



Connecting Kids to Coverage National Campaign

RADIO PUBLIC SERVICE ANNOUNCEMENTS (PSA) LIVE READ SCRIPTS – “ORAL HEALTH”

Reach out to local radio stations to spread the word about Medicaid and the Children’s Health Insurance Program! The following scripts are designed to be read by local radio personalities when free airtime is available. Substitute your organization’s contact information/program name or use the general scripts. Be sure to provide the different lengths as stations may have varying needs.

For tips on pitching PSAs to radio stations check out the Campaign’s [10 Tips for Putting Public Service Announcements to Work](#).

10 Seconds

Help your kids prevent cavities. Dental services, check-ups and more are covered with free or low-cost coverage from Medicaid and the Children’s Health Insurance Program. Visit [InsureKidsNow.gov](#).

15 Seconds

Great smiles and good habits start early. With free or low-cost coverage from Medicaid and the Children’s Health Insurance Program, dental services such as check-ups, x-rays, fluoride treatments, dental sealants, fillings, and more are all covered. Learn more at [InsureKidsNow.gov](#).

30 Seconds

Did you know tooth decay is the most common preventable chronic disease among kids in the U.S.? With free or low-cost health coverage from Medicaid and the Children’s Health Insurance Program, dental services like check-ups, x-rays, fluoride treatments, dental sealants, fillings, and more are all covered. Get to the root of the problem and sign up today. Visit [InsureKidsNow.gov](#) or call 1-877-KIDS-NOW.