

CONNECTING KIDS TO COVERAGE NATIONAL CAMPAIGN

“Covered Kid” Public Service Announcement (PSA)



60 Second Radio PSA Script – English (As Recorded)

FEMALE ANNCR: The following message is about Medicaid and CHIP, free or low-cost health coverage for kids and teens. Enrollment is open year round.

SOPHIA: Hey voice lady, give me the mic!

FEMALE ANNCR: Um, OK.

SOPHIA: Hey, DJ, let's switch up the music... That's better. So listen up moms and dads out there. There are these programs called Medicaid and CHIP. They offer free or low-cost health coverage for kids. Things like doctor and dentist visits, prescriptions, and shots are covered... all the stuff that keeps kids like me healthy and in charge.

FEMALE ANNCR: So, as you can tell, a covered kid is a *confident kid*. And it means confident parents, too. To learn more about affordable health coverage for your family, visit HealthCare.gov or call 1-877-KIDS-NOW. That's 1-877-543-7669.

SOPHIA: Yep, you could do something big for your family today because enrollment is open year round.

FEMALE ANNCR: This has been a message from the U.S. Department of Health and Human Services...

SOPHIA: ...and Sophia.