



InsureKidsNow.gov

Connecting Kids to Coverage National Campaign

Dear [STATION CONTACT/PARTNER NAME],

Millions of uninsured children are eligible for [STATE MEDICAID/CHIP PROGRAM], but not currently enrolled! Your station can help these children access comprehensive, affordable health coverage by using this public service announcement (PSA) to spread the word about Medicaid and the Children's Health Insurance Program (CHIP). Medicaid and CHIP are federal programs offering free or low-cost health insurance for eligible kids and teens up to age 19. These programs cover routine and annual check-ups, mental and behavioral health services, dental care, vision services, and more. Parents might qualify for Medicaid coverage, too.

Income level qualifications vary by state; often, families of four earning up to \$80,000 a year may qualify. Enrollment in Medicaid and CHIP is open year-round, and coverage must be renewed each year.

We hope that you will consider airing this PSAs or use our live read scripts to inform families in your community about Medicaid and CHIP. You can download the "For All Life's Moments" PSA in the following formats – [English or Spanish :30 TV PSA](#) and [English or Spanish :30 radio PSA](#). You can also find live read scripts at [InsureKidsNow.gov](https://insurekidsnow.gov) focused on general outreach and the many benefits Medicaid and CHIP provide, all available in English and Spanish.

With health coverage, parents and caregivers can rest easy knowing their children and teens can access preventive care that keeps them healthy and gets them the medical help they need if they get sick or injured. Help families [learn more about Medicaid and CHIP](#) and how to enroll if they qualify! For more information about [STATE MEDICAID/CHIP PROGRAM], go to [URL] or call [LOCAL NUMBER].

If you have any questions, or need additional information, please contact CMS' Media Relations Group by filling out our [Media Inquiries Form](#). For more information about the Campaign, go to [InsureKidsNow.gov](https://insurekidsnow.gov).

Sincerely,

[NAME]

Please Note: Produced PSAs must be used on donated or free airtime; they cannot run on any paid media or be used as paid commercials. Campaign radio live read scripts can be used in outreach indefinitely, but only as produced by CMS. "For All Life's Moments" PSAs can be used in outreach through July 22, 2026, but only as produced by CMS.

***Medicaid and CHIP coverage numbers are updated regularly and can be customized to your state. To find the latest national and state coverage numbers, visit [Medicaid.gov](https://medicaid.gov) and search for "Medicaid & CHIP enrollment data."**

****Your state's income limit for a family of four at 200% of the Federal Poverty Level (FPL). To find the annual FPL figure, visit [ASPE Poverty Guidelines](https://aspe.hhs.gov/poverty). To find the specific FPL guidelines for your state, click [InsureKidsNow.gov](https://insurekidsnow.gov) or contact your state's Medicaid or CHIP program for information. Note: The income level figure will change from year to year based on the annual release of FPL guidelines.**