



**InsureKidsNow.gov**

**Adding Graphics to Your Email  
Signature in Microsoft Office 365  
Outlook:  
A Step-by-Step Guide**

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# Introduction

Connecting Kids to Coverage National Campaign images can be added to your email signature to help spread the word about free or low-cost health coverage through Medicaid and the Children's Health Insurance Program (CHIP).

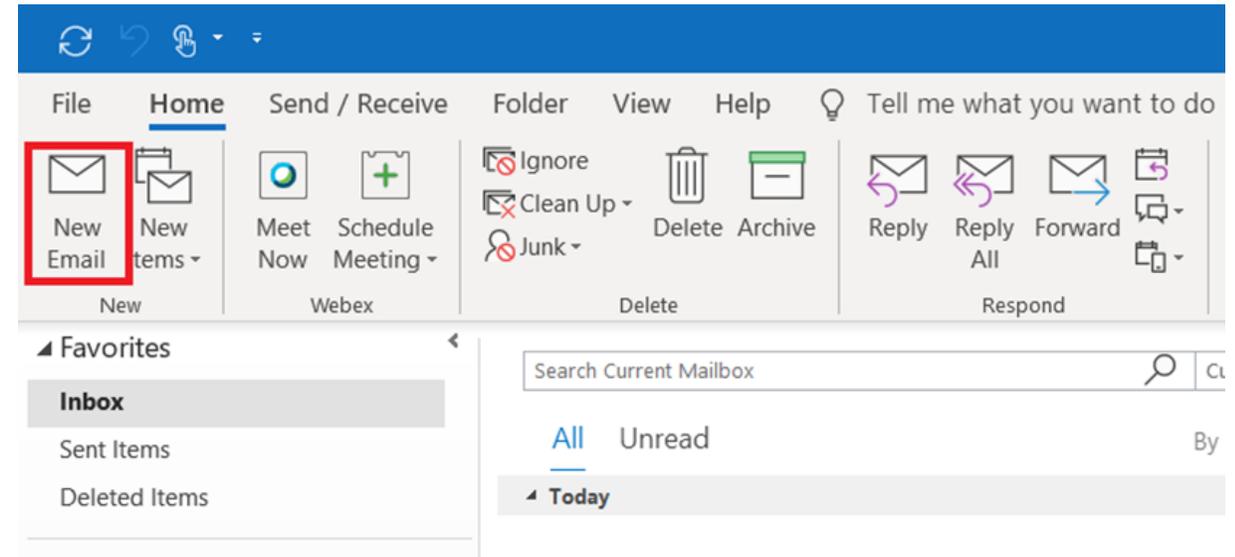
Please note, graphics provided have been sized specifically for email signatures.

While the example images are in support of the Campaign's "Mental Health" initiative, there are a variety of graphics available on [InsureKidsNow.gov](https://www.insurekidsnow.gov) that can be used to promote multiple initiatives including:

- Peace of Mind
- COVID-19
- Flu Season
- Missed Care
- Year-Round Enrollment
- Back-to-School
- Dental Health
- Vision Care
- Mental Health

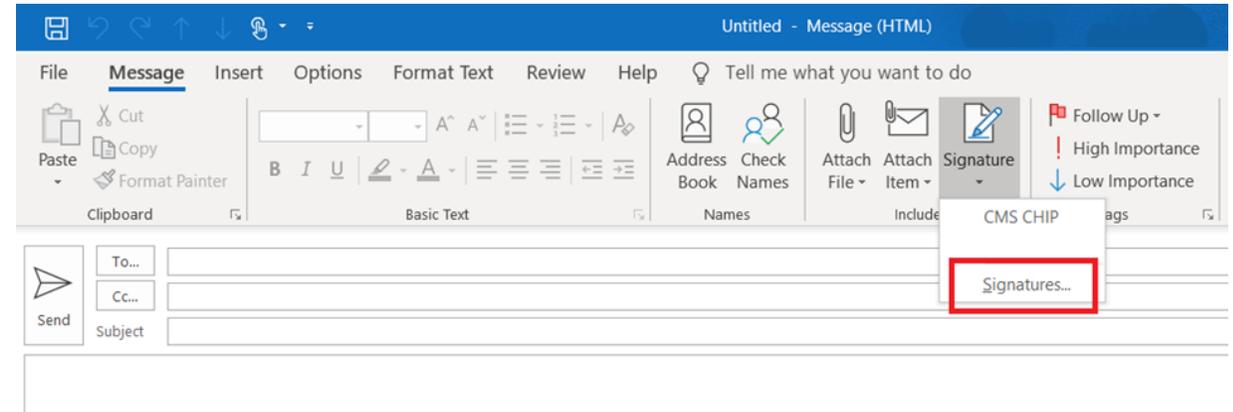
# Adding an Image to Your Email Signature: Step 1

