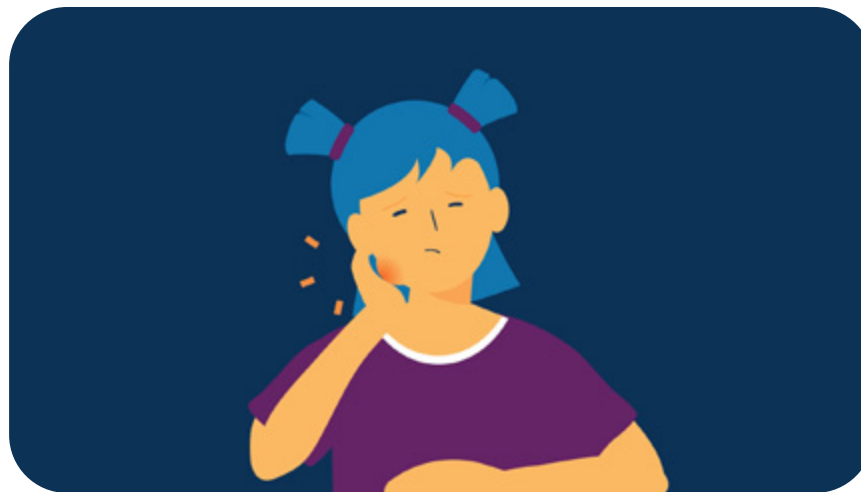


# Connecting Kids to Coverage National Campaign

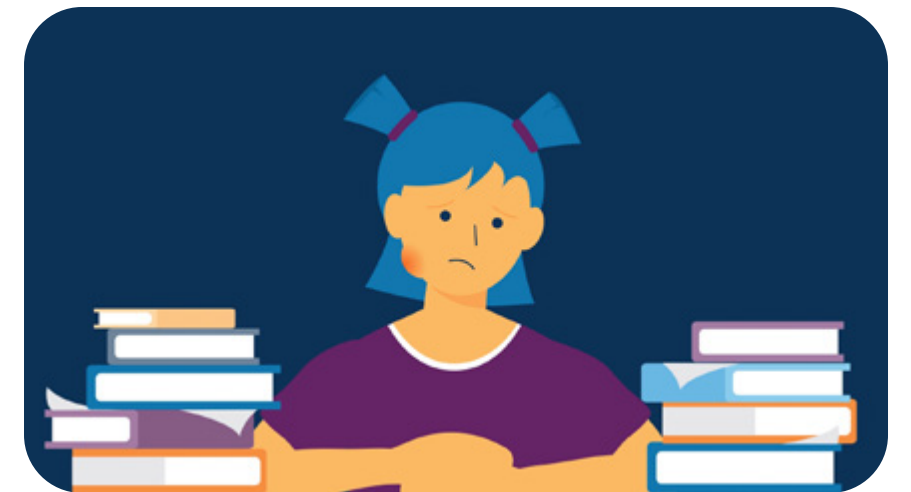
## MISSED CARE: "SMILES FOR SCHOOL" :15 DIGITAL VIDEO ENGLISH



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



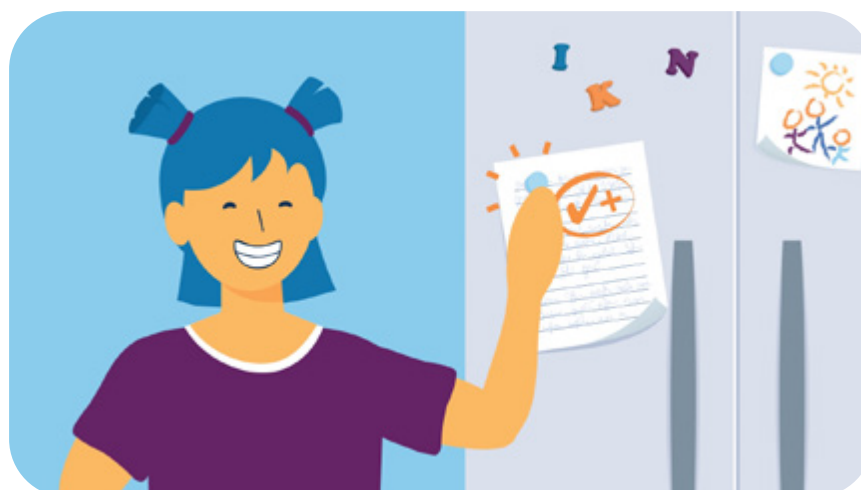
We see a girl suffering from tooth pain.  
**VO:** Pain and infections from tooth decay...



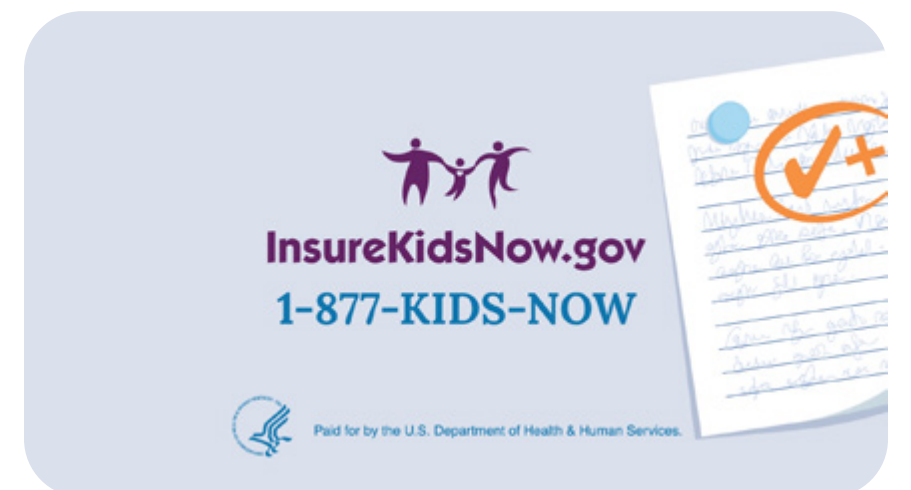
Books and homework pile up beside her.  
**VO:** ...can cause kids to miss many days from school.



Transition to the girl at the dentist.  
**VO:** Medicaid and CHIP cover dental services,...



Transition to the girl hanging an A+ paper on the refrigerator.  
**VO:** ...that help take care of kids' teeth and keep them in school.



Transition to the end card.  
*SUPER:* InsureKidsNow.gov  
1-877-KIDS-NOW  
*Paid for by the U.S. Department of Health & Human Services.*  
**VO:** Call your provider or learn more at InsureKidsNow.gov. Paid for by the U.S. Department of Health & Human Services.