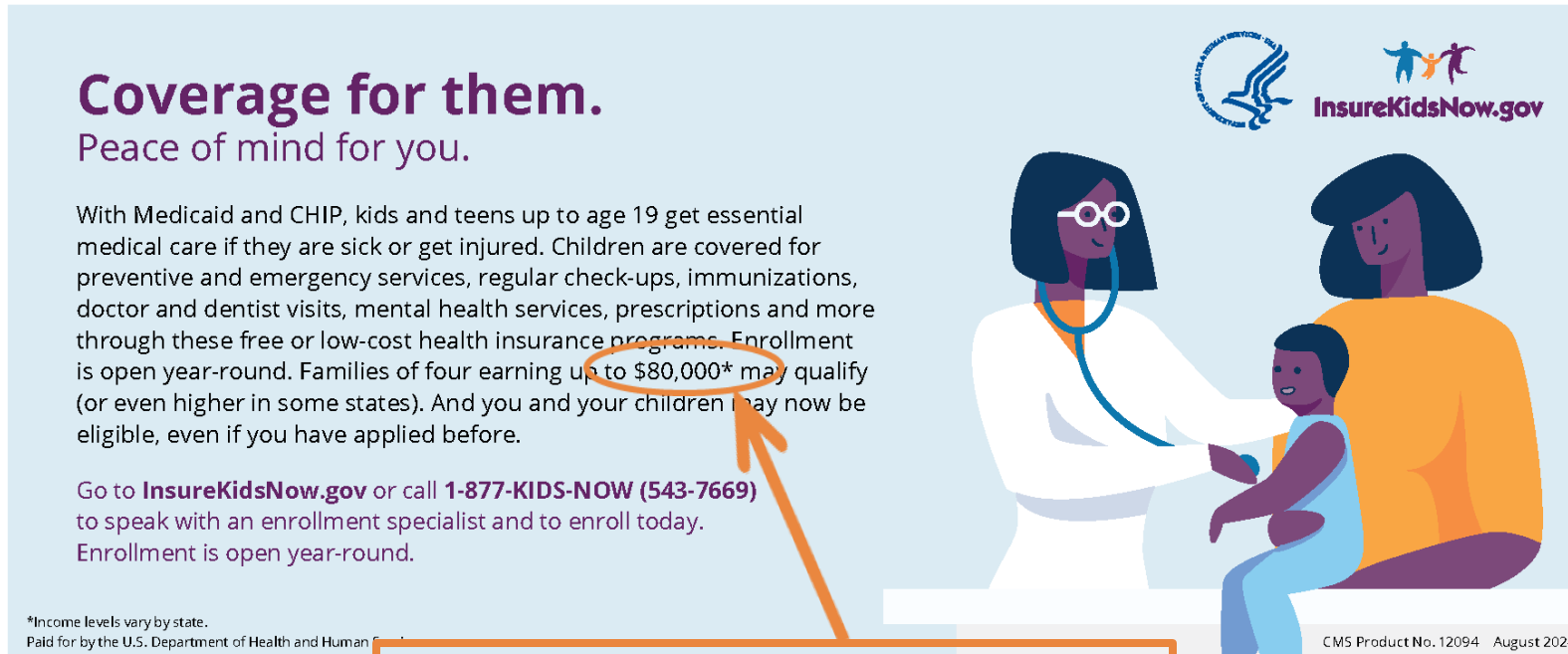
How to Request Customized Materials

1. Send an email to the CMS Division of Multimedia Services (DMS): MultimediaServices@cms.hhs.gov with the subject line **“Connecting Kids to Coverage: Materials Customization Request”**.
 - **Connecting Kids to Coverage HEALTHY KIDS grantees must include their project officer on the email.**
2. In the body of the email, include the following:
 - Identify the product number(s), type of material(s) (e.g., poster or palmcard), and name(s) of the material(s) you are customizing.
 - Identify your program name(s).
 - Identify your state’s annual income eligibility limit for a family of four (see slide 10 for details).
 - Identify if you want the words “or more” removed from after “a year”.
 - Identify your website address and/or phone number.
 - Attach up to two logos; Adobe Illustrator (.ai) or EPS file preferred.
 - Indicate if you would like to have a double-sided version. If you would like to have a double-sided version, indicate whether you would like the back side to be in Spanish, or if you are going to provide limited local information, such as where to find application assistance, etc. Remember: there are print-ready PDF files.
3. The CMS DMS will get in touch via email, but should you have any questions or would like to follow up on your request please send a message to the above email address referencing your request.
4. You will receive your customized, high-resolution PDF via email within two weeks.

Determine Your State's Income Eligibility Limit

Medicaid and CHIP use a percentage multiple to determine the income limit for a family of four at 200% of the Federal Poverty Level (FPL). To find the annual FPL figure, visit <https://aspe.hhs.gov/poverty-guidelines>.

To find the specific FPL guidelines for your state, visit <https://www.medicaid.gov/medicaid/national-medicaid-chip-program-information/medicaid-childrens-health-insurance-program-basic-health-program-eligibility-levels/index.html> or contact your state's Medicaid or CHIP program for information. The income level figure will change from year to year based on the annual release of FPL guidelines.



Coverage for them.
Peace of mind for you.

With Medicaid and CHIP, kids and teens up to age 19 get essential medical care if they are sick or get injured. Children are covered for preventive and emergency services, regular check-ups, immunizations, doctor and dentist visits, mental health services, prescriptions and more through these free or low-cost health insurance programs. Enrollment is open year-round. Families of four earning up to \$80,000* may qualify (or even higher in some states). And you and your children may now be eligible, even if you have applied before.

Go to [InsureKidsNow.gov](https://www.insurekidsnow.gov) or call 1-877-KIDS-NOW (543-7669) to speak with an enrollment specialist and to enroll today. Enrollment is open year-round.

*Income levels vary by state.
Paid for by the U.S. Department of Health and Human Services

CM5 Product No. 12094 August 2024

The advertisement features a central illustration of a doctor in a white coat and glasses examining a young child, with a woman sitting behind the child. In the top right corner, there are logos for the U.S. Department of Health and Human Services and InsureKidsNow.gov. An orange arrow points from a text box at the bottom to the '\$80,000*' figure in the text.

**Your state's annual income eligibility limit
for a family/household of four**

Example Email to the CMS DMS

TO: MultimediaServices@cms.hhs.gov; [Project Officer Email, if applicable]*
FROM: [Your Email Address]
SUBJECT: Connecting Kids to Coverage: Materials Customization Request

Dear Designer:

My name is [Insert Your Name] and I am with [Insert Your Organization]. Can you please provide me with a customized version of the following Connecting Kids to Coverage material(s)?

- Material Name(s): [e.g., #11637. General Market. Poster. Skateboarder.]
- Program Name: [e.g., KidsPlus]
- My state's annual income eligibility limit for a family of four: [e.g., \$80,000]
 - Please [keep/remove] "or more" after "a year".
- My website and phone number: [e.g., www.KidsPlus.com, 1-877-543-7669]
- The logo(s) is attached to this email with the following title(s): [e.g., kidsplus.eps; localprogram.ai]
- *If requesting double sided material(s):* Please provide a print ready PDF file for a [double-sided poster] with [English on the front and Spanish on the back].

Best,

[Insert Your Name]

Appendix:
Materials Available for Customization

Maternal Health Materials

Maternal Health

#12168 Maternal Health Poster - English

Coverage for you, coverage for your baby.

Taking care of yourself is always important, but especially when you're expecting. With Medicaid and CHIP, when you are pregnant you may be eligible for free or low-cost health coverage before and after baby arrives. This includes prenatal visits, labor and delivery, postpartum care, and more. Plus, your baby will be covered, too.

Enrollment is open year-round. You may be eligible now, even if you have applied before. Families of four with an income up to \$80,000* may qualify.

Learn more about coverage by calling **1-877-KIDS-NOW (543-7669)** or visit [InsureKidsNow.gov](https://www.InsureKidsNow.gov).



*Income levels vary by state. Paid for by the U.S. Department of Health and Human Services.

CMS Product No. 12168 February 2024

#12168-S Maternal Health Poster - Spanish

Cobertura para usted, cobertura para su bebé.

Cuidarse siempre es importante, pero especialmente cuando se está esperando un bebé. Con Medicaid y CHIP, cuando esté embarazada, podría ser elegible para cobertura médica gratuita o a bajo costo antes y después del nacimiento de su bebé. Esto incluye las consultas prenatales, el parto, el cuidado posparto y más. Además, su bebé también estará cubierto.

La inscripción está abierta todo el año. Usted podría ser elegible ahora, incluso si ya ha aplicado antes. Las familias de cuatro integrantes con un ingreso de hasta \$80,000* podrían calificar.

Conozca más sobre la cobertura llamando al **1-877-KIDS-NOW (543-7669)** o visitando [InsureKidsNow.gov](https://www.InsureKidsNow.gov).



*Los niveles de ingresos varían por estado. Paid for by the U.S. Department of Health and Human Services.

CMS Product No. 12168-S February 2024

#12168-N Maternal Health Native Poster - English

Coverage for you, coverage for your baby.

