



# Connecting Kids to Coverage National Campaign

## RADIO PUBLIC SERVICE ANNOUNCEMENT (PSA) LIVE READ SCRIPTS – ENROLL YEAR-ROUND NATIONAL VERSION

Reach out to local radio stations and spread the word about Medicaid and the Children's Health Insurance Program. Eligible children and teens can enroll in these programs year-round; parents eligible for Medicaid can enroll year-round, as well. The following scripts are designed to be read by local radio personalities when free airtime is available. Fill in the relevant information for your organization or use the general scripts. Be sure to provide the lengths of each PSA, since stations may have varying needs.

**\*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, check [InsureKidsNow.gov](#) 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.**

### 15 Seconds

Medicaid and the Children's Health Insurance Program offer free or low-cost health coverage for kids and teens. Enrollment is open year-round. To learn more, visit [InsureKidsNow.gov](#).

### 30 Seconds

Hey moms and dads – did you know Medicaid and the Children's Health Insurance Program offer free or low-cost health coverage for kids and teens? And parents, you may be eligible for Medicaid, too. Enrollment is open year-round.

These programs cover doctor and dentist visits, prescriptions, shots and more. All the stuff that helps kids stay healthy.

Visit [InsureKidsNow.gov](#) to learn more and enroll today. That's [InsureKidsNow.gov](#).

### 60 Seconds

Hey moms and dads – did you know Medicaid and the Children's Health Insurance Program offer free or low-cost health coverage for kids and teens? And parents, you may be eligible for Medicaid, too. Enrollment is open year-round.

These programs cover regular check-ups, shots, doctor and dentist visits, hospital care, mental health services, prescriptions and more. All the stuff that helps kids and teens stay healthy.

You can enroll any day of the year, but why put it off when you can protect your family and your finances today? Kids in a family of 4 earning up to \$50,000\* a year may qualify. Visit [InsureKidsNow.gov](#) to learn more about affordable health coverage for your family and to enroll today. That's [InsureKidsNow.gov](#).

## RADIO PUBLIC SERVICE ANNOUNCEMENT (PSA) LIVE READ SCRIPTS – GENERAL FOR ORGANIZATIONS TO LOCALIZE

### 15 Seconds

Medicaid and CHIP [OR STATE MEDICAID/CHIP PROGRAM] offer free or low-cost health coverage for kids and teens. Enrollment is open year-round. To learn more, visit [InsureKidsNow.gov](https://www.insurekidsnow.gov) or call **1-877-KIDS-NOW** [OR LOCAL URL/LOCAL NUMBER].

### 30 Seconds

Hey moms and dads – did you know Medicaid and CHIP [OR STATE MEDICAID/CHIP PROGRAM] offer free or low-cost health coverage for kids and teens? And parents, you may be eligible for Medicaid, too. Enrollment is open year-round.

These programs cover doctor and dentist visits, prescriptions, shots and more. All the stuff that helps kids stay healthy.

Visit [InsureKidsNow.gov](https://www.insurekidsnow.gov) or call [OR LOCAL URL/LOCAL NUMBER] to learn more or to enroll today or call **1-877-KIDS-NOW** [OR LOCAL URL/LOCAL NUMBER].

### 60 Seconds

Hey moms and dads – did you know Medicaid and CHIP [OR STATE MEDICAID/CHIP PROGRAM] offer free or low-cost health coverage for kids and teens? And parents, you may be eligible for Medicaid, too. Enrollment is open year-round.

These programs cover regular check-ups, shots, doctor and dentist visits, hospital care, mental health services, prescriptions and more. All the stuff that helps kids and teens stay healthy.

You can enroll any day of the year, but why put it off when you can protect your family and your finances today? Kids in a family of 4 earning up to [\$XX,XXX\*] a year or more may qualify. Visit [InsureKidsNow.gov](https://www.insurekidsnow.gov) or call **1-877-KIDS-NOW** [OR LOCAL URL/LOCAL NUMBER] to learn more about affordable health coverage for your family and to enroll. That's [InsureKidsNow.gov](https://www.insurekidsnow.gov) or call [OR LOCAL NUMBER].

## RADIO PUBLIC SERVICE ANNOUNCEMENT (PSA) LIVE READ SCRIPTS – LOCAL EVENTS

### 15 Seconds

Medicaid and CHIP [OR STATE MEDICAID/CHIP PROGRAM] offer free or low-cost health coverage for kids and teens. Enrollment is open year-round. Learn more on [DAY, DATE, LOCATION, TIME].

### 30 Seconds

Hey moms and dads – did you know Medicaid and CHIP [OR STATE MEDICAID/CHIP PROGRAM] offer free or low-cost health coverage for kids and teens? And parents, you may be eligible for Medicaid, too. Enrollment is open year-round.

These programs cover doctor and dentist visits, prescriptions, shots and more. All the stuff that helps kids stay healthy.

Learn more at a free event on [DATE] at [LOCATION] from [TIME] or call [LOCAL NUMBER].

### 60 Seconds

Hey moms and dads – did you know [MEDICAID/CHIP PROGRAM] offer free or low-cost health coverage for kids and teens? And parents, you may be eligible for Medicaid, too. Enrollment is open year-round.

These programs cover regular check-ups, shots, doctor and dentist visits, hospital care, mental health services, prescriptions and more. All the stuff that helps kids and teens stay healthy.

You can enroll any day of the year, but why put it off when you can protect your family and your finances today? Kids in a family of 4 earning up to [\$XX,XXX\*] a year or more may qualify. To learn more, stop by our free enrollment event at [LOCATION] on [DATE] at [TIME]. Or call [LOCAL NUMBER]. That's [LOCAL NUMBER].