

Connecting Kids to Coverage National Campaign

MISSED CARE: "TAKE CARE OF TEETH" :15 DIGITAL VIDEO ENGLISH



SUPER: InsureKidsNow.gov.
Open on the InsureKidsNow.gov logo.



We see a large tooth. A boy and a girl peek out from behind it.
VO: Dentists and doctors recommend...



The children look at the tooth as a super appears.
SUPER: Every 6 Months
VO: ...kids get a dental check-up every 6 months.



Transition to the girl at a dental exam.
SUPER: Medicaid and CHIP cover dental services
VO: With Medicaid and CHIP, dental services are covered,...



Illustrations of teeth appear, showcasing each dental service.
SUPER (builds): X-rays, Fillings, Fluoride, And more
VO: ...including x-rays, fillings, fluoride and more.



Transition to the end card.
SUPER: InsureKidsNow.gov
1-877-KIDS-NOW
Paid for by the U.S. Department of Health & Human Services.
VO: Call your provider or learn more at InsureKidsNow.gov. Paid for by the U.S. Department of Health & Human Services.