

Connecting Kids to Coverage National Campaign

"PEACE OF MIND" :15 DIGITAL VIDEO 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.
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