

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.



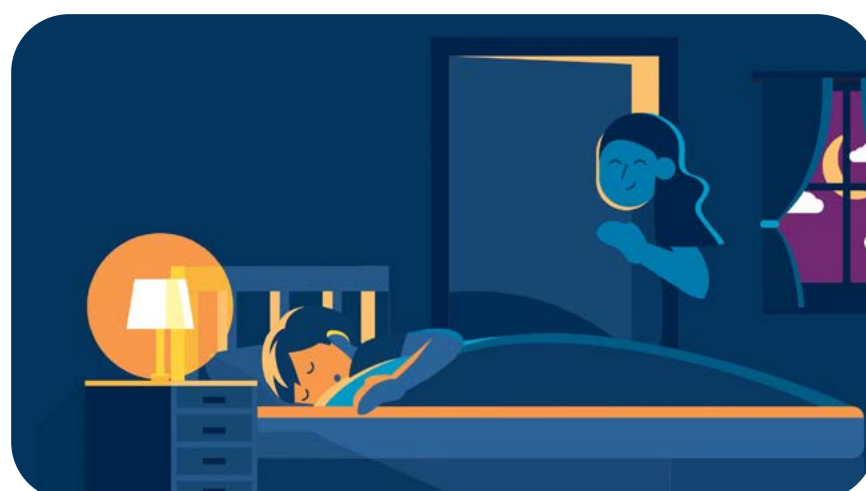
SUPER: InsureKidsNow.gov
1-877-KIDS-NOW
A mother plays with her baby.
VO: As parents, we get peace of mind...



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.