



Connecting Kids to Coverage National Campaign

RADIO PUBLIC SERVICES ANNOUNCEMENTS (PSA) LIVE READ SCRIPTS – BACK-TO-SCHOOL

Reach out to local radio stations in advance of Back-to-School season 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 best results, send these scripts to stations at least a month before the first day of school in your community.

***Your state's income limit for a family of four at 200% of the Federal Poverty Level (FPL). To find the annual FPL figure, visit [ASPE Poverty Guidelines](#). To find the specific FPL guidelines for your state, check [InsureKidsNow.gov](#) or contact your state's Medicaid or CHIP program for information. Note: The income level figure will change from year to year based on the annual release of FPL guidelines.**

10 Seconds

- Are your kids covered as they go back-to-school? Visit [InsureKidsNow.gov](#) to learn about free or low-cost coverage under Medicaid and the Children's Health Insurance Program.
- Help your kids prepare for the new school year with essential health care services from Medicaid and CHIP, including mental and behavioral health. Learn more at [InsureKidsNow.gov](#).

15 Seconds

- Help your kids be ready for the school year with free or low-cost health insurance from Medicaid and CHIP. Call their doctor to schedule routine medical visits or shots, including the COVID-19 vaccine if they're 12 years or older. Visit [InsureKidsNow.gov](#).
- Are your kids covered as they go back-to-school? Medicaid and CHIP cover routine medical visits, vaccines, and essential mental and behavioral health services. To learn more about free or low-cost health coverage for kids visit, [InsureKidsNow.gov](#).

30 Seconds

- Are your kids covered to go back-to-school? Routine medical visits and childhood vaccines play an important role in safely returning to school. And with free or low-cost health coverage from Medicaid and CHIP, doctor visits, prescriptions, shots, mental and behavioral health, and more are covered. Enrollment is open year-round. Enroll today so they are covered for the year. Learn more at [InsureKidsNow.gov](#).
- It's time to go back-to-school! Now is the time to schedule any missed medical appointments or vaccines, including the COVID-19 vaccine for anyone 12 years and older. With free or low-cost coverage under Medicaid and CHIP, check-ups, immunizations, dentist visits, prescriptions, and mental and behavioral health services are covered! Get your kids ready for whatever the school year brings by visiting [InsureKidsNow.gov](#) to see if you're eligible.