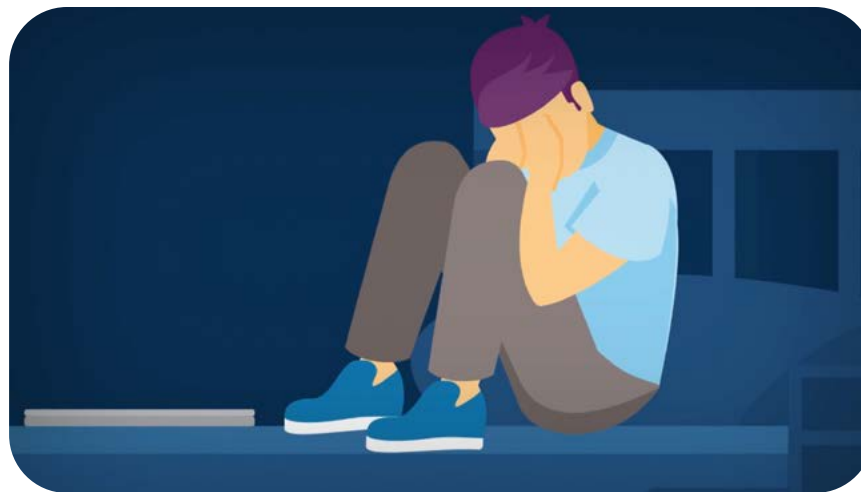


Connecting Kids to Coverage National Campaign

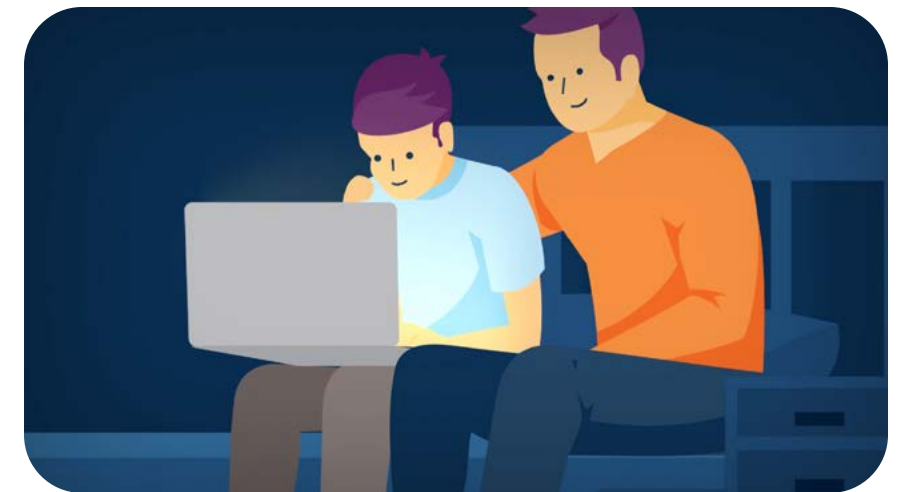
“MENTAL HEALTH CAN’T WAIT” :30 DIGITAL VIDEO ENGLISH



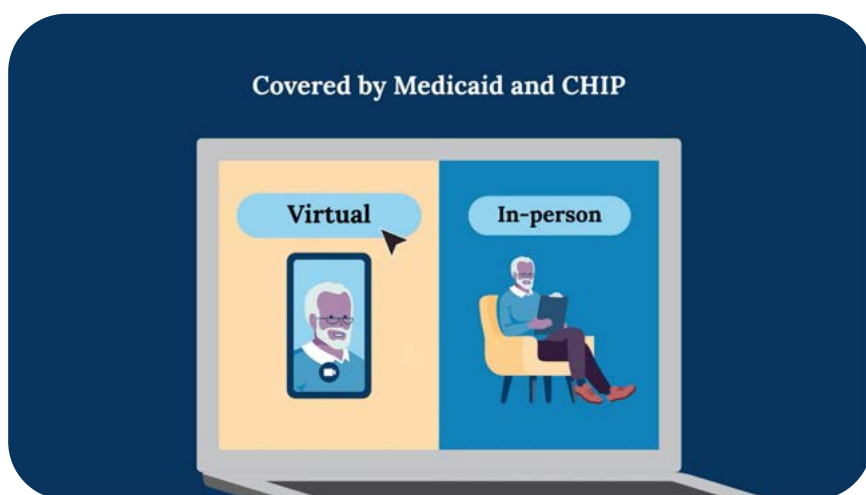
SUPER: InsureKidsNow.gov.
Open on the InsureKidsNow.gov logo.



Open on a boy, upset in his room.
VO: Your child’s mental health can’t wait.