- Log into your Outlook email account and open a new email message.



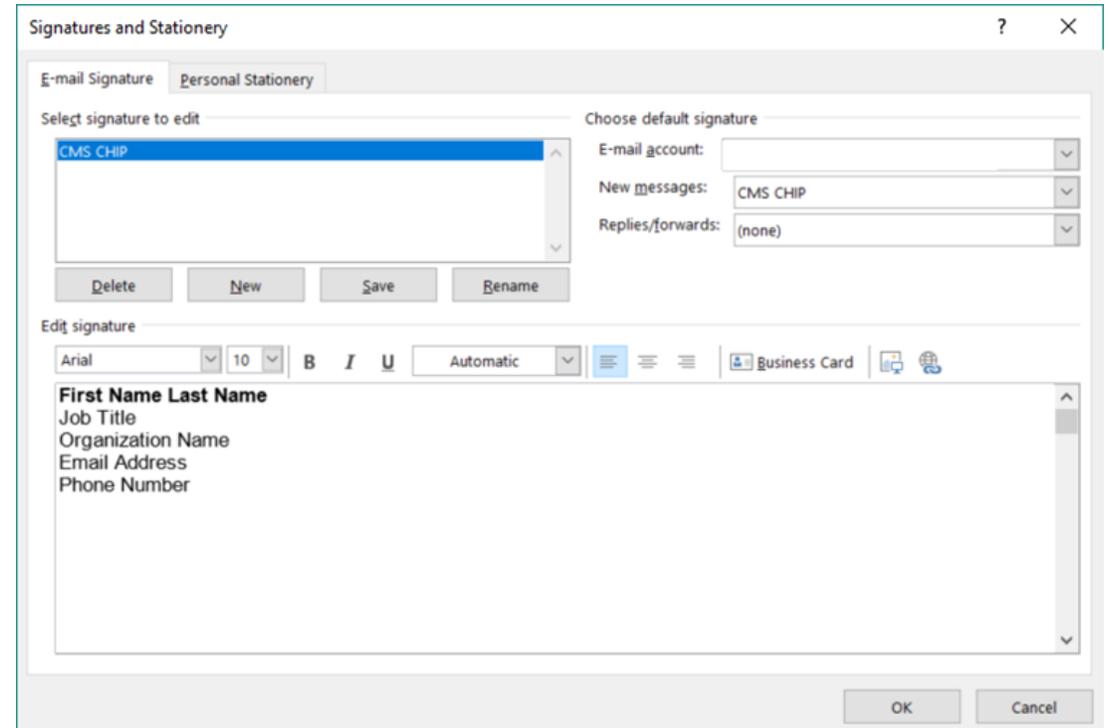
# Adding an Image to Your Email Signature: Step 2

- On the message menu, select “Signature,” then click on “Signatures...”



