



Connecting Kids to Coverage National Campaign



TV PUBLIC SERVICES ANNOUNCEMENTS (PSA) VISUAL AND AUDIO SCRIPTS – “COVERED”

“COVERED” :30 — ENGLISH

VISUAL

OPEN ON A SKATEBOARDER SAILING THROUGH THE AIR. SUPER: RELAX.

CUT TO TEENS PLAYING BASKETBALL, A BIT ROUGHLY. SUPER: DON'T PANIC.

CUT TO A LITTLE GIRL CANNONBALLING INTO A POOL. SUPER: IT'S OK.

CUT TO THE POOL GIRL, NOW IN A DOCTOR'S OFFICE, WHERE SHE IS BEING EXAMINED AS HER MOTHER LOOKS ON. SUPER: FAMILIES OF FOUR EARNING UP TO \$49,200 PER YEAR MAY QUALIFY (LIMITS HIGHER IN SOME STATES)

CUT BACK TO THE BASKETBALL PLAYERS, AND THE GIRL AND MOM AT THE POOL.

CUT TO A GIRL PLAYING SOCCER, WHO KICKS THE BALL TOWARD THE GOAL. SUPER: GET COVERED.

CUT TO THE END CARD:
INSUREKIDSNOW.GOV LOGO, 1-877-KIDS-NOW. PAID FOR BY THE U.S. DEPARTMENT OF HEALTH & HUMAN SERVICES. HHS LOGO.

AUDIO

VOICE-OVER (MUSIC UNDER):
No matter where your daredevils go...

Or what they get into...

You can breathe easier....

because they may qualify for free or low-cost health insurance through Medicaid and CHIP. Even if you've applied before... your kids could still be eligible for doctor and dentist visits, prescriptions and more.

Get your kids covered today.

Go to InsureKidsNow.gov, or call 1-877-Kids-Now.