



Connecting Kids to Coverage National Campaign

TEXT MESSAGES REMINDING FAMILIES TO CATCH UP ON MISSED CARE

Share Connecting Kids to Coverage National Campaign messages through community text message programs, WhatsApp, or WeChat to help spread the word about free or low-cost health insurance available under Medicaid and the Children's Health Insurance Program (CHIP) and to remind families to catch up on missed care.

Text message programs are an effective way to reach eligible families. According to the [Pew Research Center](#), 95% of adults in America who make \$30,000 or less a year own a cell phone. Multiple studies have also concluded that participation in text message programs increases medical compliance.

These sample messages are customizable to direct recipients to a state insurance webpage, your organization's website, or other resources specific to your community.

ENGLISH

- Catch up on missed medical care. See if you qualify for affordable health coverage with Medicaid or CHIP. Visit: [STATE INSURANCE PAGE OR YOUR ORGANIZATION'S PAGE LINK]
- Your kids need to routine medical care to keep healthy. Medicaid and CHIP cover check-ups, vaccinations and more. Enroll today: [STATE INSURANCE PAGE OR YOUR ORGANIZATION'S PAGE LINK]
- It's always a good time to catch up on well child visits and any missed vaccinations. Medicaid and CHIP cover routine services: [STATE INSURANCE PAGE OR YOUR ORGANIZATION'S PAGE LINK]
- Missed well child visits due to COVID-19 restrictions? Medicaid and CHIP could cover your child's next appointment. Enroll today: [STATE INSURANCE PAGE OR YOUR ORGANIZATION'S PAGE LINK]
- Medicaid and CHIP covers your kids' medical needs and Medicaid might cover yours, too. Enroll and catch up on missed appointments: [STATE INSURANCE PAGE OR YOUR ORGANIZATION'S PAGE LINK]

SPANISH

- Póngase al día con el cuidado médico perdido. Vea si califica para cobertura de salud asequible con Medicaid o CHIP. Visite: [PÁGINA DEL SEGURO MÉDICO ESTATAL O ENLACE A LA PÁGINA DE SU ORGANIZACIÓN]
- Sus hijos necesitan cuidado médico de rutina para mantenerse saludables. Medicaid y CHIP cubren chequeos, vacunas y más. Inscríbase hoy: [PÁGINA DEL SEGURO MÉDICO ESTATAL O ENLACE A LA PÁGINA DE SU ORGANIZACIÓN]

- Ahora es un buen momento para ponerse al día con las visitas de bienestar y obtener cualquier vacuna perdida. Medicaid y CHIP cubren el cuidado de rutina: [PÁGINA DEL SEGURO MÉDICO ESTATAL O ENLACE A LA PÁGINA DE SU ORGANIZACIÓN]
- ¿Ha perdido su cita de bienestar por el COVID-19? Medicaid y CHIP podrían cubrir la próxima cita de su hijo. Inscribese hoy: [PÁGINA DEL SEGURO MÉDICO ESTATAL O ENLACE A LA PÁGINA DE SU ORGANIZACIÓN]
- Medicaid y CHIP cubren las necesidades médicas de sus hijos y Medicaid también podría cubrir las suyas. Inscribese hoy y póngase al día con las citas perdidas: [PÁGINA DEL SEGURO MÉDICO ESTATAL O ENLACE A LA PÁGINA DE SU ORGANIZACIÓN]