Taking care of yourself is always important, but especially when you're expecting. With Medicaid and CHIP, when you are pregnant you may be eligible for free or low-cost health coverage before and after baby arrives. This includes prenatal visits, labor and delivery, postpartum care, and more. Plus, your baby will be covered, too.

Enrollment is open year-round. You may be eligible now, even if you have applied before. Families of four with an income up to \$80,000* may qualify.

Learn more about coverage by calling **1-877-KIDS-NOW (543-7669)** or visit [InsureKidsNow.gov](https://www.InsureKidsNow.gov).



*Income levels vary by state. Paid for by the U.S. Department of Health and Human Services.

CMS Product No. 12168-N February 2024

Mental Health Materials

Mental Health

#12138 Mental Health Poster - English



Give your kids a head start on mental health.

Mental health is crucial to the overall well-being of your child. Did you know mental and behavioral health disorders typically first arise in childhood or adolescence and can have a life-long impact? Luckily, there are resources for a broad range of mental and behavioral health services as part of free or low-cost coverage under Medicaid and the Children's Health Insurance Program (CHIP).

Every child benefits from mental health care.

Call your child's health care provider today to explore mental and behavioral health services. Need coverage? To enroll your child, call **1-877-KIDS-NOW (543-7669)** or visit [InsureKidsNow.gov](https://www.insurekidsnow.gov).



Paid for by the U.S. Department of Health & Human Services

CMS Product No. 12138
July 2022

#12138-S Mental Health Poster - Spanish



Ayude a cuidar la salud mental de sus hijos.

La salud mental es crucial para el bienestar de su hijo. ¿Sabía que los trastornos de salud mental y del comportamiento suelen aparecer en la infancia o la adolescencia y pueden tener un impacto de por vida? Por suerte, existen recursos para una amplia gama de servicios de salud mental y del comportamiento con cobertura gratuita o a bajo costo a través de Medicaid y del Programa de Seguro Médico para Niños (CHIP).

Todos los niños se benefician del cuidado de la salud mental.

Llame hoy mismo al proveedor de servicios de salud de su hijo para explorar los servicios de salud mental y del comportamiento. ¿Necesita cobertura? Para inscribir a su hijo, llame al **1-877-KIDS-NOW (543-7669)** o visite [InsureKidsNow.gov](https://www.insurekidsnow.gov).



Paid for by the U.S. Department of Health & Human Services

CMS Product No. 12138-S
July 2022

Peace of Mind Materials

Peace of Mind

#12092 Peace of Mind Palmcard - English

Coverage for them. Peace of mind for you.

With Medicaid and CHIP, kids and teens up to age 19 get essential medical care if they are sick or get injured. Children are covered for preventive and emergency services, regular check-ups, immunizations, doctor and dentist visits, mental health services, prescriptions and more through these free or low-cost health insurance programs. Enrollment is open year-round. You may be eligible now, even if you have applied before. Families of four with an income up to \$80,000* may qualify.

Go to InsureKidsNow.gov or call **1-877-KIDS-NOW (543-7669)** to speak with an enrollment specialist and to enroll today. Enrollment is open year round.



*Income levels vary by state.
Paid for by the U.S. Department of Health and Human Services. CMS Product No. 12092-2
April 2024

#12092-S Peace of Mind Palmcard - Spanish

Cobertura para ellos. Tranquilidad para usted.

Con Medicaid y CHIP, los niños y adolescentes de hasta 19 años reciben atención médica esencial si están enfermos o lesionados. Los niños están cubiertos para servicios preventivos y de emergencia, chequeos regulares, vacunas, visitas al médico y al dentista, servicios de salud mental, medicinas recetadas y más a través de estos programas de seguro médico gratuitos o de bajo costo. La inscripción está abierta todo el año. Usted podría ser elegible ahora, incluso si ya ha aplicado antes. Las familias de cuatro integrantes con un ingreso de hasta \$80,000* podrían calificar.

Visite InsureKidsNow.gov o llame al **1-877-KIDS-NOW (543-7669)** para hablar con un especialista en inscripción y para inscribirse hoy. La inscripción está abierta todo el año.



*Los niveles de ingresos varían por estado.
Pagado por el U.S. Department of Health and Human Services. CMS Product No. 12092-S
May 2024

Peace of Mind

#12093 Peace of Mind Poster - English

Coverage for them. Peace of mind for you.

With Medicaid and CHIP, kids and teens up to age 19 get essential medical care if they are sick or get injured. Children are covered for preventive and emergency services, regular check-ups, immunizations, doctor and dentist visits, mental health services, prescriptions and more through these free or low-cost health insurance programs. Enrollment is open year-round. You may be eligible now, even if you have applied before. Families of four with an income up to \$80,000* may qualify.

Go to [InsureKidsNow.gov](https://www.insurekidsnow.gov) or call **1-877-KIDS-NOW (543-7669)** to speak with an enrollment specialist and to enroll today. Enrollment is open year round.



*Income levels vary by state.
Paid for by the U.S. Department of Health and Human Services.

CMS Product No. 12093
May 2024

#12093-S Peace of Mind Poster - Spanish

Cobertura para ellos. Tranquilidad para usted.

Con Medicaid y CHIP, los niños y adolescentes de hasta 19 años reciben atención médica esencial si están enfermos o lesionados. Los niños están cubiertos para servicios preventivos y de emergencia, chequeos regulares, vacunas, visitas al médico y al dentista, servicios de salud mental, medicinas recetadas y más a través de estos programas de seguro médico gratuitos o de bajo costo. La inscripción está abierta todo el año. Usted podría ser elegible ahora, incluso si ya ha aplicado antes. Las familias de cuatro integrantes con un ingreso de hasta \$80,000* podrían calificar.

Visite [InsureKidsNow.gov](https://www.insurekidsnow.gov) o llame al **1-877-KIDS-NOW (543-7669)** para hablar con un especialista en inscripción y para inscribirse hoy. La inscripción está abierta todo el año.



*Los niveles de ingresos varían por estado.
Paid for by the U.S. Department of Health and Human Services.

CMS Product No. 12093-S
May 2024

Peace of Mind

#12094 Direct Mail Insert- English

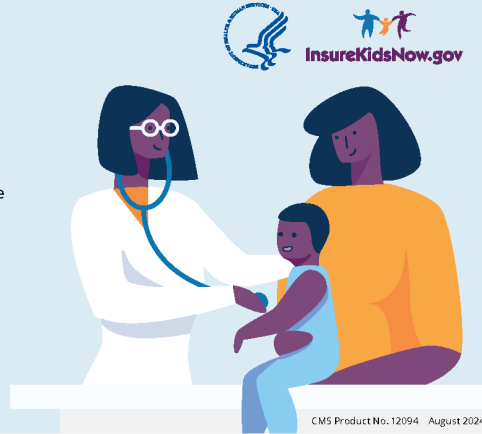
Coverage for them.

Peace of mind for you.

With Medicaid and CHIP, kids and teens up to age 19 get essential medical care if they are sick or get injured. Children are covered for preventive and emergency services, regular check-ups, immunizations, doctor and dentist visits, mental health services, prescriptions and more through these free or low-cost health insurance programs. Enrollment is open year-round. Families of four earning up to \$80,000* may qualify (or even higher in some states). And you and your children may now be eligible, even if you have applied before.

Go to InsureKidsNow.gov or call **1-877-KIDS-NOW (543-7669)** to speak with an enrollment specialist and to enroll today. Enrollment is open year-round.

*Income levels vary by state.
Paid for by the U.S. Department of Health and Human Services



CMS Product No. 12094 August 2024

#12094-S Direct Mail Insert- Spanish

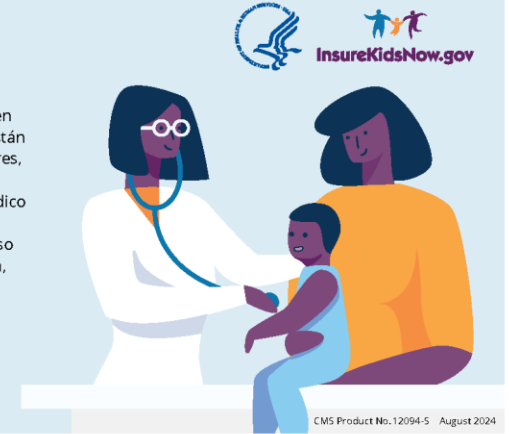
Cobertura para ellos.

Tranquilidad para usted.

Con Medicaid y CHIP, los niños y adolescentes de hasta 19 años reciben atención médica esencial si están enfermos o lesionados. Los niños están cubiertos para servicios preventivos y de emergencia, chequeos regulares, vacunas, visitas al médico y al dentista, servicios de salud mental, medicinas recetadas y más a través de estos programas de seguro médico gratuitos o de bajo costo. La inscripción está abierta todo el año. Las familias de cuatro que ganan hasta \$80,000* pueden calificar (o incluso más en algunos estados). Usted y sus hijos pueden ser elegibles ahora, incluso si ya habían solicitado.

Visite InsureKidsNow.gov o llame al **1-877-KIDS-NOW (543-7669)** para hablar con un especialista en inscripción y para inscribirse hoy. La inscripción está abierta todo el año.

