

Connecting Kids to Coverage National Campaign

“VISION HEALTH” :15 DIGITAL VIDEO ENGLISH



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



We see a vision chart that is out of focus and adjusts into focus.
VO: While 1 in 4 kids have undetected vision problems,...



We cut to a young girl having her vision examined.
VO: ...vision care is covered for children and teens who have Medicaid and CHIP.



Transition to the young girl wearing a pair of glasses.
VO: This free or low-cost health coverage...



The camera pulls back to reveal multiple children smiling and wearing glasses.
VO: ...is available in your state.



Transition to the end card.
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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