

# CONNECTING KIDS TO COVERAGE NATIONAL CAMPAIGN

## “We're Covered! Year-Round Enrollment in Medicaid and CHIP” Animated Web Video

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### 90 Second Animated Web Video Script (As Recorded)

**SOPHIA:** Hi moms and dads out there. Look, I may be young, but I *know* a good thing when I see it.

Like these...*so* cool.

This... Ha! Doggy disco! I love this! So random!

And this is good, too! It's health coverage for kids and teens from Medicaid and CHIP. It's free or low-cost for families. And you can enroll any day of the year.

These programs cover stuff like doctor visits, hospital stays, dental care, medicine and shots. Eek!

It covers all the stuff that helps keep kids healthy!

Yep, I'm covered!

So is my friend Shanti. She's super nice. Jake, Christina and her younger brother Micah, Owen – he's a little crazy – Sara and Alejandro. Yep, we're all covered kids.

And a covered kid is a *confident kid*. Am I right, people?

**KIDS:** Yeah!

**SOPHIA:** So moms and dads, let's dance! Yeah...no. Don't dance. Just find out if your kid qualifies for free or low-cost health care from Medicaid and CHIP.

Go online or call today. Enrollment is open year round. But why wait?