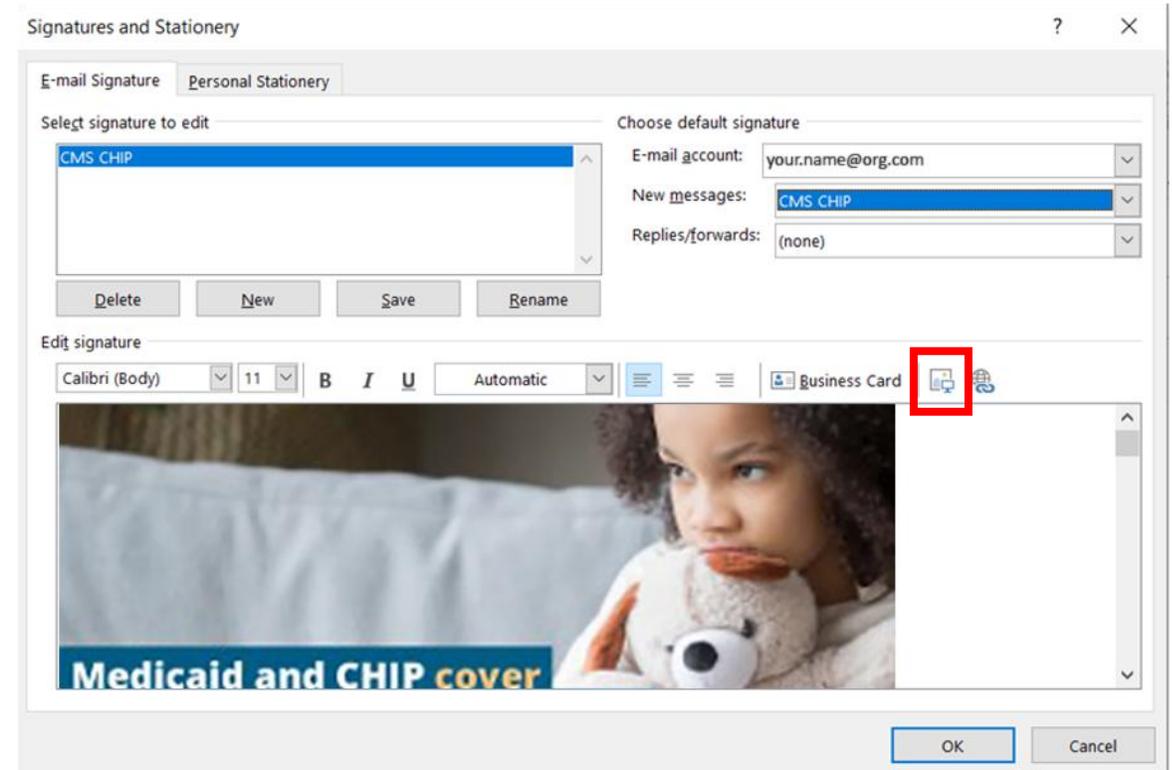
# Adding an Image to Your Email Signature: Step 3

- A “Signatures and Stationery” box will appear.
- Under the “Select signature to edit” box, choose which signature you want to feature the image.
- If creating a new signature, select “New” and name the signature.



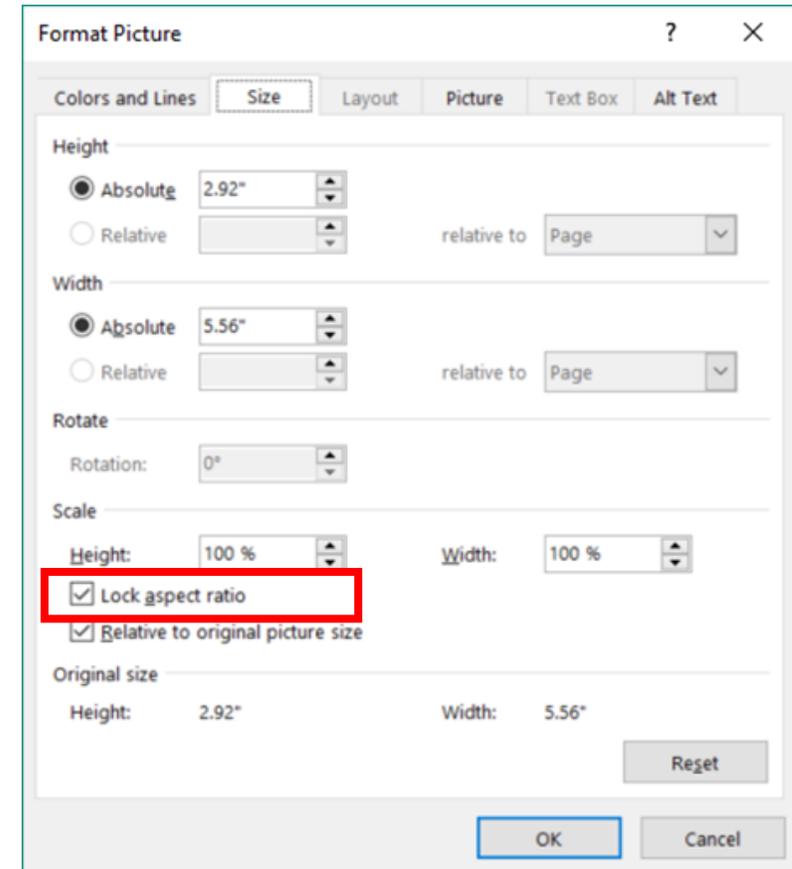
# Adding an Image to Your Email Signature: Step 4

