



Connecting Kids to Coverage National Campaign

RADIO PUBLIC SERVICES ANNOUNCEMENTS (PSA) LIVE READ SCRIPTS – BACK-TO-SCHOOL

Reach out to local radio stations in advance of Back-to-School season to spread the word about Medicaid and the Children's Health Insurance Program! The following scripts are designed to be read by local radio personalities when free airtime is available. Substitute your organization's contact information/program name or use the general scripts. Be sure to provide the different lengths as stations may have varying needs. For best results, send these scripts to stations at least a month before the first day of school in your community.

***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](#). To find the specific FPL guidelines for your state, click [here](#) 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.**

10 Seconds

Are your children covered as they head back to school? Visit [HealthCare.gov](#) to learn about free or low-cost health insurance under Medicaid and the Children's Health Insurance Program. That's [HealthCare.gov](#).

15 Seconds

Notebooks. Pencils. Backpack. Health Form? Have you crossed off all of the items on your child's Back-to-School to-do list? Check-ups and immunizations are covered under Medicaid and the Children's Health Insurance Program. Go to [HealthCare.gov](#) to learn more.

30 Seconds

Notebooks. Pencils. Backpack. Health Form? Have you crossed off all of the items on your child's Back-to-School to-do list? Your child may be eligible for free or low-cost health insurance through Medicaid or the Children's Health Insurance Program. That means that check-ups and immunizations are covered, as well as dentist visits, prescriptions and more!

With health insurance, your child will be ready for whatever the school year brings.

For more information and to see if you qualify, go to [HealthCare.gov](#).

60 Seconds

Notebooks. Pencils. Backpack. Health Form? Have you crossed off all of the items on your child's Back-to-School to-do list? Your child or teen up to age 19 may be eligible for free or low-cost health insurance through Medicaid or the Children's Health Insurance Program. The regular check-ups and immunizations children need to attend school or participate in sports and other extracurricular activities are covered. Other benefits include doctor and dentist visits, hospital care, mental health services, prescriptions and more!

Children in a family of 4 earning up to \$48,600* a year may qualify.

With health insurance, your child will be ready for whatever the school year brings.

For more information and to see if you qualify, go to [HealthCare.gov](#). That's [HealthCare.gov](#).