"DENTAL HEALTH" :15 DIGITAL VIDEO
ENGLISH

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

Transition to a cursor clicking on a button with the call-to-action “Enroll today.”

VO: Enroll today to get peace of mind...

SUPER: Medicaid and CHIP.
Transition to a young girl holding a toothbrush.
VO: ...and big smiles.

We pull back to reveal the boy in a dentist’s chair.
VO: Dental services are covered for children and teens who have Medicaid
and CHIP.

SUPER: Medicaid and CHIP.

VO: Keep kids smiling all year long!

SUPER: InsureKidsNow.gov
1-877-KIDS-NOW
Paid for by the U.S. Department of Health
& Human Services.

The girl smiles wide and the camera pushes into to reveal our end card.
VO: Learn more at InsureKidsNow.gov.
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& Human Services.

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