

Connecting Kids to Coverage National Campaign

“SCHOOL-BASED OUTREACH” :15 DIGITAL VIDEO ENGLISH



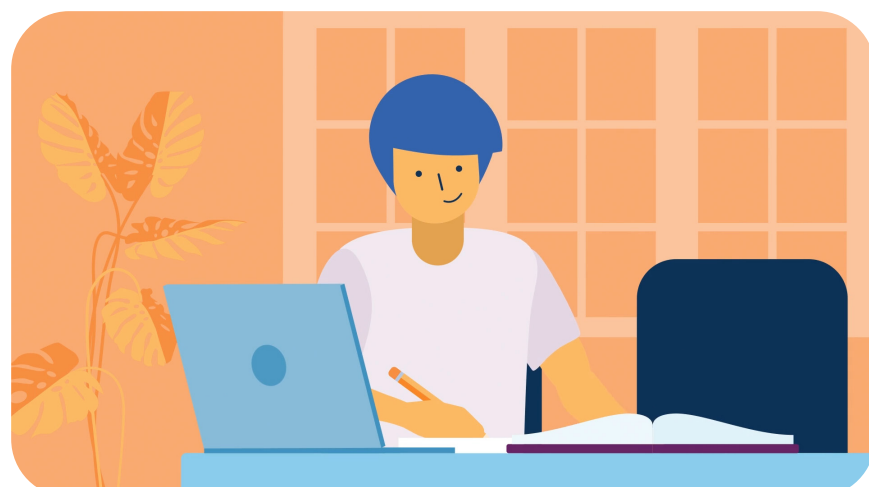
SUPER: InsureKidsNow.gov.
Open on the InsureKidsNow.gov logo.



Open on a boy being examined by a doctor.
VO: Kids who have health coverage...



The boy stays in place, but the scene changes to a classroom where he raises his hand.
VO: ...are better prepared to do well in school and succeed in life.



Again, the boy stays in place and the scene changes to the boy doing school work at home, with a computer.
VO: Medicaid and CHIP offer free or low-cost health coverage...



Again, the boy stays in place and the scene changes to the boy holding up a report card. Confetti falls around him.
VO: ...for those who are eligible.



SUPER: InsureKidsNow.gov
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