

# 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.