*Los niveles de ingresos varían por estado.
Paid for by the U.S. Department of Health and Human Services



CMS Product No. 12094-S August 2024

Vaccinations Materials

Vaccinations

#12073 Protect Their Tomorrow (Snow) Poster - English

#12073-S Protect Their Tomorrow (Snow) Poster - Spanish



Vaccinate today. Protect their tomorrow.

Keep kids healthy with the vaccines and booster shots they need. Medicaid and CHIP offer free or low-cost health insurance for kids and teens up to age 19. Children can get regular check-ups, immunizations, doctor and dentist visits, hospital care, mental health services, prescriptions and more. Enrollment is open year-round. You may be eligible now, even if you have applied before. Families of four with an income up to \$80,000* may qualify.

Go to [InsureKidsNow.gov](https://www.insurekidsnow.gov) or call 1-877-KIDS-NOW (543-7669) to learn more about affordable health coverage for your family.



*Income levels vary by state. Paid for by the U.S. Department of Health and Human Services

CMS Product No. 12073 May 2024

Vacúnelos hoy. Proteja su futuro.

Cuide la salud de los niños con las vacunas y los refuerzos que necesitan. Medicaid y CHIP ofrecen seguro de salud gratis o a bajo costo para los niños y adolescentes menores de 19 años. Los niños y adolescentes pueden recibir exámenes médicos, vacunas, visitas al médico y al dentista, atención en el hospital, servicios de salud mental, medicinas y mucho más. La inscripción está abierta todo el año. Usted podría ser elegible ahora, incluso si ya ha aplicado antes. Las familias de cuatro integrantes con un ingreso de hasta \$80,000* podrían calificar.

Visite [InsureKidsNow.gov](https://www.insurekidsnow.gov) o llame al 1-877-KIDS-NOW (543-7669) para más información sobre la cobertura de salud a bajo costo para su familia.



*Los niveles de ingresos varían por estado. Paid for by the U.S. Department of Health and Human Services

CMS Product No. 12073-S May 2024

Vaccinations

#12077 Protect Their Tomorrow (Sun) Poster - English

**Vaccinate today.
Protect their tomorrow.**

Keep kids healthy with the vaccines and booster shots they need. Medicaid and CHIP offer free or low-cost health insurance for kids and teens up to age 19. Children can get regular check-ups, immunizations, doctor and dentist visits, hospital care, mental health services, prescriptions and more. Enrollment is open year-round. You may be eligible now, even if you have applied before. Families of four with an income up to \$80,000* may qualify.

Go to InsureKidsNow.gov or call **1-877-KIDS-NOW (543-7669)** to learn more about affordable health coverage for your family.




*Income levels vary by state.
Paid for by the U.S. Department of Health and Human Services

CMS Product No. 12077
May 2024

#12077-S Protect Their Tomorrow (Sun) Poster - Spanish

**Vacúnelos hoy.
Proteja su futuro.**

Cuide la salud de los niños con las vacunas y los refuerzos que necesitan. Medicaid y CHIP ofrecen seguro de salud gratis o a bajo costo para los niños y adolescentes menores de 19 años. Los niños y adolescentes pueden recibir exámenes médicos, vacunas, visitas al médico y al dentista, atención en el hospital, servicios de salud mental, medicinas y mucho más. La inscripción está abierta todo el año. Usted podría ser elegible ahora, incluso si ya ha aplicado antes. Las familias de cuatro integrantes con un ingreso de hasta \$80,000* podrían calificar.

Visite InsureKidsNow.gov o llame al **1-877-KIDS-NOW (543-7669)** para más información sobre la cobertura de salud a bajo costo para su familia.




*Los niveles de ingresos varían por estado.
Paid for by the U.S. Department of Health and Human Services

CMS Product No. 12077-S
May 2024

Vaccinations

#12072 Protect Their Tomorrow (Snow) Palmcard - English

#12072-S Protect Their Tomorrow (Snow) Palmcard - Spanish



Vaccinate today. Protect their tomorrow.

Keep kids healthy with the vaccines and booster shots they need. Medicaid and CHIP offer free or low-cost health insurance for kids and teens up to age 19. Children can get regular check-ups, immunizations, doctor and dentist visits, hospital care, mental health services, prescriptions and more. Enrollment is open year-round. You may be eligible now, even if you have applied before. Families of four with an income up to \$80,000* may qualify.

Go to InsureKidsNow.gov
or call **1-877-KIDS-NOW (543-7669)**
to learn more about affordable health
coverage for your family.



*Income levels vary by state.
Paid for by the U.S. Department of Health and Human Services

CMS Product No. 12072
April 2024



Vacúnelos hoy. Proteja su futuro.

Cuide la salud de los niños con las vacunas y los refuerzos que necesitan. Medicaid y CHIP ofrecen seguro de salud gratis o a bajo costo para los niños y adolescentes menores de 19 años. Los niños y adolescentes pueden recibir exámenes médicos, vacunas, visitas al médico y al dentista, atención en el hospital, servicios de salud mental, medicinas y mucho más. La inscripción está abierta todo el año. Usted podría ser elegible ahora, incluso si ya ha aplicado antes. Las familias de cuatro integrantes con un ingreso de hasta \$80,000* podrían calificar.

Visite InsureKidsNow.gov o llame al
1-877-KIDS-NOW (543-7669) para más
información sobre la cobertura de salud
a bajo costo para su familia.



*Los niveles de ingresos varían por estado.
Paid for by the U.S. Department of Health and Human Services

CMS Product No. 12072-S
April 2024

Vaccinations

#12076 Protect Their Tomorrow (Sun) Palmcard - English

Vaccinate today. Protect their tomorrow.

Keep kids healthy with the vaccines and booster shots they need. Medicaid and CHIP offer free or low-cost health insurance for kids and teens up to age 19. Children can get regular check-ups, immunizations, doctor and dentist visits, hospital care, mental health services, prescriptions and more. Enrollment is open year-round. You may be eligible now, even if you have applied before. Families of four with an income up to \$80,000* may qualify.

Go to InsureKidsNow.gov or call **1-877-KIDS-NOW (543-7669)** to learn more about affordable health coverage for your family.



*Income levels vary by state. Paid for by the U.S. Department of Health and Human Services. CMS Product No. 12076 May 2024

#12076-S Protect Their Tomorrow (Sun) Palmcard - Spanish

Vacúnelos hoy. Proteja su futuro.

Cuide la salud de los niños con las vacunas y los refuerzos que necesitan. Medicaid y CHIP ofrecen seguro de salud gratis o a bajo costo para los niños y adolescentes menores de 19 años. Los niños y adolescentes pueden recibir exámenes médicos, vacunas, visitas al médico y al dentista, atención en el hospital, servicios de salud mental, medicinas y mucho más. La inscripción está abierta todo el año. Usted podría ser elegible ahora, incluso si ya ha aplicado antes. Las familias de cuatro integrantes con un ingreso de hasta \$80,000* podrían calificar.

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*Los niveles de ingresos varían por estado. Paid for by the U.S. Department of Health and Human Services. CMS Product No. 12076-S May 2024

Cold & Flu Materials

Cold & Flu

#11657 Blanket Palmcard - English

Now it's easier to turn sniffles into smiles.

With health insurance, you're ready for whatever cold and flu season brings. Medicaid and CHIP offer free or low-cost health insurance for kids and teens. Children can get regular check-ups, immunizations, doctor and dentist visits, hospital care, mental health services, prescriptions and more. Enrollment is open year-round. You may be eligible now, even if you have applied before. Families of four with an income up to \$80,000* may qualify.



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*Income levels vary by state.
Paid for by the U.S. Department of Health and Human Services

CMS Product No. 11657
June 2024

#11657-S Blanket Palmcard - Spanish

Ahora es más fácil convertir resfríos en sonrisas.

Con el seguro de salud, usted está listo para cualquier cosa que traiga la temporada de resfríos y gripe. Medicaid y CHIP ofrecen seguro de salud gratis o a bajo costo para niños y adolescentes. Los niños y adolescentes pueden recibir exámenes médicos, vacunas, visitas al médico y al dentista, atención en el hospital, servicios de salud mental, medicinas y mucho más. La inscripción está abierta todo el año. Usted podría ser elegible ahora, incluso si ya ha aplicado antes. Las familias de cuatro integrantes con un ingreso de hasta \$80,000* podrían calificar.



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*Los niveles de ingresos varían por estado.
Paid for by the U.S. Department of Health and Human Services

CMS Product No. 11657-S
June 2024

Cold & Flu

#11656 Blanket Poster - English

Now it's easier to turn snuffles into smiles.

With health insurance, you're ready for whatever cold and flu season brings. Medicaid and CHIP offer free or low-cost health insurance for kids and teens. Children can get regular check-ups, immunizations, doctor and dentist visits, hospital care, mental health services, prescriptions and more. Enrollment is open year-round. You may be eligible now, even if you have applied before. Families of four with an income up to \$80,000* may qualify.



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*Income levels vary by state.
Paid for by the U.S. Department of Health and Human Services

CMS Product No. 11656
June 2024

#11656-S Blanket Poster - Spanish

Ahora es más fácil convertir resfríos en sonrisas.

