

Connecting Kids to Coverage National Campaign

MISSED CARE: "TAKE CARE OF TEETH" :15 DIGITAL VIDEO ENGLISH



SUPER: InsureKidsNow.gov.

Open on the InsureKidsNow.gov logo.



We see a large tooth. A boy and a girl peek out from behind it.

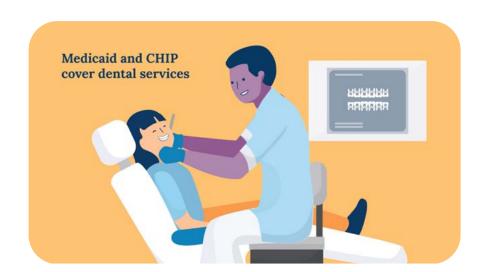
VO: Dentists and doctors recommend...



The children look at the tooth as a super appears.

SUPER: Every 6 Months

VO: ...kids get a dental check-up every 6 months.



Transition to the the girl at a dental exam. SUPER: Medicaid and CHIP cover dental services

VO: With Medicaid and CHIP, dental services are covered,...



Illustrations of teeth appear, showcasing each dental service.

SUPER (builds): X-rays, Fillings, Fluoride, And More

VO: ...including x-rays, fillings, fluoride and more.



Transition to the end card.

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

VO: Call your provider or learn more at InsureKidsNow.gov. Paid for by the U.S. Department of Health & Human Services.