



| InsureKidsNow.gov

Connecting Kids to Coverage National Campaign

RADIO PUBLIC SERVICE ANNOUNCEMENT (PSA) TAPED SCRIPT – “COVERED”

:60 RADIO – ENGLISH

MOM: We parents hear our kids say lots of things that can get us pretty worked up... Things like...

KID: Look, ma—no hands!

MOM: And...

KID: Ouch! That hurts!

MOM: Look, you'll never completely stop worrying about your kids...
But you can breathe a little easier...with free or low-cost health insurance through Medicaid and CHIP programs in your state. The truth is, they're covering more kids and teens than ever before. So even if you've applied in the past...even if you don't qualify...your kids can now be eligible for regular doctor and dentist visits, prescriptions and more. So the next time you hear...

KID: Ooh...I don't feel so good...

MOM: Relax...Your kids can be covered.

TEEN: Get us kids covered today. Families of four earning up to \$49,200 a year or more may qualify. Just go to InsureKidsNow.gov or call 1-877-KIDS-NOW. That's 1-877-543-7669. Paid for by the U.S. Department of Health and Human Services.

****Please Note: The “Covered” PSA should not be used beyond June 12, 2019.****