Con el seguro de salud, usted está listo para cualquier cosa que traiga la temporada de resfriados y gripe. Medicaid y CHIP ofrecen seguro de salud gratis o a bajo costo para niños y adolescentes. Los niños y adolescentes pueden recibir exámenes médicos, vacunas, visitas al médico y al dentista, atención en el hospital, servicios de salud mental, medicinas y mucho más. La inscripción está abierta todo el año. Usted podría ser elegible ahora, incluso si ya ha aplicado antes. Las familias de cuatro integrantes con un ingreso de hasta \$80,000* podrían calificar.



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Paid for by the U.S. Department of Health and Human Services

CMS Product No. 11656-S
June 2024

Cold & Flu

#12108 Nighttime Cuddles Palmcard - English



Now it's easier to turn sniffles into smiles.

With health insurance, you're ready for whatever cold and flu season brings. Medicaid and CHIP offer free or low-cost health insurance for kids and teens. Children can get regular check-ups, immunizations, doctor and dentist visits, hospital care, mental health services, prescriptions and more. Enrollment is open year-round. You may be eligible now, even if you have applied before. Families of four with an income up to \$80,000* may qualify.

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#12108-S Nighttime Cuddles Palmcard - Spanish



Ahora es más fácil convertir resfríos en sonrisas.

Con el seguro de salud, usted está listo para cualquier cosa que traiga la temporada de resfríos y gripe. Medicaid y CHIP ofrecen seguro de salud gratis o a bajo costo para niños y adolescentes. Los niños y adolescentes pueden recibir exámenes médicos, vacunas, visitas al médico y al dentista, atención en el hospital, servicios de salud mental, medicinas y mucho más. La inscripción está abierta todo el año. Usted podría ser elegible ahora, incluso si ya ha aplicado antes. Las familias de cuatro integrantes con un ingreso de hasta \$80,000* podrían calificar.

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Cold & Flu

#12109 Nighttime Cuddles Poster - English



Now it's easier to turn snuffles into smiles.

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*Income levels vary by state.
Paid for by the U.S. Department of Health and Human Services

CMS Product No. 12109
June 2024

#12109-S Nighttime Cuddles Poster - Spanish



Ahora es más fácil convertir resfríos en sonrisas.

Con el seguro de salud, usted está listo para cualquier cosa que traiga la temporada de resfriados y gripe. Medicaid y CHIP ofrecen seguro de salud gratis o a bajo costo para niños y adolescentes. Los niños y adolescentes pueden recibir exámenes médicos, vacunas, visitas al médico y al dentista, atención en el hospital, servicios de salud mental, medicinas y mucho más. La inscripción está abierta todo el año. Usted podría ser elegible ahora, incluso si ya ha aplicado antes. Las familias de cuatro integrantes con un ingreso de hasta \$80,000* podrían calificar.

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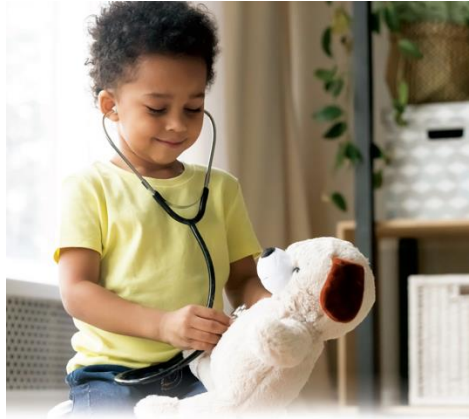


*Los niveles de ingresos varían por estado.
Paid for by the U.S. Department of Health and Human Services

CMS Product No. 12109-S
June 2024

Cold & Flu

#12110 Puppy Care Palmcard - English



Now it's easier to turn sniffles into smiles.

With health insurance, you're ready for whatever cold and flu season brings. Medicaid and CHIP offer free or low-cost health insurance for kids and teens. Children can get regular check-ups, immunizations, doctor and dentist visits, hospital care, mental health services, prescriptions and more. Enrollment is open year-round. You may be eligible now, even if you have applied before. Families of four with an income up to \$80,000* may qualify.

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CMS Product No. 12110
June 2024

#12110-S Puppy Care Palmcard - Spanish



Ahora es más fácil convertir resfríos en sonrisas.

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Paid for by the U.S. Department of Health and Human Services

CMS Product No. 12110-S
June 2024

Cold & Flu

#12111 Puppy Care Poster - English



Now it's easier to turn sniffles into smiles.

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Paid for by the U.S. Department of Health and Human Services.

CMS Product No. 12111
June 2024

#12111-S Puppy Care Poster - Spanish



Ahora es más fácil convertir resfríos en sonrisas.

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Paid for by the U.S. Department of Health and Human Services.

CMS Product No.12111-S
June 2024

Oral Health Materials

Oral Health

#11665 Ages 3 and Under Oral Health Poster - English

#11665-S Ages 3 and Under Oral Health Poster - Spanish

Think Teeth Every Step of The Way



Give your baby healthy teeth from the start. *It's easy!*

- Gently brush baby's teeth twice a day. Use a tiny amount of fluoride toothpaste.
- Take your baby to the dentist by her first birthday. Continue regular check-ups as recommended.
- Tooth decay is caused by bacteria. Your baby can "catch" the bacteria from you.
 - Keep your mouth healthy.
 - Don't share cups or spoons.
- Put only water, milk, or formula in bottles or sippy cups.
- Don't put your baby to bed with a bottle or sippy cup.
- Limit sweet snacks and sugary drinks, including juice.

Medicaid and the Children's Health Insurance Program (CHIP) cover children's dental services, such as teeth cleanings, check-ups, x-rays, fluoride, dental sealants, and fillings. Your child could be eligible!

To enroll your child, call **1-877-KIDS-NOW (543-7669)** or visit **InsureKidsNow.gov**. Already covered? Use the Dentist Locator on **InsureKidsNow.gov** to find a dentist near you and call to schedule a dentist appointment today.



Paid for by the US Department of Health & Human Services

CMS Product No. 11665
March 2021

Piense en los dientes en cada paso del camino



Dele a su bebé dientes sanos desde el principio. *¡Es fácil!*

- Cepille suavemente los dientes del bebé dos veces al día. Use una cantidad muy pequeña de pasta dental con fluoruro.
- Lleve a su bebé al dentista antes de su primer cumpleaños. Continúe los chequeos regulares según sea recomendado.
- Las caries dentales son causadas por las bacterias. Usted puede "pasarle" las bacterias a su bebé.
 - Mantenga su boca sana.
 - No comparta vasos o cucharas.
- Ponga sólo agua, leche o fórmula en los biberones o los vasos para bebés.
- No acueste a su bebé con un biberón o vaso para bebés.
- Limite los bocadillos dulces y las bebidas azucaradas, incluyendo el jugo.

Medicaid y el Programa de Seguro Médico para Niños (CHIP) cubren los servicios dentales de los niños, tales como limpiezas dentales, exámenes, radiografías, fluoruro, selladores dentales y rellenos. ¡Su hijo podría ser elegible!

Para inscribir a su hijo, llame al **1-877-KIDS-NOW (543-7669)** o visite **InsureKidsNow.gov**. ¿Ya está cubierto? Utilice el localizador de dentistas en **InsureKidsNow.gov** para encontrar el dentista más cercano y llame para programar una cita con el dentista hoy.

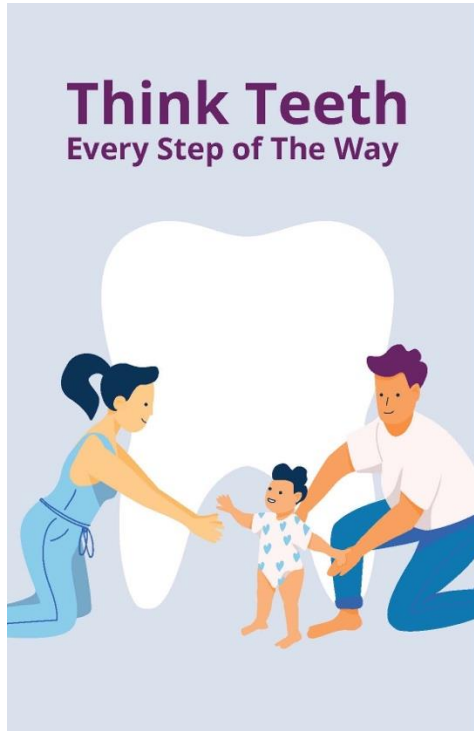


Pagado por el Departamento de Salud y Servicios Humanos de los Estados Unidos.

CMS Product No. 11665-S
March 2021

Oral Health

#11666 Ages 3 and Under Oral Health Flyer - English



Think Teeth Every Step of The Way

**Give your baby healthy teeth from the start.
It's easy!**

- Gently brush baby's teeth twice a day. Use a tiny amount of fluoride toothpaste.
- Take your baby to the dentist by her first birthday. Continue regular check-ups as recommended.
- Tooth decay is caused by bacteria. Your baby can "catch" the bacteria from you.
 - Keep your mouth healthy.
 - Don't share cups or spoons.
- Put only water, milk, or formula in bottles or sippy cups.
- Don't put your baby to bed with a bottle or sippy cup.
- Limit sweet snacks and sugary drinks, including juice.

Medicaid and the Children's Health Insurance Program (CHIP) cover children's dental services, such as teeth cleanings, check-ups, x-rays, fluoride, dental sealants, and fillings. Your child could be eligible!