- Select the Image icon, locate the image file you would like to use, and select “Insert.”
- Campaign images can be found in this presentation and in the Outreach Tool Library at [InsureKidsNow.gov](https://InsureKidsNow.gov).



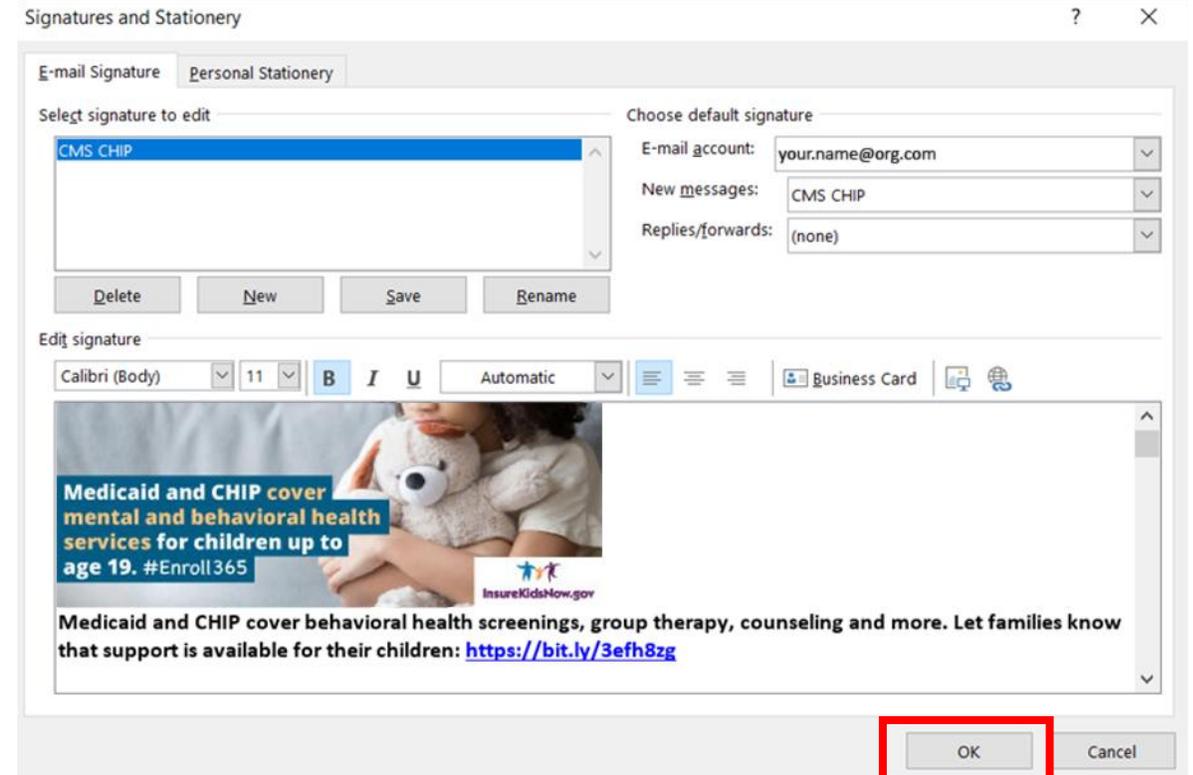
# Adding an Image to Your Email Signature: Step 5

- To resize your image, right-click the image, then choose “Picture.” Select the “Size” tab and use the options to resize your image.
- To keep the image proportions, make sure to keep the “Lock aspect ratio” box checked. Select “OK” when finished.
- The image should be between 300 to 600 pixels in width, or between four to eight inches at 72 dpi.



