



# Connecting Kids to Coverage National Campaign

## RADIO PUBLIC SERVICE ANNOUNCEMENTS (PSA) LIVE READ SCRIPTS – “MATERNAL HEALTH”

Reach out to local radio stations 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 tips on pitching PSAs to radio stations check out the Campaign’s [10 Tips for Putting Public Service Announcements to Work](#).**

### 10 Seconds

Before and after your baby arrives, you’re covered with free or low-cost health coverage from Medicaid and the Children’s Health Insurance Program. Learn more at [InsureKidsNow.gov](#).

### 15 Seconds

Taking care of your baby starts with taking care of yourself. With free or low-cost coverage from Medicaid and the Children’s Health Insurance Program, prenatal and postpartum visits are covered, including labor and delivery. Learn more about coverage at [InsureKidsNow.gov](#).

### 30 Seconds

Expecting a baby? Here’s something you may not have expected. With free or low-cost health coverage from Medicaid and the Children’s Health Insurance Program, prenatal visits, labor and delivery, and postpartum care are covered. Plus, your baby will be covered, too. Protect the health of your growing family by visiting [InsureKidsNow.gov](#) or calling 1-877-KIDS-NOW today. Enrollment is open year-round.