To enroll your child, call **1-877-KIDS-NOW (543-7669)** or visit **InsureKidsNow.gov**. Already covered? Use the Dentist Locator on **InsureKidsNow.gov** to find a dentist near you and call to schedule a dentist appointment today.



Paid for by the US Department of Health & Human Services

CMS Product No. 11666
March 2021

#11666-S Ages 3 and Under Oral Health Flyer - Spanish



Piense en los dientes en cada paso del camino

**Dele a su bebé dientes sanos desde el principio.
¡Es fácil!**

- Cepille suavemente los dientes del bebé dos veces al día. Use una cantidad muy pequeña de pasta dental con fluoruro.
- Lleve a su bebé al dentista antes de su primer cumpleaños. Continúe los chequeos regulares según sea recomendado.
- Las caries dentales son causadas por las bacterias. Usted puede "pasarle" las bacterias a su bebé.
 - Mantenga su boca sana.
 - No comparta vasos o cucharas.
- Ponga sólo agua, leche o fórmula en los biberones o los vasos para bebés.
- No acueste a su bebé con un biberón o vaso para bebés.
- Limite los bocadillos dulces y las bebidas azucaradas, incluyendo el jugo.

Medicaid y el Programa de Seguro Médico para Niños (CHIP) cubren los servicios dentales de los niños, tales como limpiezas dentales, exámenes, radiografías, fluoruro, selladores dentales y rellenos. ¡Su hijo podría ser elegible!

Para inscribir a su hijo, llame al **1-877-KIDS-NOW (543-7669)** o visite **InsureKidsNow.gov**. ¿Ya está cubierto? Utilice el localizador de dentistas en **InsureKidsNow.gov** para encontrar el dentista más cercano y llame para programar una cita con el dentista hoy.



Pagado por el Departamento de Salud y Servicios Humanos de los Estados Unidos

CMS Product No. 11666-S
March 2021

Oral Health

#11774 All Ages Oral Health Tear Pad - English



Think Teeth

Keep up good dental habits at every age.

You can help your child prevent cavities! Here's how:

- Get regular dental check-ups, starting at age 1. Ask about dental sealants that prevent tooth decay.
- Brush twice a day for 2 minutes using fluoride toothpaste.
- Limit foods and drinks with sugar.

Your child could be eligible for dental care through Medicaid and the Children's Health Insurance Program (CHIP). Services include teeth cleanings, check-ups, x-rays, fluoride, dental sealants, and fillings.

To enroll your child, call **1-877-KIDS-NOW (543-7669)** or visit **InsureKidsNow.gov**. Already covered? Use the Dentist Locator on **InsureKidsNow.gov** to find a dentist near you and call to schedule a dentist appointment today.

NOTES:



#11774-S All Ages Oral Health Tear Pad - Spanish



Piense en sus dientes

Mantenga buenos hábitos dentales a cualquier edad.

¡Usted puede ayudar a su hijo a prevenir las caries! Haga lo siguiente:

- Realice chequeos dentales regulares, a partir de 1 año de edad. Pregunte sobre los selladores dentales que previenen la caries.
- Cepille los dientes dos veces al día durante 2 minutos usando una pasta con fluoruro.
- Limite los alimentos y bebidas con azúcar.

Su hijo podría ser elegible para recibir cuidado dental a través de Medicaid y el Programa de Seguro Médico para Niños (CHIP). Los servicios incluyen limpiezas dentales, exámenes, radiografías, fluoruro, selladores dentales y rellenos.

Para inscribir a su hijo, llame al **1-877-KIDS-NOW (543-7669)** o visite **InsureKidsNow.gov**. ¿Ya está cubierto? Utilice el localizador de dentistas en **InsureKidsNow.gov** para encontrar el dentista más cercano y llame para programar una cita con el dentista hoy.

NOTAS:



Oral Health

#11664 Maternal Oral Health Tear Pad - English



It's important to visit the dentist while you are pregnant. Why? Your oral health is important for your growing baby's health.

- Tooth decay is caused by bacteria. Your baby can “catch” the bacteria from you.
- Keeping your teeth and gums healthy now can help protect your baby's teeth later.
- Here's how you can prevent dental disease:
 - Brush and floss daily, and use fluoride toothpaste.
 - Eat a healthy diet.
 - Visit the dentist. Dental care during pregnancy is safe – this includes x-rays and local anesthesia.

Schedule a check-up today. If you need help finding a dentist, ask your doctor. Be sure to tell your dentist or hygienist that you are pregnant.

You could be eligible for free or low-cost health coverage through Medicaid. Some states have dental coverage for pregnant women.

To learn more, visit [InsureKidsNow.gov](https://www.insurekidsnow.gov) or call **1-877-KIDS-NOW (543-7669)**.

NOTES:



#11664-S Maternal Oral Health Tear Pad - Spanish



Es importante visitar al dentista durante su embarazo. ¿Por qué? Su salud oral es importante para la salud del bebé que está creciendo.

- Las caries dentales son causadas por las bacterias. Usted puede “pasarle” las bacterias a su bebé.
- Mantener *sus* encías y dientes sanos ahora puede ayudar a proteger los dientes de *su bebé* más tarde.
- Cómo se puede prevenir una enfermedad dental:
 - Cepille sus dientes y use hilo dental todos los días y use pasta dental con fluoruro.
 - Lleve una dieta saludable.
 - Visite al dentista. El cuidado dental durante el embarazo es seguro, incluyendo las radiografías y la anestesia local.

Llame y haga una cita hoy. Si necesita ayuda para encontrar un dentista, pregúntele a su médico. Asegúrese de decirle a su dentista o higienista que está embarazada.

Usted podría ser elegible para la cobertura de salud gratis o a bajo costo a través de Medicaid. Algunos estados tienen cobertura dental para las mujeres embarazadas.

Para obtener más información, visite [InsureKidsNow.gov](https://www.insurekidsnow.gov) o llame al **1-877-KIDS-NOW (543-7669)**.

NOTAS:



Back-to-School Materials

Back-to-School

#11668 School Bus Poster - English

With health insurance, they'll be ready for whatever the school year brings.

Kids who have health coverage are better prepared to do well in school and succeed in life. Medicaid and CHIP offer free or low-cost health insurance for kids and teens. Children can get regular check-ups, immunizations, doctor and dentist visits, hospital care, mental health services, prescriptions and more. Enrollment is open year-round. You may be eligible now, even if you have applied before. Families of four with an income up to \$80,000* may qualify.

Go to [InsureKidsNow.gov](https://www.insurekidsnow.gov) or call **1-877-KIDS-NOW (543-7669)** to learn more about affordable health coverage for your family.



*Income levels vary by state. Paid for by the U.S. Department of Health and Human Services

CMS Product No. 11667
May 2024

#11668-S School Bus Poster - Spanish

Con el seguro de salud, estarán listos para cualquier cosa que traiga el año escolar.

Los niños que tienen cobertura de seguro de salud están mejor preparados para tener éxito en la escuela y en la vida. Medicaid y CHIP ofrecen seguro de salud a bajo costo o gratis para niños y adolescentes. Los niños y adolescentes pueden recibir exámenes médicos, vacunas, visitas al médico y al dentista, atención en el hospital, servicios de salud mental, medicinas y mucho más. La inscripción está abierta todo el año. Usted podría ser elegible ahora, incluso si ya ha aplicado antes. Las familias de cuatro integrantes con un ingreso de hasta \$80,000* podrían calificar.

Visite el sitio Web [InsureKidsNow.gov](https://www.insurekidsnow.gov) o llame al **1-877-KIDS-NOW (543-7669)** para más información sobre la cobertura de salud a bajo costo para su familia.



*Los niveles de ingresos varían por estado. Paid for by the U.S. Department of Health and Human Services

CMS Product No. 11667-S
May 2024

Back-to-School

#11667 School Bus Palncard - English

With health insurance, they'll be ready for whatever the school year brings.

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Go to [InsureKidsNow.gov](https://www.insurekidsnow.gov) or call **1-8770-KIDS-NOW (543-7669)** to learn more about affordable health coverage for your family.



*Income levels vary by state. Paid for by the U.S. Department of Health and Human Services.

CMS Product No. 11668 May 2024

#11667-S School Bus Palncard - Spanish

Con el seguro de salud, estarán listos para cualquier cosa que traiga el año escolar.

Los niños que tienen cobertura de seguro de salud están mejor preparados para tener éxito en la escuela y en la vida. Medicaid y CHIP ofrecen seguro de salud a bajo costo o gratis para niños y adolescentes. Los niños y adolescentes pueden recibir exámenes médicos, vacunas, visitas al médico y al dentista, atención en el hospital, servicios de salud mental, medicinas y mucho más. La inscripción está abierta todo el año. Usted podría ser elegible ahora, incluso si ya ha aplicado antes. Las familias de cuatro integrantes con un ingreso de hasta \$80,000* podrían calificar.

Visite el sitio Web [InsureKidsNow.gov](https://www.insurekidsnow.gov) o llame al **1-877-KIDS-NOW (543-7669)** para más información sobre la cobertura de salud a bajo costo para su familia.