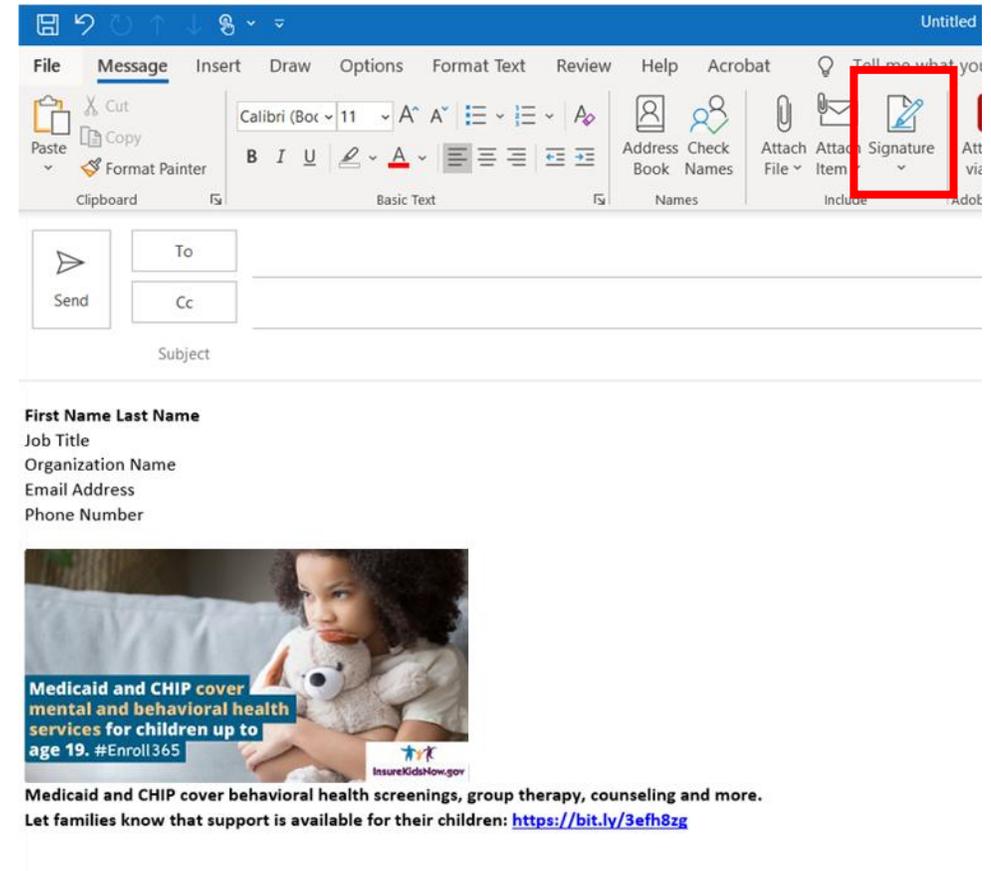
# Adding an Image to Your Email Signature: Step 6

- Add the suggested copy under the inserted image.
- Select “OK” to save the changes to your signature.



# Adding an Image to Your Email Signature: Step 7

- On the message menu, select “Signature” again and reselect the signature where you added the image and suggested copy.
- The body of your email will update and reflect your new signature with featured image.



# Sample Images and Copy

The Connecting Kids to Coverage National Campaign has developed the following suggested copy and images in English and Spanish for email signatures supporting Campaign initiatives year-round.

Copy and links can be customized to best suit your organization or messaging needs. Links currently go to the respective Campaign initiative pages.

These materials and more Campaign resources can also be found on [InsureKidsNow.gov](https://www.insurekidsnow.gov).

