



Connecting Kids to Coverage National Campaign

TEXT MESSAGES REMINDING FAMILIES TO ACCESS MENTAL AND BEHAVIORAL HEALTH CARE

Share Connecting Kids to Coverage National Campaign messages through community text message programs, WhatsApp, or WeChat to help spread the word about free or low-cost health insurance available under Medicaid and the Children's Health Insurance Program (CHIP) and to remind enrolled families of important mental and behavioral health care services available to them.

Text message programs are an effective way to reach eligible families. According to the Pew Research Center, 97% of adults in America who make \$30,000 or less a year own a cell phone. Multiple studies have also concluded that participation in text message programs increases medical compliance.

These sample messages are customizable to direct recipients to a state insurance webpage, your organization's website, or other resources specific to your community.

ENGLISH

- In the U.S., 1 in 6 kids ages 6-17 live with a treatable mental health disorder. Medicaid & CHIP cover essential mental health services. Enroll today: [STATE INSURANCE PAGE OR YOUR ORGANIZATION'S PAGE LINK]
- Mental health is an important part of kids' and teens' overall well-being. Get access to essential mental health services through Medicaid and CHIP: [STATE INSURANCE PAGE OR YOUR ORGANIZATION'S PAGE LINK]
- Is your child struggling with their emotions? Health coverage through Medicaid and CHIP can get them the extra support they need. Learn more: [STATE INSURANCE PAGE OR YOUR ORGANIZATION'S PAGE LINK]
- If your family is enrolled in Medicaid and CHIP, your child could have access to critical mental and behavioral health services. Learn more: [STATE INSURANCE PAGE OR YOUR ORGANIZATION'S PAGE LINK]
- Supporting childhood mental health helps kids & teens grow up healthy. Enroll in Medicaid & CHIP to access important mental and behavioral health services: [STATE INSURANCE PAGE OR YOUR ORGANIZATION'S PAGE LINK]
- Kids and teens often struggle with anxiety, depression, and hyperactivity. Medicaid and CHIP offer coverage for services that can support your child: [STATE INSURANCE PAGE OR YOUR ORGANIZATION'S PAGE LINK]
- Get your teen screened for mental and behavioral health disorders through free or low-cost coverage from Medicaid and CHIP: [STATE INSURANCE PAGE OR YOUR ORGANIZATION'S PAGE LINK]
- Kids may need extra support to cope with the changes they've experienced over the last year. Mental health coverage is available through Medicaid and CHIP: [STATE INSURANCE PAGE OR YOUR ORGANIZATION'S PAGE LINK]
- The last year has taken a toll on the mental health of kids and teens. They can get support with mental health care, covered by Medicaid & CHIP: [STATE INSURANCE PAGE OR YOUR ORGANIZATION'S PAGE LINK]

SPANISH

- En los Estados Unidos, 1 de cada 6 niños de entre las edades de 6 y 17 años vive con un trastorno de salud mental tratable. Medicaid y CHIP cubren los servicios esenciales de salud mental. Inscríbese hoy mismo: [STATE INSURANCE PAGE OR YOUR ORGANIZATION'S PAGE LINK]
- La salud mental es una parte importante del bienestar general de los niños y adolescentes. Obtenga acceso a servicios esenciales de salud mental a través de Medicaid y CHIP: [STATE INSURANCE PAGE OR YOUR ORGANIZATION'S PAGE LINK]
- ¿Su hijo está luchando con sus emociones? La cobertura de salud a través de Medicaid y CHIP puede brindarles el apoyo adicional que necesitan. Más información: [STATE INSURANCE PAGE OR YOUR ORGANIZATION'S PAGE LINK]
- Si su familia está inscrita en Medicaid y CHIP, su hijo podría tener acceso a servicios críticos de salud mental y conductual. Más información: [STATE INSURANCE PAGE OR YOUR ORGANIZATION'S PAGE LINK]
- Apoyar la salud mental infantil ayuda a los niños y adolescentes a crecer sanos. Inscríbese en Medicaid y CHIP para tener acceso a importantes servicios de salud mental y del comportamiento: [STATE INSURANCE PAGE OR YOUR ORGANIZATION'S PAGE LINK]
- Los niños y adolescentes a menudo luchan contra la ansiedad, la depresión y la hiperactividad. Medicaid y CHIP ofrecen cobertura para servicios que pueden ayudar a su hijo: [STATE INSURANCE PAGE OR YOUR ORGANIZATION'S PAGE LINK]
- Haga que su adolescente sea examinado para detectar trastornos de salud mental y del comportamiento a través de la cobertura gratuita o de bajo costo de Medicaid y CHIP: [STATE INSURANCE PAGE OR YOUR ORGANIZATION'S PAGE LINK]
- Los niños pueden necesitar apoyo adicional para hacer frente a los cambios que han experimentado durante el último año. La cobertura para la salud mental está disponible a través de Medicaid y CHIP: [STATE INSURANCE PAGE OR YOUR ORGANIZATION'S PAGE LINK]
- El último año ha afectado la salud mental de niños y adolescentes. Pueden obtener apoyo con el cuidado para la salud mental, cubierto por Medicaid y CHIP: [STATE INSURANCE PAGE OR YOUR ORGANIZATION'S PAGE LINK]

Sources:

- JAMA Pediatrics (2019) US National and State-Level Prevalence of Mental Health Disorders and Disparities of Mental Health Care Use in Children. Accessed at <https://pubmed.ncbi.nlm.nih.gov/30742204/>
- MACPAC. (2016) Medicaid Access in Brief: Children's Use of Behavioral Health Services. Accessed at <https://www.macpac.gov/wp-content/uploads/2016/06/Childrens-Use-of-Behavioral-Health-Services.pdf>