

# Connecting Kids to Coverage National Campaign

## “PEACE OF MIND” :30 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:** These programs cover doctor's appointments, hospital visits, prescriptions, shots, and more.



*SUPER:* InsureKidsNow.gov  
1-877-KIDS-NOW  
A mother plays with her baby.  
**VO:** As parents, we get peace of mind...



*SUPER:* InsureKidsNow.gov  
1-877-KIDS-NOW  
Cut to a teenage boy who skateboards down a ramp and crashes.  
**VO:** ...knowing that our children are covered if they are sick or get injured.



*SUPER:* InsureKidsNow.gov  
1-877-KIDS-NOW  
Cut to the same teenage boy, now in a cast, seated on the couch, and sharing music with his father.  
**VO:** You may now be eligible for Medicaid too,...



A mother checks on her sleeping child.  
**VO:** ...even if you've applied in the past.



*SUPER:* Enrollment is always open.  
The camera pushes through the window, to the night sky.  
**VO:** Enrollment is always open.



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