

# Connecting Kids to Coverage National Campaign

## “PEACE OF MIND” :15 PUBLIC SERVICE ANNOUNCEMENT (PSA) ENGLISH



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



*SUPER:* InsureKidsNow.gov  
1-877-KIDS-NOW  
Open on a family, mimicking the form of the InsureKidsNow.gov logo, walking outdoors.  
**VO:** Medicaid and CHIP offer free or low-cost health coverage for kids and teens.



*SUPER:* (builds) Doctor's appointments, Hospital visits, Prescriptions, Shots, More  
We quickly transition through scenes illustrating the talking points.  
**VO:** Get peace of mind knowing that doctor's appointments, hospital visits, prescriptions, shots, and more are covered.



A mother checks on her sleeping child.  
**VO:** Enroll today.



*SUPER:* InsureKidsNow.gov  
1-877-KIDS-NOW Paid for by the U.S.  
Department of Health & Human Services  
**VO:** Learn more at InsureKidsNow.gov.  
Paid for by the U.S. Department of Health & Human Services.