

Dear Public Service Director:

Millions of children in the United States don't have health coverage. As a result, it may be difficult or impossible for them to get the routine preventive care that keeps them healthy or have access to the care they need if they get sick or injured. But, the majority of the nation's uninsured children are eligible for free or low-cost health coverage through Medicaid or the Children's Health Insurance Program (CHIP) offered in their state. Families can apply for the comprehensive benefits these programs provide at any time.

Help us reach eligible children by airing these public service announcements (PSA) which inform parents and caretakers about the availability and benefits of health insurance, and how to get children covered. While over 93 percent of all eligible children are enrolled in Medicaid and CHIP, there are still nearly 2 million children estimated to be eligible, but not yet enrolled.<sup>1</sup> Your support will help us reach more children and ensure they receive the health coverage they need to stay healthy.

The Connecting Kids to Coverage National Campaign, an initiative of the U.S. Department of Health & Human Services' Centers for Medicare & Medicaid Services, increases awareness about Medicaid and CHIP and how eligible children and their parents can enroll. Children and teens up to age 19 in a family of 4 earning up to \$50,000 a year, or more in some states, may qualify. Benefits include regular check-ups, immunizations, doctor and dental visits, hospital care, mental health services, prescriptions, and more. Children and teens can apply for Medicaid and CHIP year-round. Parents may also be eligible for Medicaid. And even if they have applied for free or low-cost health coverage before and were denied, both parents and their children may now be eligible as rules and requirements may have changed.

We hope that you will use our Campaign PSA, "Covered," to inform families in your community and motivate them to apply. The 60-second radio and 30-second TV PSAs are available in English and Spanish. The PSA features "kids being kids" and lets their parents know that Medicaid and CHIP health coverage will help keep their children healthy and safe.

To download the "Covered" PSA please visit [www.psaroom.com/connectingkidstocoverage](http://www.psaroom.com/connectingkidstocoverage); or if you would like to request a hard copy please contact [PSAS@multivu.com](mailto:PSAS@multivu.com).

We can also provide live reach scripts, as well as digital creative, such as web banners, web buttons, and Facebook and Twitter graphics, should you be interested in using such materials on your website or on social media. We thank you in advance for spreading the word about these critical programs and the impact they have on the health of children and families. By helping children get the health care coverage they need to get healthy and stay healthy, we can help ensure they are able to fully participate and succeed at school, home, and everywhere in between.

If you have any questions, or need additional information, please contact the Centers for Medicare & Medicaid Services' Media Relations Group at (202) 690-6145 or [press@cms.hhs.gov](mailto:press@cms.hhs.gov). For more information about the Campaign, go to [InsureKidsNow.gov](http://InsureKidsNow.gov).

**\*\*Please Note:** These PSAs must be on donated or free airtime; they cannot run on any paid media or be used as paid commercials. The PSAs should not be used beyond June 12, 2020. **\*\***

---

<sup>1</sup> Haley, Jennifer, Genevieve M. Kenney, Robin Wang, Clare Pan, Victoria Lynch, and Matthew Buettgens. 2019. "Improvements in Uninsurance and Medicaid/CHIP Participation among Children and Parents Stalled in 2017." Washington, DC: Urban Institute. <https://www.urban.org/research/publication/improvements-uninsurance-and-medicaidchip-participation-among-children-and-parents-stalled-2017>.