

“COVERED” PSA INFORMS PARENTS AND CARETAKERS ABOUT THE AVAILABILITY AND BENEFITS OF MEDICAID AND CHIP AND HOW TO GET CHILDREN COVERED

THE CONNECTING KIDS TO COVERAGE NATIONAL CAMPAIGN, AN INITIATIVE OF THE U.S. DEPARTMENT OF HEALTH & HUMAN SERVICES’ CENTERS FOR MEDICARE & MEDICAID SERVICES, ISSUES PSA TO HELP ELIGIBLE CHILDREN OBTAIN HEALTH COVERAGE

ADDITIONAL RESOURCES: Hard copy requests, downloadable MPEG4 and MP3, contact information and more available at www.psaroom.com/connectingkidstocoverage

STORY SUMMARY:

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 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 their state Medicaid or Children’s Health Insurance Program (CHIP). They can apply for the comprehensive benefits these programs provide at any time, and now the enrollment process is faster.

Enrollment in Medicaid and CHIP has driven the percentage of uninsured children from 7 percent in 2013 down to a historic low of 4.7 percent in 2015. This progress is very encouraging, but we can do more to further reduce the number of uninsured children and keep them healthy.

The Connecting Kids to Coverage National Campaign, an initiative of the U.S. Department of Health & Human Services’ Centers for Medicare & Medicaid Services is increasing awareness about Medicaid and CHIP and how eligible children and their parents can enroll. Children in a family of 4 earning up to \$49,200 a year or more 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, the rules have changed and both parents and their children may now be eligible.

The 60-second radio and 30-second TV PSAs are available in English and Spanish. The PSAs feature “kids being kids” and lets their parents know that Medicaid and CHIP health coverage will help keep their children healthy and safe.

VIDEO PROVIDED BY: U.S. Department of Health & Human Services’ Centers for Medicare & Medicaid Services

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