*Los niveles de ingresos varían por estado. Paid for by the U.S. Department of Health and Human Services.

CMS Product No. 11668-S May 2024

Youth Sports Materials

Youth Sports

#11804 Youth Sports Flyer - English

Win or lose, what matters is being part of the team.

Health insurance gets them in the game.



Medicaid and CHIP offer free or low-cost health insurance for children and teens up to age 19. Children can get regular check-ups, immunizations, doctor and dentist visits, hospital care, mental health services, prescriptions and more.

Enrollment is open year-round. You may be eligible now, even if you have applied before. Families of four with an income up to \$80,000* may qualify. Parents may qualify for Medicaid as well. Those eligible for Medicaid and CHIP can enroll any day of the year.

Go to InsureKidsNow.gov or call **1-877-KIDS-NOW (543-7669)** to learn more about affordable health coverage for your family.



*Income levels vary by state. Paid for by the U.S. Department of Health and Human Services. CMS Product No. 11804 May 2024

#11804-S Youth Sports Flyer - Spanish

La salud y el deporte van de la mano.

El seguro de salud los ayuda a jugar para ganar.



Medicaid y CHIP ofrecen seguro médico gratuito o a bajo costo para niños y adolescentes de hasta 19 años de edad. Los niños pueden recibir chequeos regulares, vacunas, visitas al doctor y al dentista, atención hospitalaria, servicios de salud mental, medicinas recetadas y más.

La inscripción está abierta todo el año. Usted podría ser elegible ahora, incluso si ya ha aplicado antes. Las familias de cuatro integrantes con un ingreso de hasta \$80,000* podrían calificar. Los padres podrían calificar para cobertura también. Aquellos que son elegibles para Medicaid y CHIP pueden inscribirse cualquier día del año.

Visite InsureKidsNow.gov o llame al **1-877-KIDS-NOW (543-7669)** para más información sobre la cobertura de salud a bajo costo para su familia.



*Los niveles de ingresos varían por estado. Paid for by the U.S. Department of Health and Human Services. CMS Product No. 11804-S May 2024

Youth Sports

#11803 Youth Sports Fact Sheet - English

Official Message from the U.S. Department of Health and Human Services

Get the Facts About Children's Health Insurance

Information for Coaches

Make sure kids in your community aren't sidelined this season because they don't have health insurance. Medicaid and CHIP offer free or low-cost health insurance that can get your team covered and get them in the game.

Know the rules.

- Free or low-cost health insurance is available for children and teens up to age 19.
- Families of four earning up to \$80,000* may qualify (or even higher in some states).
- Children can get regular check-ups, immunizations, doctor and dentist visits, hospital care, mental health services, prescriptions and more.
- Even if families have been turned down in the past, they may be able to get their children health coverage now. Parents may qualify for Medicaid as well.
- People who are eligible for Medicaid and CHIP can enroll all year long.

Put together a game plan.

- Tell parents about free or low-cost health insurance for kids and provide the contact information below at anytime during the sports season: at the first parents meeting of the year, in a letter you send home or on a volunteer sign-up sheet. Flyers and other materials are available at [InsureKidsNow.gov](https://www.insurekidsnow.gov).
- Share information with school nurses, guidance counselors, and others at your school.
- Post information in the locker room or public community bulletin boards.

Watch them score.

- Kids are covered on and off the field and can stay protected even after the sports season is over.

Help your team today by telling families to call
1-877-KIDS-NOW (543-7669) or visit [InsureKidsNow.gov](https://www.insurekidsnow.gov).



*Income levels vary by state.
Paid for by the U.S. Department of Health and Human Services



CMS Product #11803
June 2024

#11803-S Youth Sports Fact Sheet - Spanish

Mensaje Oficial del Departamento de Salud y Servicios Humanos de los Estados Unidos

Aprenda más sobre el seguro de salud para niños

Información para entrenadores

Asegúrese de que los niños de su comunidad no se queden fuera del equipo esta temporada por no tener seguro de salud. Medicaid y CHIP ofrecen seguro médico gratuito o a bajo costo que puede darle cobertura a su equipo y ayudarlos a jugar para ganar.

Conozca las reglas.

- Hay un seguro de salud gratis o de bajo costo para niños y adolescentes de hasta 19 años de edad.
- Las familias de 4 miembros con ingresos hasta \$80,000* (o incluso más en algunos estados) pueden calificar.
- Los niños pueden recibir chequeos regulares, vacunas, visitas al doctor y al dentista, atención hospitalaria, servicios de salud mental, recetas y más.
- Incluso aún si las familias han sido rechazadas anteriormente podrían obtener cobertura de salud para sus hijos ahora. Los padres podrían calificar para cobertura también.
- Las personas que son elegibles para Medicaid y CHIP pueden inscribirse cualquier día del año.

Planee la partida.

- Informe a los padres sobre el seguro de salud gratis o de bajo costo para los niños y entrégueles la siguiente información en cualquier momento durante la temporada deportiva: en la primera reunión del año con los padres, en una carta enviada a sus hogares o en una hoja de inscripción voluntaria. Hojas de datos y otros materiales están disponibles en [InsureKidsNow.gov](https://www.insurekidsnow.gov).
- Comparta la información con las enfermeras escolares, los orientadores y las demás personas en su escuela.
- Fijen información en los vestuarios o tableros de anuncios públicos en las comunidades.

Véalos ganar.

- Los niños estarán cubiertos dentro y fuera del campo de juego y pueden seguir protegidos incluso después de que termina la temporada deportiva.

Visite [InsureKidsNow.gov](https://www.insurekidsnow.gov) o llame al **1-877-KIDS-NOW (543-7669)**
para más información sobre la cobertura de salud a bajo costo
para su familia.



*Los niveles de ingresos varían por estado.
Paid for by the U.S. Department of Health and Human Services



CMS Product #11803-S
June 2024

Youth Sports

#11802 Youth Sports Direct Mail Insert - English

Get health insurance for your kids so they aren't sidelined this season.

Medicaid and CHIP offer free or low cost health insurance for kids and teens up to age 19. Signing up today means your kids are covered on and off the field. Even if you've been turned down in the past, your child may be able to get coverage now. Parents may qualify for coverage as well. Enrollment is open year round.

Go to [InsureKidsNow.gov](https://www.insurekidsnow.gov) or call **1-877-KIDS-NOW (543-7669)** to learn more about affordable health coverage for your family.



Paid for by the U.S. Department of Health & Human Services

CMS Product No. 11802 September 2020

#11802-S Youth Sports Direct Mail Insert - Spanish

Obtenga un seguro de salud para sus niños y no los deje fuera del equipo.

Medicaid y CHIP ofrecen seguro médico gratuito o a bajo costo para niños y adolescentes de hasta 19 años de edad. Inscribirlos hoy significa que sus niños estarán cubiertos dentro y fuera del campo de juego. Incluso aún si su familia ha sido rechazada anteriormente podría obtener cobertura para sus hijos ahora. Los padres podrían calificar para cobertura también. La inscripción está abierta todo el año.

Visite [InsureKidsNow.gov](https://www.insurekidsnow.gov) o llame al **1-877-KIDS-NOW (543-7669)** para más información sobre la cobertura de salud a bajo costo para su familia.



Pagado por el Departamento de Salud y Servicios Humanos de los Estados Unidos.

CMS Product No. 11802-S September 2020

Asthma & Allergy Materials

Asthma & Allergy

#11644 Bubbles Poster - English

When kids have health insurance, we all breathe easier.

Whether it's allergies, asthma or just a common cold, your kids can get the care they need. Medicaid and CHIP offer free or low-cost health insurance for kids and teens. Children can get regular check-ups, immunizations, doctor and dentist visits, hospital care, mental health services, prescriptions and more. Enrollment is open year-round. You may be eligible now, even if you have applied before. Families of four with an income up to \$80,000* may qualify.

Go to [InsureKidsNow.gov](https://www.insurekidsnow.gov) or call **1-877-KIDS-NOW (543-7669)** to learn more about affordable health coverage for your family.



*Income levels vary by state.
Paid for by the U.S. Department of Health and Human Services

CMS Product No. 11644
June 2024

#11644-S Bubbles Poster - Spanish

Cuando los niños tienen seguro de salud, todos respiramos mejor.

Ya sea por alergias, asma o sólo un resfriado común, sus hijos pueden recibir la atención que necesitan. Medicaid y CHIP ofrecen seguro de salud gratis o a bajo costo para niños y adolescentes. Los niños y adolescentes pueden recibir exámenes médicos, vacunas, visitas al médico y al dentista, atención en el hospital, servicios de salud mental, medicinas y mucho más. La inscripción está abierta todo el año. Usted podría ser elegible ahora, incluso si ya ha aplicado antes. Las familias de cuatro integrantes con un ingreso de hasta \$80,000* podrían calificar.

Visite [InsureKidsNow.gov](https://www.insurekidsnow.gov) o llame al **1-877-KIDS-NOW (543-7669)** para más información sobre la cobertura de salud a bajo costo para su familia.



*Los niveles de ingresos varían por estado.
Paid for by the U.S. Department of Health and Human Services

CMS Product No. 11644-S
June 2024

Asthma & Allergy

#11645 Bubbles Palmcard - English

When kids have health insurance, we all breathe easier.

