

Connecting Kids to Coverage National Campaign

“COVERED” 30-SECOND PUBLIC SERVICE ANNOUNCEMENT (ENGLISH)



OPEN ON A SKATEBOARDER SAILING THROUGH THE AIR.

VO: No matter where your daredevils go...



AS HE HITS THE PEAK OF HIS JUMP, WE SEE A SUPER: RELAX



CUT TO TEENS PLAYING BASKETBALL, A BIT ROUGHLY.

VO: Or what they get in to...



AS ONE TEEN STARTS TO FALL, WE SEE A SUPER: DON'T PANIC



CUT TO A LITTLE GIRL CANNONBALLING INTO A POOL.

VO: You can breathe easier...



AS SHE ENTERS THE WATER, WE SEE A SUPER: IT'S OK



Families of four earning up to \$49,200 per year may qualify
(Limits higher in some states)

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)

VO: because they may qualify for free or low-cost health insurance through Medicaid and CHIP.



Families of four earning up to \$49,200 per year may qualify
(Limits higher in some states)

SUPER: FAMILIES OF FOUR EARNING UP TO \$49,200 PER YEAR MAY QUALIFY (LIMITS HIGHER IN SOME STATES)

VO: Even if you've applied before



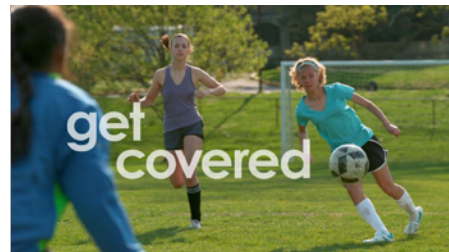
CUT BACK TO THE BASKETBALL PLAYERS.

VO: ...your kids could still be eligible



CUT BACK TO THE GIRL AND MOM AT THE POOL.

VO: for doctor and dentist visits, prescriptions and more.



CUT TO A GIRL PLAYING SOCCER, WHO KICKS THE BALL TOWARD THE GOAL.

SUPER: GET COVERED.

VO: Get your kids covered today.



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.

VO: Go to [InsureKidsNow.gov](https://www.insurekidsnow.gov), or call 1-877-KIDS-NOW.