



Connecting Kids to Coverage National Campaign

BACK-TO-SCHOOL TEMPLATE NEWS ARTICLE FOR PARENTS AND CAREGIVERS

Community newspapers, school newsletters, church bulletins, local community organizations, websites and blogs are frequently in need of content. These template articles fill that need and can be used as a starting point for more in-depth stories. Fill in the placeholders with your organization's information.

***Insert 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.**

Approximately 101 Words

Does Your Child or Teen Need Health Insurance? With [STATE MEDICAID/CHIP PROGRAM] They Will be Ready for the School Year

Children in a family of four earning up to [\$XX,XXX*] a year may qualify for free or low-cost health insurance through [STATE MEDICAID/CHIP PROGRAM]. With health insurance, kids can get the immunizations, check-ups, eye exams, dental visits and other care they may need to fully participate in classroom and after-school activities. Parents may be eligible for Medicaid, too!

For more information, visit [WEBSITE] or call [PHONE NUMBER]. You can also talk to an enrollment specialist at our upcoming event, [EVENT TITLE/DETAILS].

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Approximately 262 Words

Does Your Child or Teen Need Health Insurance? With [STATE MEDICAID/CHIP PROGRAM] They Will be Ready for the School Year

As a parent, you want to do everything you can to be sure your child is prepared to start the new school year – including having the required physicals and immunizations. According to the Centers for Disease Control and Prevention, nearly one out of three children aged 5 to 17 years missed one or more school days due to illness or injury¹. Children who have health insurance are better prepared to learn in school and they are less likely to miss school because they are sick.

Your child or teen may be eligible for free or low-cost health insurance through [STATE MEDICAID/CHIP PROGRAM]. These health benefits will get them the care they need to start school, such as a physical, and provide coverage throughout the year. Children or teens in a family of four earning up to [\$XX,XXX*] a year may qualify. With [STATE MEDICAID/CHIP PROGRAM], they can get the immunizations, check-ups, eye exams, dental visits and other care they may need to fully participate in classroom and after-school activities.

To see if your child is eligible, visit [WEBSITE] or call [PHONE NUMBER]. You can also talk to one of our enrollment specialists in-person at our upcoming event, [EVENT TITLE]. With health insurance, children and teens can be ready for whatever the school year brings. And for parents that is one less thing to worry about. Parents may be eligible for Medicaid, too! [EVENT DETAILS.]

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¹ CDC, National Health Interview Survey, 2014: http://ftp.cdc.gov/pub/Health_Statistics/NCHS/NHIS/SHS/2014_SHS_Table_C-6.pdf