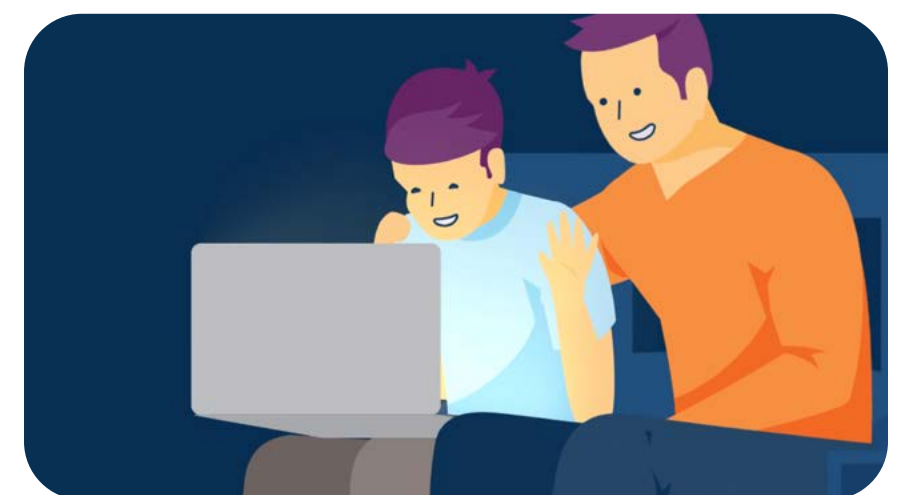
Now with his father, the boy opens a laptop on his bed.
VO: Virtual and in-person mental health services...



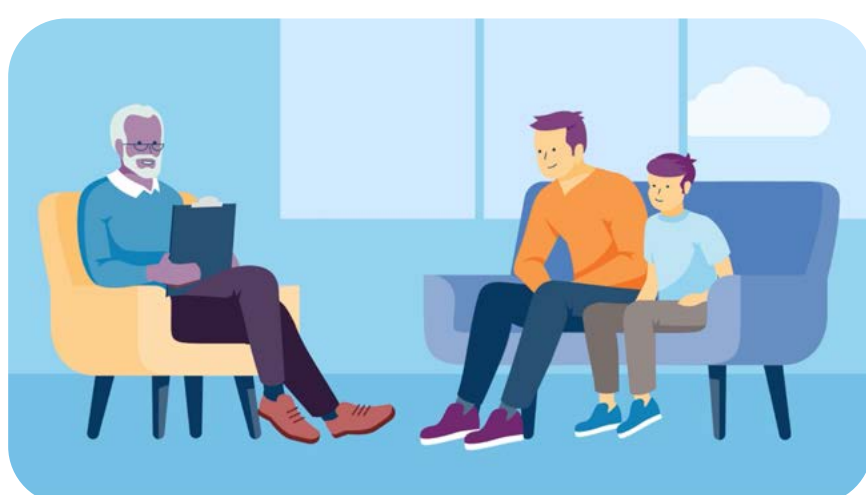
SUPER: Covered by Medicaid and CHIP
We see two choices on the laptop screen: “virtual” or “in-person.” The cursor clicks on “in-person.”
VO: ...are covered by Medicaid and CHIP.



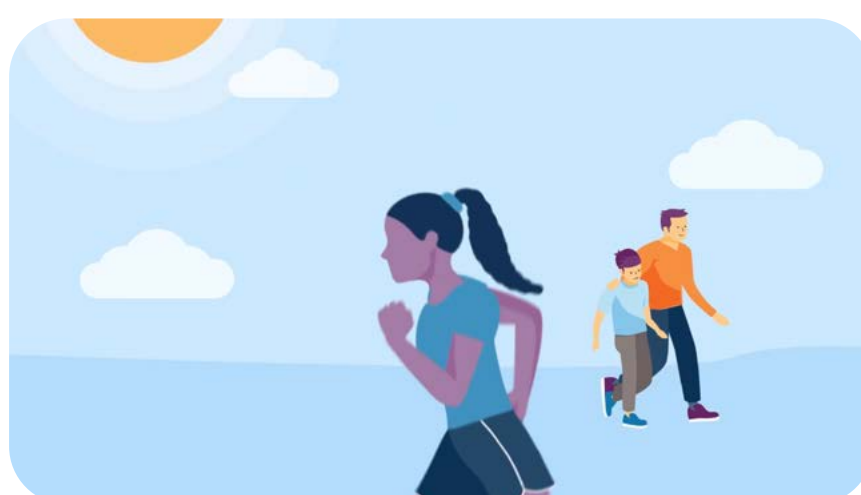
SUPER: Covered by Medicaid and CHIP
Transition to the therapist greeting them for a virtual appointment.
VO: Enroll today.



Cut back to the boy and his father. The boy smiles and waves to the the therapist.
VO: If you are already enrolled,...



Transition to the therapist’s office where the boy and his father are sitting on the couch.
VO: ...call your provider to schedule an appointment.



Transition outside, where the boy and his father are walking. A runner crosses the screen.
VO: Learn more...



SUPER: InsureKidsNow.gov
1-877-KIDS-NOW
Paid for by the U.S. Department of Health & Human Services.
The end card is revealed against a blue sky as the boy and his father continue walking.
VO: ...at InsureKidsNow.gov or call 1-877-KIDS-NOW. Paid for by the U.S. Department of Health & Human Services.