

Connecting Kids to Coverage National Campaign

“MISSED CARE” :30 DIGITAL VIDEO ENGLISH



SUPER: InsureKidsNow.gov.
Open on the InsureKidsNow.gov logo.



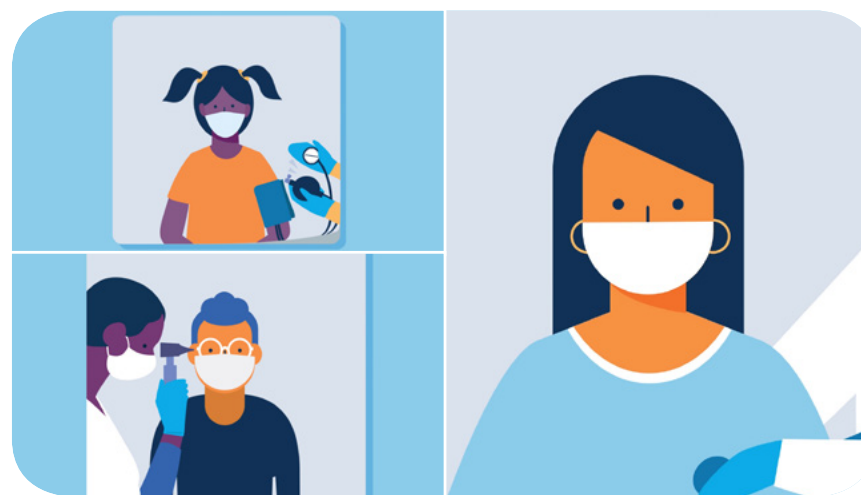
We see a daily calendar flip through visuals of a teen girl's routine medical care.
VO: Check-ups and vaccines protect your kids' health...



The calendar flips to the same girl in a graduation cap and gown.
VO: ...now and for the future.



The camera pushes in as the pages start to flip through different children in clinical settings, starting with a baby on a scale.
VO: Free or low-cost health coverage...



We continue to push in as the pages flip through children of various ages and diversity.
VO: ...for kids up to age 19 from Medicaid and CHIP...



The pages stop on one teen and we slowly zoom out, showing both parents.
VO: ...covers your kids' medical needs and Medicaid might cover yours, too.



A hand holding a phone covers the previous scene. It flicks from a stylized IKN website to a phone call.
VO: Learn more at InsureKidsNow.gov or call 1-877-KIDS-NOW.



The hand presses the dial button and moves to reveal the end card.
VO: Enroll now – and then make the call...



SUPER: InsureKidsNow.gov
1-877-KIDS-NOW
Paid for by the U.S. Department of Health & Human Services.
VO: ...to schedule any missed medical appointments. Paid for by the U.S. Department of Health & Human Services.