# Peace of Mind - One Less Thing

English



Medicaid and CHIP provide parents with peace of mind knowing kids are covered if they are sick or get injured. Use these tools to remind parents that Medicaid and CHIP enrollment is open 365 days/year: <https://bit.ly/3MSbIPr>

Spanish



Medicaid y CHIP les dan a los padres la tranquilidad de saber que sus niños están cubiertos si se enferman o se lesionan. Use estos recursos para recordarle a los padres que la inscripción de Medicaid y CHIP está abierta 365 días al año: <https://bit.ly/3cOnGlm>

# COVID-19 Vaccine

English



Protecting children against COVID-19 is important - and now a safe and effective vaccine is available for kids ages 5 and up. Families can call their child's health care provider or visit [www.vaccines.gov](http://www.vaccines.gov) to find a vaccine in their area.

Spanish



Proteger a los niños contra el COVID-19 es importante, y ahora hay disponible una vacuna segura y eficaz para niños de 5 años o más. Las familias pueden llamar al proveedor de atención médica de su hijo o visitar [www.vaccines.gov](http://www.vaccines.gov) para encontrar una vacuna en su área.

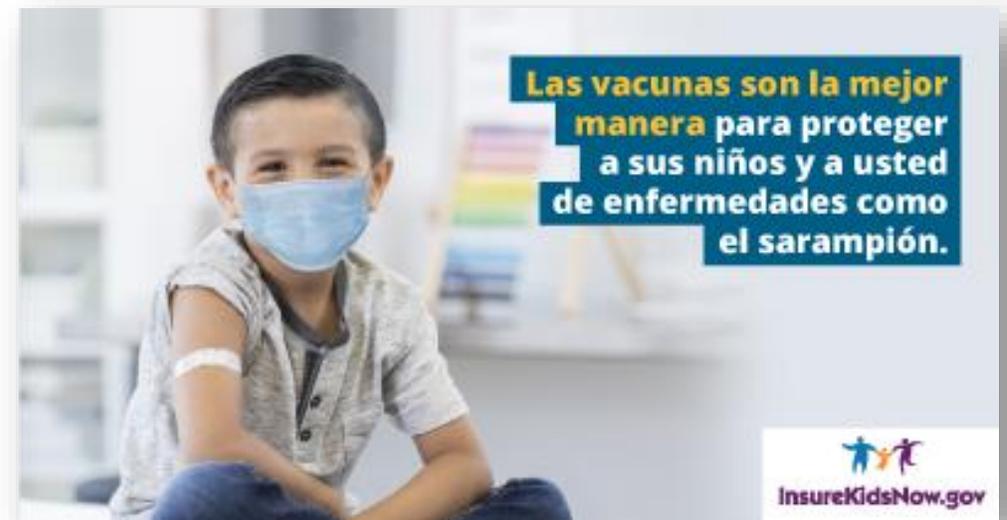
# Vaccines

English



Medicaid and CHIP cover vaccinations and more!  
Tools and resources to help families get covered are available here: <https://bit.ly/36tBOCg>

Spanish



¡Medicaid y CHIP cubren vacunas y más!  
Herramientas y recursos para ayudar a las familias a obtener cobertura están disponibles aquí:  
<https://bit.ly/3Jk0vPQ>

# Vaccines - Protect Their Tomorrow

English



As they head back in the classroom, make sure they're covered. Use these tools and resources to help families learn more about Medicaid and CHIP and get kids covered for the school year: <https://bit.ly/3KONDS7>

Spanish



Mantenga a los niños saludables con las vacunas y los refuerzos que necesitan. Informe a las familias que Medicaid y CHIP cubren las vacunas: <https://bit.ly/34Ns7xX>

# Flu - Puppy Care

English



Vaccination is the best way to prevent flu.  
Let families know that Medicaid and CHIP cover flu shots: <https://bit.ly/39ikP7o>

Spanish



La mejor forma de prevenir la influenza es con la vacuna. Informe a las familias que Medicaid y CHIP cubren las vacunas contra la influenza: <https://bit.ly/3mm5HsP>

# Flu - Nighttime Cuddles

English



Vaccination is the best way to prevent flu. Let families know that Medicaid and CHIP cover flu shots: <https://bit.ly/39ikP7o>

Spanish



La mejor forma de prevenir la influenza es con la vacuna. Informe a las familias que Medicaid y CHIP cubren las vacunas contra la influenza: <https://bit.ly/3mm5HsP>

