

Connecting Kids to Coverage National Campaign

"PEACE OF MIND" :30 DIGITAL VIDEO ENGLISH



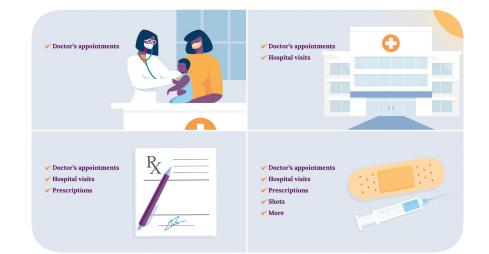
SUPER: InsureKidsNow.gov. Open on the InsureKidsNow.gov logo.



SUPER: InsureKidsNow.gov 1-877-KIDS-NOW

Open on a family, mimicking the form of the InsureKidsNow.gov logo, walking outdoors.

VO: Medicaid and CHIP offer free or low-cost health coverage for kids and teens.



SUPER: (builds) Doctor's appointments, Hospital visits, Prescriptions, Shots, More We quickly transition through scenes illustrating the talking points.

VO: These programs cover doctor's appointments, hospital visits, prescriptions, shots, and more.









I OTT MIDD HOW

SUPER: InsureKidsNow.gov 1-877-KIDS-NOW A mother plays with her baby.

VO: As parents, we get peace of mind...

SUPER: InsureKidsNow.gov 1-877-KIDS-NOW

Cut to a teenage boy who skateboards down a ramp and crashes.

VO: ...knowing that our children are covered if they are sick or get injured.



SUPER: InsureKidsNow.gov 1-877-KIDS-NOW

Cut to the same teenage boy, now in a cast, seated on the couch, and sharing music with his father.

VO: You may now be eligible for Medicaid too,...



A mother checks on her sleeping child. **VO:** ...even if you've applied in the past.



SUPER: Enrollment is always open. The camera pushes through the window, to the night sky.

VO: Enrollment is always open.



SUPER: InsureKidsNow.gov 1-877-KIDS-NOW Paid for by the U.S. Department of Health & Human Services

VO: Visit InsureKidsNow.gov or call 1-877-KIDS-NOW. Paid for by the U.S. Department of Health & Human Services.

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