Whether it's allergies, asthma or just a common cold, your kids can get the care they need. Medicaid and CHIP offer free or low-cost health insurance for kids and teens. Children can get regular check-ups, immunizations, doctor and dentist visits, hospital care, mental health services, prescriptions and more. Enrollment is open year-round. You may be eligible now, even if you have applied before. Families of four with an income up to \$80,000* may qualify.

Go to [InsureKidsNow.gov](https://www.insurekidsnow.gov) or call **1-877-KIDS-NOW (543-7669)** to learn more about affordable health coverage for your family.



*Income levels vary by state. CMS Product No. 11645 June 2024
Paid for by the U.S. Department of Health and Human Services

#11645-S Bubbles Palmcard - Spanish

Cuando los niños tienen seguro de salud, todos respiramos mejor.

Ya sea por alergias, asma o sólo un resfriado común, sus hijos pueden recibir la atención que necesitan. Medicaid y CHIP ofrecen seguro de salud gratis o a bajo costo para niños y adolescentes. Los niños y adolescentes pueden recibir exámenes médicos, vacunas, visitas al médico y al dentista, atención en el hospital, servicios de salud mental, medicinas y mucho más. La inscripción está abierta todo el año. Usted podría ser elegible ahora, incluso si ya ha aplicado antes. Las familias de cuatro integrantes con un ingreso de hasta \$80,000* podrían calificar.

Visite [InsureKidsNow.gov](https://www.insurekidsnow.gov) o llame al **1-877-KIDS-NOW (543-7669)** para más información sobre la cobertura de salud a bajo costo para su familia.



*Los niveles de ingresos varían por estado. CMS Product No. 11645-S June 2024
Paid for by the U.S. Department of Health and Human Services

Renewals Materials

Renewals

#12014 Kids on Bench Palmscard - English

Keeping them covered. Just one more way you look out for them.

- Medicaid and CHIP provide free or low-cost health insurance, and we're covering more kids and teens than ever.
- Your kids may be covered for doctor and dentist visits, hospital care, immunizations, prescriptions, mental and behavioral health services and more.
- You need to renew his or her coverage every year—even if no personal information has changed.
- Confirm your address on file with your state Medicaid office, especially if you have moved in the last year.

Renew your kid's coverage by:

___/___/___

Please contact us with any questions:



#12014-S Kids on Bench Palmscard - Spanish

Manteniéndolos cubiertos. Una forma más de cuidarlos.

- Medicaid y CHIP (Seguro Médico Para Niños) brindan seguro de salud gratuito o a bajo costo y estamos cubriendo más niños y adolescentes que nunca.
- Es posible que sus hijos tengan cobertura para visitas al médico y dentista, atención en un hospital, vacunas, recetas médicas, servicios de salud mental y conductual y más.
- Necesita renovar su cobertura cada año, incluso si no ha cambiado la información personal.
- Confirme su dirección en el expediente de la oficina de Medicaid en su estado, especialmente si se ha mudado en el pasado año.

Renueve la cobertura de su hijo antes de:

___/___/___

Por favor contáctenos con cualquier pregunta:



Renewals

#12015 Teens Smiling Palmcard - English

Keeping them covered. Just one more way you look out for them.

- Medicaid and CHIP provide free or low-cost health insurance, and we're covering more kids and teens than ever.
- Your kids may be covered for doctor and dentist visits, hospital care, immunizations, prescriptions, mental and behavioral health services and more.
- You need to renew his or her coverage every year—even if no personal information has changed.
- Confirm your address on file with your state Medicaid office, especially if you have moved in the last year.

Renew your kid's coverage by:

___/___/___

Please contact us with any
questions:



#12015-S Teens Smiling Palmcard - Spanish

Manteniéndolos cubiertos. Una forma más de cuidarlos.

- Medicaid y CHIP (Seguro Médico Para Niños) brindan seguro de salud gratuito o a bajo costo y estamos cubriendo más niños y adolescentes que nunca.
- Es posible que sus hijos tengan cobertura para visitas al médico y dentista, atención en un hospital, vacunas, recetas médicas, servicios de salud mental y conductual y más.
- Necesita renovar su cobertura cada año, incluso si no ha cambiado la información personal.
- Confirme su dirección en el expediente de la oficina de Medicaid en su estado, especialmente si se ha mudado en el pasado año.

Renueve la cobertura de su hijo antes de:

___/___/___

Por favor contáctenos con cualquier
pregunta:



Renewals

#12016 High Schoolers Palmcard - English

Keeping them covered. Just one more way you look out for them.

- Medicaid and CHIP provide free or low-cost health insurance, and we're covering more kids and teens than ever.
- Your kids may be covered for doctor and dentist visits, hospital care, immunizations, prescriptions, mental and behavioral health services and more.
- You need to renew his or her coverage every year—even if no personal information has changed.
- Confirm your address on file with your state Medicaid office, especially if you have moved in the last year.

Renew your kid's coverage by:

___/___/___

Please contact us with any
questions:



#12016-S High Schoolers Palmcard - Spanish

Manteniéndolos cubiertos. Una forma más de cuidarlos.

- Medicaid y CHIP (Seguro Médico Para Niños) brindan seguro de salud gratuito o a bajo costo y estamos cubriendo más niños y adolescentes que nunca.
- Es posible que sus hijos tengan cobertura para visitas al médico y dentista, atención en un hospital, vacunas, recetas médicas, servicios de salud mental y conductual y más.
- Necesita renovar su cobertura cada año, incluso si no ha cambiado la información personal.
- Confirme su dirección en el expediente de la oficina de Medicaid en su estado, especialmente si se ha mudado en el pasado año.

Renueve la cobertura de su hijo antes de:

___/___/___

Por favor contáctenos con cualquier
pregunta:



Renewals

#12017 Superhero Palmcard - English

Your kids' health is everything. Keep them covered.

- Medicaid and CHIP provide free or low-cost health insurance, and we're covering more kids and teens than ever.
- Your kids may be covered for doctor and dentist visits, hospital care, immunizations, prescriptions, mental and behavioral health services and more.
- You need to renew his or her coverage every year—even if no personal information has changed.
- Confirm your address on file with your state Medicaid office, especially if you have moved in the last year.

Renew your kid's coverage by:

____/____/____

Please contact us with any questions:



CMS Product No. 12017
August 2021

#12017-S Superhero Palmcard - Spanish

La salud de sus hijos es todo. Manténgalos cubiertos.

- Medicaid y CHIP (Seguro Médico Para Niños) brindan seguro de salud gratuito o a bajo costo y estamos cubriendo más niños y adolescentes que nunca.
- Es posible que sus hijos tengan cobertura para visitas al médico y dentista, atención en un hospital, vacunas, recetas médicas, servicios de salud mental y conductual y más.
- Necesita renovar su cobertura cada año, incluso si no ha cambiado la información personal.
- Confirme su dirección en el expediente de la oficina de Medicaid en su estado, especialmente si se ha mudado en el pasado año.

Renueve la cobertura de su hijo antes de:

____/____/____

Por favor contáctenos con cualquier pregunta:



CMS Product No. 12017-S
August 2021

General Market Materials

General Market

#11637 Skateboarder Poster - English

An extra hand for parents with their hands full

Now, you have one less thing to worry about. Medicaid and CHIP offer free or low-cost health insurance for kids and teens. Children can get regular check-ups, immunizations, doctor and dentist visits, hospital care, mental health services, prescriptions and more. Enrollment is open year-round. You may be eligible now, even if you have applied before. Families of four with an income up to \$80,000* may qualify.

Go to [InsureKidsNow.gov](https://www.insurekidsnow.gov) or call **1-877-KIDS-NOW (543-7669)** to learn more about affordable health coverage for your family.



*Income levels vary by state. Paid for by the U.S. Department of Health & Human Services.

CMS Product No. 11637
May 2024

#11637-S Skateboarder Poster - Spanish

Ayuda para padres que lo necesitan

Ahora, usted tiene algo menos de qué preocuparse. Medicaid y CHIP ofrecen seguro de salud gratis o a bajo costo para niños y adolescentes. Los niños y adolescentes pueden recibir exámenes médicos, vacunas, visitas al médico y al dentista, atención en el hospital, servicios de salud mental, medicinas y mucho más. La inscripción está abierta todo el año. Usted podría ser elegible ahora, incluso si ya ha aplicado antes. Las familias de cuatro integrantes con un ingreso de hasta \$80,000* podrían calificar.

Visite [InsureKidsNow.gov](https://www.insurekidsnow.gov) o llame al **1-877-KIDS-NOW (543-7669)** para más información sobre la cobertura de salud a bajo costo para su familia.



*Los niveles de ingresos varían por estado. Paid for by the U.S. Department of Health & Human Services.

CMS Product No. 11637-S
May 2024

General Market

#11638 Muddy Kids Poster - English

An extra hand for parents with their hands full

Now, you have one less thing to worry about. Medicaid and CHIP offer free or low-cost health insurance for kids and teens. Children can get regular check-ups, immunizations, doctor and dentist visits, hospital care, mental health services, prescriptions and more. Enrollment is open year-round. You may be eligible now, even if you have applied before. Families of four with an income up to \$80,000* may qualify.

