

Connecting Kids to Coverage National Campaign

“MENTAL HEALTH” :15 DIGITAL VIDEO ENGLISH



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



Open on a mother comforting her upset child.
VO: Your child's mental health is important.



SUPER: Medicaid and CHIP cover mental health services for children.
Transition to a therapist's office. We see the child and their mother speaking with a therapist.
VO: Did you know Medicaid and CHIP cover mental health services...



Transition to the child smiling and talking to the therapist on a telehealth visit.
VO: ...for children up to age 19? Learn how to apply...



The camera pushes past the scene.
VO: ...for free or low-cost health coverage...



SUPER: InsureKidsNow.gov
1-877-KIDS-NOW
Paid for by the U.S. Department of Health & Human Services.
The end card is revealed against a blue sky.
VO: ...at InsureKidsNow.gov. Paid for by the U.S. Department of Health & Human Services.