



InsureKidsNow.gov

Connecting Kids to Coverage National Campaign

Dear [PARTNER NAME],

Having high quality, affordable health coverage can mean the world to children and their families. With health coverage, parents can rest easy knowing their children can get the routine preventive care that keeps them healthy and the medical help they need if they get sick or injured. Free and low-cost health insurance is available through Medicaid and the Children's Health Insurance Program (CHIP); these programs have been instrumental in substantially reducing the percentage of uninsured children – from 9.3 percent in 2008 to 6 percent in 2014, with more than 45 million children covered. While this progress is very encouraging, there are still a substantial number of children who remain without coverage. Recent research indicates that there are still approximately 2.8 million eligible children across the country are missing out on the benefits Medicaid and CHIP provide because they are not signed up! Often parents are not aware that their children may be eligible for coverage.

The Connecting Kids to Coverage National Campaign, an initiative of the U.S. Department of Health and Human Services' Centers for Medicare & Medicaid Services (CMS), is increasing awareness about Medicaid and CHIP and how families can get their eligible children enrolled. Children in a family of four earning up to \$48,600* a year or more may qualify. Coverage includes regular check-ups, immunizations, doctor and dentist visits, hospital care, mental health services, prescriptions and more.

We hope that you will use the enclosed public service announcements (PSAs) and inform families in your community about Medicaid and CHIP:

[Language] English

[PSA Name]: [PSA Type]

Example: "Hands Full": 60 Second Radio PSA

[Language] Spanish

[PSA Name]: [PSA Type]

Example: "Enroll Year Round": 15, 30 and 60 Second Live Read Radio Scripts

We thank you in advance for spreading the word about these critical programs. By providing children with the resources to get healthy and stay healthy, we can help ensure they are able to fully participate and succeed in school and in their extra-curricular activities. For more information about [STATE MEDICAID/CHIP PROGRAM], go to [URL] or call [LOCAL NUMBER].

If you have any questions, or need additional information, please contact CMS' Media Relations Group at (202) 690-6145. For more information about the Campaign, go to InsureKidsNow.gov.

Sincerely,

[NAME]

Please Note: Produced PSAs must be on donated or free airtime; they cannot run on any paid media or be used as paid commercials.

*Your state's income limit for a family of four at 200% of the Federal Poverty Level (FPL). To find the annual FPL figure, visit [ASPE Poverty Guidelines](#). To find the specific FPL guidelines for your state, click [here](#) or contact your state's Medicaid or CHIP program for information.

Note: The income level figure will change from year to year based on the annual release of FPL guidelines.