

Connecting Kids to Coverage National Campaign

“VACCINATIONS” :15 DIGITAL VIDEO ENGLISH



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



Open on two children using shields to block viruses coming at them.
VO: Kids need vaccinations and booster shots to stay healthy.



Cut to the two children walking into a medical facility with their mother.
VO: Your child may be eligible for Medicaid and CHIP...



SUPER: Free or Low-Cost Coverage
A nurse welcomes the family into an exam room.
VO: ...which offers free or low-cost health coverage...



SUPER: Routine vaccinations are covered
We see a doctor placing a bandage on the boy's arm as the mother and daughter wait in the exam room.
VO: ...and includes routine vaccinations.



SUPER: InsureKidsNow.gov
1-877-KIDS-NOW
The camera pushes past the boy and doctor, through the window revealing our end card against a blue sky.
VO: Learn more at InsureKidsNow.gov.