Go to InsureKidsNow.gov or call **1-877-KIDS-NOW (543-7669)** to learn more about affordable health coverage for your family.



*Income levels vary by state.
Paid for by the U.S. Department of Health and Human Services

CMS Product No. 11638
June 2024

#11638-S Muddy Kids Poster - Spanish

Ayuda para padres que lo necesitan

Ahora, usted tiene algo menos de qué preocuparse. Medicaid y CHIP ofrecen seguro de salud gratis o a bajo costo para niños y adolescentes. Los niños y adolescentes pueden recibir exámenes médicos, vacunas, visitas al médico y al dentista, atención en el hospital, servicios de salud mental, medicinas y mucho más. La inscripción está abierta todo el año. Usted podría ser elegible ahora, incluso si ya ha aplicado antes. Las familias de cuatro integrantes con un ingreso de hasta \$80,000* podrían calificar.

Visite InsureKidsNow.gov o llame al **1-877-KIDS-NOW (543-7669)** para más información sobre la cobertura de salud a bajo costo para su familia.



*Los niveles de ingresos varían por estado.
Paid for by the U.S. Department of Health and Human Services

CMS Product No. 11638-S
June 2024

General Market

#11639 Artist Poster - English



An extra hand for parents with their hands full

Now, you have one less thing to worry about. Medicaid and CHIP offer free or low-cost health insurance for kids and teens. Children can get regular check-ups, immunizations, doctor and dentist visits, hospital care, mental health services, prescriptions and more. Enrollment is open year-round. You may be eligible now, even if you have applied before. Families of four with an income up to \$80,000* may qualify.

Go to [InsureKidsNow.gov](https://www.insurekidsnow.gov) or call **1-877-KIDS-NOW (543-7669)** to learn more about affordable health coverage for your family.



*Income levels vary by state.
Paid for by the U.S. Department of Health and Human Services

CMS Product No. 11639
May 2024

#11639-S Artist Poster - Spanish



Ayuda para padres que lo necesitan

Ahora, usted tiene algo menos de qué preocuparse. Medicaid y CHIP ofrecen seguro de salud gratis o a bajo costo para niños y adolescentes. Los niños y adolescentes pueden recibir exámenes médicos, vacunas, visitas al médico y al dentista, atención en el hospital, servicios de salud mental, medicinas y mucho más. La inscripción está abierta todo el año. Usted podría ser elegible ahora, incluso si ya ha aplicado antes. Las familias de cuatro integrantes con un ingreso de hasta \$80,000* podrían calificar.

Visite [InsureKidsNow.gov](https://www.insurekidsnow.gov) o llame al **1-877-KIDS-NOW (543-7669)** para más información sobre la cobertura de salud a bajo costo para su familia.



*Los niveles de ingresos varían por estado.
Paid for by the U.S. Department of Health and Human Services

CMS Product No. 11639-S
May 2024

General Market

#11755 Teens Poster - English

Health coverage for teens who just want to have fun

Now your teens can have fun and get the health care they need. Medicaid and CHIP offer free or low-cost health insurance for kids and teens. Children can get regular check-ups, immunizations, doctor and dentist visits, hospital care, mental health services, prescriptions and more. Enrollment is open year-round. You may be eligible now, even if you have applied before. Families of four with an income up to \$80,000* may qualify.

Go to [InsureKidsNow.gov](https://www.insurekidsnow.gov) or call **1-877-KIDS-NOW (543-7669)** to learn more about affordable health coverage for your family.



*Income levels vary by state.
Paid for by the U.S. Department of Health and Human Services

CMS Product No. 11755
June 2024

#11755-S Teens Poster - Spanish

Cobertura de salud para los adolescentes que sólo quieren divertirse

Ahora sus hijos adolescentes pueden divertirse y recibir la atención médica que necesitan. Medicaid y CHIP ofrecen seguro de salud gratis o a bajo costo para niños y adolescentes. Los niños y adolescentes pueden recibir exámenes médicos, vacunas, visitas al médico y al dentista, atención en el hospital, servicios de salud mental, medicinas y mucho más. La inscripción está abierta todo el año. Usted podría ser elegible ahora, incluso si ya ha aplicado antes. Las familias de cuatro integrantes con un ingreso de hasta \$80,000* podrían calificar.

Visite [InsureKidsNow.gov](https://www.insurekidsnow.gov) o llame al **1-877-KIDS-NOW (543-7669)** para más información sobre la cobertura de salud a bajo costo para su familia.



*Los niveles de ingresos varían por estado.
Paid for by the U.S. Department of Health and Human Services

CMS Product No. 11755-S
June 2024

General Market

#11790 Kid in Charge Poster - English

**I'M YOUNG,
BUT I WASN'T
BORN
YESTERDAY.**

I know a good thing when I see it—like health coverage through Medicaid and CHIP. And I'm here to talk it up. It's low-cost or free for children and teens up to age 19. And parents may be eligible for Medicaid too. Us kids can get regular check-ups, shots, doctor and dentist visits, hospital care, mental health services, prescriptions and more. Enrollment is open year-round. You may be eligible now, even if you have applied before. Families of four with an income up to \$80,000* may qualify.

Go to InsureKidsNow.gov or call **1-877-KIDS-NOW (543-7669)** to learn more about affordable health coverage for your family.



CMS Product No. 11790
June 2024

*Income levels vary by state.
Paid for by the U.S. Department of Health and Human Services



#11790-S Kid in Charge Poster - Spanish

**SOY JOVEN,
PERO NO
NACÍ AYER**

Reconozco una cosa buena cuando la veo, como la cobertura de salud a través de Medicaid y CHIP. Y yo estoy aquí para hablar sobre esto. Es a bajo costo o gratis para los niños y adolescentes de hasta 19 años de edad. Y los padres podrían ser elegibles para Medicaid también. Nosotros podemos obtener chequeos regulares, vacunas, visitas al doctor y al dentista, atención hospitalaria, servicios de salud mental, recetas y más. La inscripción está abierta todo el año. Usted podría ser elegible ahora, incluso si ya ha aplicado antes. Las familias de cuatro integrantes con un ingreso de hasta \$80,000* podrían calificar.

Visite InsureKidsNow.gov o llame al **1-877-KIDS-NOW (543-7669)** para más información sobre la cobertura de salud a bajo costo para su familia.



CMS Product No. 11790-S
June 2024

*Los niveles de ingresos varían por estado.
Paid for by the U.S. Department of Health and Human Services



General Market

#11640 Skateboarder Palmcard - English

An extra hand for parents with their hands full

Now, you have one less thing to worry about. Medicaid and CHIP offer free or low-cost health insurance for kids and teens.

Children can get regular check-ups, immunizations, doctor and dentist visits, hospital care, mental health services, prescriptions and more. Enrollment is open year-round. You may be eligible now, even if you have applied before. Families of four with an income up to \$80,000* may qualify.

Go to [InsureKidsNow.gov](https://www.insurekidsnow.gov) or call **1-877-KIDS-NOW (543-7669)** to learn more about affordable health coverage for your family.



CMS Product No. 11640
May 2024

*Income levels vary by state.
Paid for by the U.S. Department of Health and Human Services

#11640-S Skateboarder Palmcard - Spanish

Ayuda para padres que lo necesitan

Ahora, usted tiene algo menos de qué preocuparse. Medicaid y CHIP ofrecen seguro de salud gratis o a bajo costo para niños y adolescentes. Los niños y adolescentes pueden recibir exámenes médicos, vacunas, visitas al médico y al dentista, atención en el hospital, servicios de salud mental, medicinas y mucho más. La inscripción está abierta todo el año. Usted podría ser elegible ahora, incluso si ya ha aplicado antes. Las familias de cuatro integrantes con un ingreso de hasta \$80,000* podrían calificar.

Visite [InsureKidsNow.gov](https://www.insurekidsnow.gov) o llame al **1-877-KIDS-NOW (543-7669)** para más información sobre la cobertura de salud a bajo costo para su familia.



CMS Product No. 11640-S
May 2024

*Los niveles de ingresos varían por estado.
Paid for by the U.S. Department of Health and Human Services

General Market

#11641 Muddy Kids Palmcard - English

An extra hand for parents with their hands full

Now, you have one less thing to worry about. Medicaid and CHIP offer free or low-cost health insurance for kids and teens. Children can get regular check-ups, immunizations, doctor and dentist visits, hospital care, mental health services, prescriptions and more. Enrollment is open year-round. You may be eligible now, even if you have applied before. Families of four with an income up to \$80,000* may qualify.

Go to InsureKidsNow.gov or call **1-877-KIDS-NOW (543-7669)** to learn more about affordable health coverage for your family.



CMS Product No. 11641
May 2024

*Income levels vary by state.
Paid for by the U.S. Department of Health and Human Services.

#11641-S Muddy Kids Palmcard - Spanish

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General Market

#11642 Artist Palmcard - English



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Go to **InsureKidsNow.gov** or call **1-877-KIDS-NOW (543-7669)** to learn more about affordable health coverage for your family.

  **InsureKidsNow.gov**

CMS Product No. 11642
May 2024

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#11642-S Artist Palmcard - Spanish



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Thank You!

Contact the Campaign at
ConnectingKids@cms.hhs.gov



InsureKidsNow.gov