



Connecting Kids to Coverage National Campaign

FLU SEASON PARTNER TOOLKIT

The [Connecting Kids to Coverage National Campaign](#) is a national outreach and enrollment initiative with the primary goal of reaching families with eligible kids and teens with information about health insurance coverage available under Medicaid and the Children's Health Insurance Program (CHIP). The Campaign works with community leaders, schools, health care providers, states, and other like-minded organizations to find eligible children and teens and provide parents with information on how to enroll in health coverage.

The Campaign developed this toolkit to help state Medicaid and CHIP agencies, as well as national, regional, and local organizations, conduct effective outreach during the 2020-2021 flu season calling attention to one key benefit – Medicaid and CHIP cover the influenza vaccine and other important immunizations. The seasonal flu is more dangerous than the common cold, and young children are at a higher risk for developing serious complications from the flu. About 400,000 people were hospitalized during the [2019-2020 flu season](#), over 52,000 of which were kids. While flu seasons vary in severity, even a mild season puts children at risk. As the United States continues to experience the COVID-19 public health emergency, it is more important than ever to ensure children are protected against preventable illnesses like flu.

The resources and materials included in this toolkit are intended to support outreach efforts which provide information to parents and caregivers/legal guardians of children and teens who are eligible for Medicaid and CHIP, but aren't yet enrolled, as well as serve as a reminder to re-enroll annually. Brief descriptions of the resources are included and how each can be used. Flu resources can be found on our [Vaccinations page](#) on InsureKidsNow.gov. All resources from the Campaign can be found in our [Outreach Tool Library](#):

Print Materials

Poster & Palmcard

Local businesses can help spread the word about the availability of children's health coverage to both customers and employees – and help connect families with eligible children to application assistance. As businesses continue to re-open and welcome back customers, these materials can be placed around your community to help get the word out about Medicaid and CHIP. You can also distribute these materials to community partners or share them with businesses who may be affected by the economic downturn. Additional tips for engaging community partners and local business can be found on [InsureKidsNow.gov](#).

CMS provides free customization for the available posters and palmcards so you can include your organization's logo and state-specific information. For additional information on customization, please visit our [Customization Guide](#). Customization requests typically take two weeks to fulfill. The poster and palmcard are also available in 13 different languages, including Spanish, Arabic, Burmese, Chinese, Farsi, Haitian Creole, Hmong, Korean, Portuguese, Russian, Somali, Tagalog, and Vietnamese with more languages planned for the future.

Digital & Online

Videos

Our animated flu video can be used on social media or embedded on your organization's website. It can also be included in newsletters or other communications you share with families and others in the community. The video is available on the [InsureKidsNow.gov](https://www.insurekidsnow.gov) website. You can also link users to the video on [YouTube](https://www.youtube.com).

[InsureKidsNow.gov](https://www.insurekidsnow.gov) also hosts our most recent Peace of Mind PSA, which can be shared with local television and radio stations to get eligible families enrolled and ready to get their flu vaccine. Additional videos on missed care, mental health, vision care and oral care will be available in the future.

To embed videos into your website, left-click on the video on YouTube and select "Copy embed code." Then, using the tools on your website manager, paste the embed link into your website where you would like to place the video.

Social Media Content & Graphics

Social media platforms have a strong user base and offer valuable opportunities to share information with eligible families. In addition to our [Social Media Toolkit](#), the [images and suggested copy](#) in this toolkit can be shared on your organization's social media pages. Copy can be tailored to direct users to state-specific resources or include information relevant to your audience. Images are sized for use on Facebook and Twitter. Our infographic can also be used on social media to educate and inform users about the benefits of flu vaccines.

Banner Ads

Paid media is an effective method to reach audiences you aren't already connecting with and grow awareness of the benefits Medicaid and CHIP offer. This toolkit includes suggested creative materials to use such as banner ads – graphic ads that are placed on websites – to reach a larger audience. Our [Paid Media Toolkit](#) also offers guidance and best practices for placing ads on social media and websites.

Email Signature Graphics & Guide

Placing Campaign information in your email signature is a quick and easy way to spread the word about Medicaid and CHIP in every email you send. We have created email signature graphics to highlight the importance of getting vaccinated against flu. For more information and step-by-step directions on how to add an email signature graphic to your messages, please check out our [guide](#).

Media

Newsletter Articles

[Newsletter articles](#) can be used in your organization's communication, submitted to local organizations that also distribute newsletters, or edited and submitted to the community notice section or as an op-ed to your local newspaper.

Radio Live-Reads

[Radio live-reads](#) are quick blurbs that radio hosts and disc jockeys can read over the air to share information about Medicaid and CHIP with their listeners. You can share these with your local station to see if they have available airtime.

Mobile

Text Messages

Text message programs and apps, such as WhatsApp or WeChat, are an effective way to reach families – [studies have found](#) 95% of adults in America who make \$30,000 or less a year own a cell phone. Medicaid and CHIP information can be quickly and succinctly shared through [text messages](#) and direct audiences to helpful resources to encourage recipients to learn more.