# Missed Care

English



Routine care, including dental, vision, and vaccinations, is provided through Medicaid and CHIP for children up to age 19. Encourage families to catch up on any missed medical care using these resources: <https://bit.ly/3teTZ7l>

Spanish



El cuidado de rutina, incluyendo la atención dental, de visión y las vacunas, se ofrece a través de Medicaid y CHIP para niños hasta los 19 años. Aliente a las familias a ponerse al día con el cuidado médico perdido utilizando estos recursos: <https://bit.ly/3iaXPZ9>

# Year-Round Enrollment

English



Enrollment in Medicaid and CHIP is open year-round! Help get eligible families and children covered using these resources: <https://bit.ly/3liWGsO>

Spanish



¡La inscripción en Medicaid y CHIP está abierta todo el año! Ayude a que las familias y los niños elegibles estén cubiertos usando estos recursos: <https://bit.ly/3Jkd5PI>

# Academic Performance

English



As they head back in the classroom, make sure they're covered. Use these tools and resources to help families learn more about Medicaid and CHIP and get kids covered for the school year: <https://bit.ly/3KONDS7>

Spanish



Mientras regresan al salón de clases, asegúrese de que estén cubiertos. Utilice estas herramientas y recursos para ayudar a las familias a aprender más sobre Medicaid y CHIP y obtener cobertura para los niños para el año escolar: <https://bit.ly/34Ns7xX>

# Dental Health - Think Teeth

English



Good oral health hygiene and habits keep kids' teeth healthy. Medicaid and CHIP cover dental visits and oral health services: <https://bit.ly/3CLjOzg>

Spanish



Una buena higiene bucal y buenos hábitos mantienen los dientes de los niños sanos. Medicaid y CHIP cubren visitas dentales y servicios de salud bucal: <https://bit.ly/3lgRhTg>

# Oral Health

English



Regular dental visits are a part of good oral health habits. Use these resources to help families learn about dental benefits under Medicaid and CHIP and get kids covered: <https://bit.ly/3CLjOzg>

Spanish



Las visitas regulares al dentista son parte de los buenos hábitos de salud bucal. Utilice estos recursos para ayudar a las familias a conocer los beneficios dentales de Medicaid y CHIP y obtener cobertura para los niños: <https://bit.ly/3lgRhTg>

# Vision

English



Medicaid and CHIP cover vision care, including eye exams and glasses, for kids and teens up to age 19. That's another benefit to share with families. Find outreach tools here: <https://bit.ly/36tBOCg>

Spanish



Medicaid y CHIP cubren el cuidado de la visión, incluyendo los exámenes de la vista y anteojos para niños y adolescentes de hasta 19 años. Este es otro beneficio para compartir con las familias. Encuentre herramientas de alcance aquí: <https://bit.ly/34Ns7xX>

# Mental Health

English



Medicaid and CHIP cover behavioral health screenings, group therapy, counseling and more. Let families know that support is available for their children: <https://bit.ly/3efh8zg>

Spanish



Medicaid y CHIP cubren evaluaciones de salud conductual, terapia en grupo o individual y más. Informe a las familias que hay apoyo disponible para sus hijos: <https://bit.ly/2QusTIV>

# Mental Health Can't Wait

English



Behavioral health services provide extra support for children and teens who may be struggling. Use these resources to help families learn that mental health benefits are covered under Medicaid and CHIP: <https://bit.ly/3Lkpkw8>

Spanish



Los servicios de salud conductual proveen un apoyo adicional para los niños y adolescentes que lo necesiten. Use estos recursos para informar a las familias que Medicaid y CHIP cubren beneficios de salud mental: <https://bit.ly/3Lkpkw8>

# Creating a Shortened Hyperlink

To create a shortened link that fits in your email signature and directs email recipients to important resources hosted by your organization, follow these steps:

- Step 1:** Visit a link shortening website like <https://bitly.com>
- Step 2:** Copy and paste the link you want to use into the “Shorten Your Link” text box
- Step 3:** Select “Shorten”; this will produce a custom, shortened link
- Step 4:** Copy and paste the shortened link into your email signature

# Thank You!

For any questions, please contact the Campaign at  
[ConnectingKids@cms.hhs.gov](mailto:ConnectingKids@cms.hhs.gov)



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