

# CONNECTING KIDS TO COVERAGE NATIONAL CAMPAIGN

Campaign Notes eNewsletter – August 28, 2014



## Back-to-School Tips from the Connecting Kids to Coverage National Campaign

Are you thinking about Back-to-School events that you can plan or promote in your community? Leading up to the first day of school and beyond, the Connecting Kids to Coverage National Campaign will deliver a new tip straight to your inbox with ideas on how you can use Campaign resources as students and parents prepare for the new school year. It's as easy as 1-2-3!

### Campaign Resource Tip #4: Use Online Materials to Reach Families this Back-to-School Season

Make social media and other online resources a part of your outreach to raise awareness of Medicaid and the Children's Health Insurance Program (CHIP) among eligible families. Share information about free or low-cost health coverage through your organization's website or electronic communications and on social sites such as Facebook and Twitter. The Connecting Kids to Coverage National Campaign has a variety of online materials you can use in your outreach efforts.

- 1) **Share our web video.** Check out our 90-second [animated web video](#) featuring Sophia, a sassy young girl who explains the benefits of Medicaid and CHIP for children and teens. Post the video to your website and social media sites. Send a link out through your e-newsletters. Reach out to your partners – schools, community groups and local health clinics – and see if they will share the video with their online audiences as well.
- 2) **Share our social media graphics.** The Campaign has several social media graphics – [Girl with Glasses](#), [Superhero](#) and [Kids](#) – that will engage your followers and fans on Twitter and Facebook. If your organization has its own website, post [web banners](#) and [buttons](#) that invite families to find out more about free or low-cost coverage. Check out our [Social Media Tools](#) page to see a complete list of available social media resources.
- 3) **Follow and share posts from the Campaign on social media.** The Campaign pages are frequently updated with informative new posts that you can share with families on social media. Follow us on [Twitter](#) and [Facebook](#) to share a post or start a conversation with us.

Get started today! Visit [InsureKidsNow.gov](#) for [Back-to-School materials](#) to spread the word about free or low-cost health coverage for children and teens. For even more tips, check out the [Back-to-School Booster Catalogue](#). And remember, these materials are just some of the [new outreach resources](#) from the Connecting Kids to Coverage National Campaign.

### Stay Connected With the National Campaign – In 3 Easy Steps

- Follow the Campaign on [Facebook](#) and [Twitter](#). *Don't forget to re-tweet or share our messages with your network or use our #Enroll365 hashtag in your posts.*

- [Share](#) our materials widely. We have more than 50 National Campaign resources available, including translated print materials, to use in outreach and enrollment efforts.
- Contact us to get more involved with the National Campaign at [InsureKidsNow@fleishman.com](mailto:InsureKidsNow@fleishman.com) or 1-855-313-KIDS (5437).

The Connecting Kids to Coverage National Campaign Notes eNewsletter is distributed throughout the year and provides updates on National Campaign activities. If a friend or colleague forwarded this email to you, [sign up](#) to receive this eNewsletter directly to your inbox.