



# Connecting Kids to Coverage National Campaign

Dear [STATION CONTACT/PARTNER NAME],

Millions of uninsured children are eligible for [STATE MEDICAID/CHIP PROGRAM]!

Having comprehensive, affordable health coverage can mean the world to families. With health coverage, parents and caregivers can rest easy knowing their children and teens can access routine preventive care that keeps them healthy and the medical help they need if they get sick or injured.

Free and low-cost health insurance is available through Medicaid and the Children's Health Insurance Program (CHIP) and enrollment is open year-round; these programs have been instrumental in substantially reducing the percentage of uninsured children – with more than [insert latest coverage numbers]\* children currently covered.

However, there are still a substantial number of children who remain without health coverage. That means they lack access to covered routine care, are ill-prepared for an emergency, and are vulnerable to infectious disease. **Recent research** indicates that approximately 2.2 million uninsured children across the country are eligible for Medicaid and CHIP programs. Often, parents and caretakers are not aware that their children may be eligible for coverage.

Families of four earning up to \$80,000\*\* a year may qualify. Income levels vary by state and coverage must be renewed each year. Coverage includes:

- regular check-ups,
- mental and behavioral health services,
- doctor and dentist visits,
- hospital care,
- immunizations,
- prescriptions, and more.

Help us **spread the word** about free or low-cost health insurance coverage!

We hope that you will use the enclosed public service announcements (PSAs) and radio live read scripts to inform families in your community about Medicaid and CHIP:

[Language] English

[PSA Name]: [PSA Type]

Example: "For All Life's Moments": 30 Second Radio PSA

[Language] Spanish

[PSA Name]: [PSA Type]

Example: "Enroll Year-Round": 15, 30 and 60 Second Live Read Radio Scripts

We thank you in advance for spreading the word about these critical services available through Medicaid and CHIP! 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**.

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 March 14, 2025, 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://www.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://www.aspe.hhs.gov/poverty). To find the specific FPL guidelines for your state, click [InsureKidsNow.gov](https://www.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.**