



# Connecting Kids to Coverage National Campaign

## RADIO PUBLIC SERVICE ANNOUNCEMENT (PSA) LIVE READ SCRIPTS – GENERAL NATIONAL

Reach out to local radio stations and 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. Fill in the relevant information for your organization or use the general scripts. Be sure to provide the different lengths as stations may have varying needs. For best results, time your outreach around a big event your organization is hosting.

**\*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

Children up to age 19 in a family of 4 earning \$50,000\* a year or more can get free or low-cost health insurance through Medicaid and the Children's Health Insurance Program. Visit [InsureKidsNow.gov](#) to learn more.

### 15 Seconds

Right now, millions of kids up to age 19 are eligible for free or low-cost health insurance through Medicaid and the Children's Health Insurance Program. If your children don't have health insurance, go to [InsureKidsNow.gov](#) to learn more and enroll today.

### 30 Seconds

Right now, millions of kids up to age 19 are eligible for free or low-cost health insurance through Medicaid and the Children's Health Insurance Program. Your child could be one of them! In fact, children in a family of 4 earning \$50,000\* a year or more may qualify.

Regular check-ups, immunizations, doctor and dentist visits, hospital care, mental health services, prescriptions and more are covered. It's a helping hand for parents with their hands full.

For more information or to enroll today, go to [InsureKidsNow.gov](#). That's [InsureKidsNow.gov](#).

### 60 Seconds

Raising kids can be tough these days. As a parent, you've got your hands full making sure your kids have what they need to stay healthy and get the care they need when they're sick.

Well, now there's help. Medicaid and the Children's Health Insurance Program offer free or low-cost health insurance for kids and teens – all the way up to age 19. They can get regular check-ups, immunizations, doctor and dentist visits, hospital care, mental health services, prescriptions and more. Children in a family of 4 earning up to \$50,000\* a year may qualify. It's a helping hand for parents with their hands full.

For more information or to enroll today, go to [InsureKidsNow.gov](#). That's [InsureKidsNow.gov](#).

## RADIO PUBLIC SERVICE ANNOUNCEMENT (PSA) LIVE READ SCRIPTS – GENERAL FOR ORGANIZATIONS TO LOCALIZE

### 10 Seconds

Kids up to age 19 in a family of 4 earning **[\$XX,XXX\*]** a year can get free or low-cost health insurance through Medicaid or CHIP **[OR STATE MEDICAID/CHIP PROGRAM]**. Call **1-877-KIDS-NOW [OR LOCAL NUMBER]** to learn more.

### 15 Seconds

Here in **[STATE]** kids up to age 19 are eligible for free or low-cost health insurance through Medicaid or CHIP **[OR STATE MEDICAID/CHIP PROGRAM]**. If your children don't have health insurance, go to **InsureKidsNow.gov** or call **1-877-KIDS-NOW [OR LOCAL URL/LOCAL NUMBER]**.

### 30 Seconds

Here in **[STATE]** kids up to age 19 are eligible for free or low-cost health insurance through Medicaid or CHIP **[OR MEDICAID/CHIP PROGRAM]**. Your child could be one of them! In fact, children in a family of 4 earning **[\$XX,XXX\*]** a year may qualify.

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Children in a family of 4 earning up to **[\$XX,XXX\*]** a year may qualify. It's a helping hand for parents with their hands full.

For more information about free or low-cost children's health insurance in **[STATE]**, go to **InsureKidsNow.gov** or call **1-877-KIDS-NOW [OR LOCAL URL/LOCAL NUMBER]**. That's **InsureKidsNow.gov** or call **1-877-KIDS-NOW [OR LOCAL URL/LOCAL NUMBER]**.

## RADIO PUBLIC SERVICE ANNOUNCEMENT (PSA) LIVE READ SCRIPTS – LOCAL SCRIPTS

### 10 Seconds

Children in a family of 4 earning **[\$XX,XXX\*]** a year can get free or low-cost health insurance through Medicaid and CHIP **[OR STATE MEDICAID/CHIP PROGRAM]**. Learn more on **[DAY, DATE, LOCATION, TIME]**.

### 15 Seconds

Kids up to age 19 are eligible for free or low-cost health insurance through Medicaid or CHIP **[OR STATE MEDICAID/CHIP PROGRAM]**. If your children don't have health insurance, call **[LOCAL NUMBER]** or come to a free event at **[LOCATION]** on **[DATE]** at **[TIME]** to learn more about Medicaid and CHIP **[OR STATE MEDICAID/CHIP PROGRAM]**!

### 30 Seconds

Here in **[STATE]** kids up to age 19 are eligible for free or low-cost health insurance through Medicaid and CHIP **[OR STATE MEDICAID/CHIP PROGRAM]**. Your child could be one of them! In fact, children in a family of 4 earning **[\$XX,XXX\*]** a year may qualify.

Regular check-ups, immunizations, doctor and dentist visits, hospital care, mental health services, prescriptions and more are covered. It's a helping hand for parents with their hands full.

Learn more about Medicaid and CHIP **[OR STATE MEDICAID/CHIP PROGRAM]** enrollment at a free event on **[DATE]** at **[LOCATION]** from **[TIME]** or call **[LOCAL NUMBER]**.

### 60 Seconds

Raising kids can be tough these days. As a parent, you've got your hands full making sure your kids have what they need to stay healthy and get the care they need when they're sick.

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Children in a family of 4 earning up to **[\$XX,XXX\*]** a year may qualify. It's a helping hand for parents with their hands full.

For more information about free or low-cost children's health insurance in **[STATE]**, call **[LOCAL NUMBER]** or stop by **[LOCATION]** on **[DATE]** at **[TIME]** to learn more about Medicaid and CHIP **[OR STATE MEDICAID/CHIP PROGRAM]**. That's **[LOCAL NUMBER]**.