

Florida's affordable health & dental insurance for children birth through 18



Fl♥rida KidCare
PROMOTIONAL
TOOLKIT

www.floridakidcare.org

Florida KidCare Electronic Toolkit

Thank you for downloading Florida KidCare's electronic marketing toolkit.

The purpose of this toolkit is to equip you with resources that will help inform your audiences about the benefits of the Florida KidCare program.

Inside, you will find downloadable materials that you can leverage through your organization's current platforms to promote this invaluable program.

As always, we appreciate your advocacy for Florida KidCare and children's health insurance in Florida.

Sincerely,

FLORIDA HEALTHY KIDS

One-Pager

This one-paged handout provides an informative overview of Florida KidCare, its four program components, and its impact on Florida's uninsured children

**DOWNLOAD
THE ONE-
PAGED
HANDOUT**

FLORIDA KidCare



HOW FLORIDA KIDCARE WORKS

Through Florida KidCare, the State of Florida offers health insurance for children from birth through the end of age 18, even if one or both parents are working.

When families apply for the insurance, they are assigned to the appropriate Florida KidCare program based on age and family income:

- MediKids (subsidized and full-pay): 1-4 years
- Florida Healthy Kids (subsidized and full-pay): 5-18 years
- Children's Medical Services (CMS): birth-18 years, with special health care needs
- Medicaid: age-based eligibility tied to Federal Poverty Level

All Florida KidCare programs, including Florida Healthy Kids, offer year-round open enrollment and cover doctor visits, immunizations, surgeries, prescriptions, emergencies, dental care and more.

Many Florida KidCare families pay as little as \$15 or \$20 a month—and many other families pay nothing at all—for this comprehensive, child-centered coverage. Families that do not qualify for subsidized coverage can still utilize the full-pay option.

BY THE NUMBERS - 2015

- **Healthy 3.1 million** children are covered by Florida KidCare
- **More than 27,000** Florida children are uninsured*
- **Healthy 200,000** Florida children under age 18 are eligible for subsidized coverage but are not enrolled
- **On the nation's top 20 counties with the highest uninsured children numbers**, Florida places four or fewer children under age 18 in each, married and single counties†
- **Combined enrollment on the four Florida KidCare programs grows to more than 3.1 million** children during the back-to-school season in 2015, up nearly 5% from the previous year‡
- **From 2008 to 2014**, the number of uninsured children in Florida **dropped by 20%,**§

*Source: Florida Department of Children and Families, 2014
†Source: Florida Department of Children and Families, 2014
‡Source: Florida Department of Children and Families, 2015
§Source: Florida Department of Children and Families, 2015

FLORIDA HEALTHY KIDS' ROLE IN FLORIDA KIDCARE

In addition to providing affordable, quality health care to school-aged children, the Florida Healthy Kids Corporation administers the Florida Healthy Kids, MediKids and Children's Medical Services components of the Florida KidCare program. The Corporation is responsible for all application intake, eligibility (non-Medicaid only), enrollment, subsidy determination, premium collection, customer service operations and marketing of the Florida KidCare program.

BENEFITS OF FLORIDA HEALTHY KIDS

The Florida Healthy Kids benefit package and provider networks are specifically designed to provide comprehensive medical, dental and preventive services that children need at each stage of development. The services are delivered by health plans that are held to high standards of quality, accessibility and customer satisfaction.

HOW TO APPLY

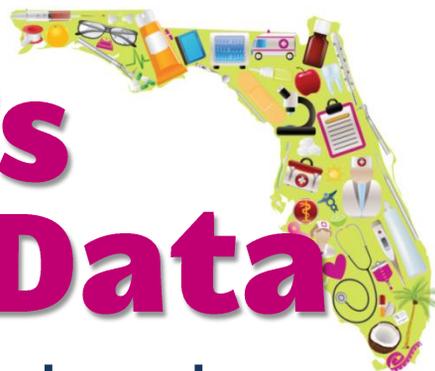
- Florida Healthy Kids Corporation
- Florida Department of Children and Families
- Federally Facilitated Marketplace

HealthyKids.org

January 2016

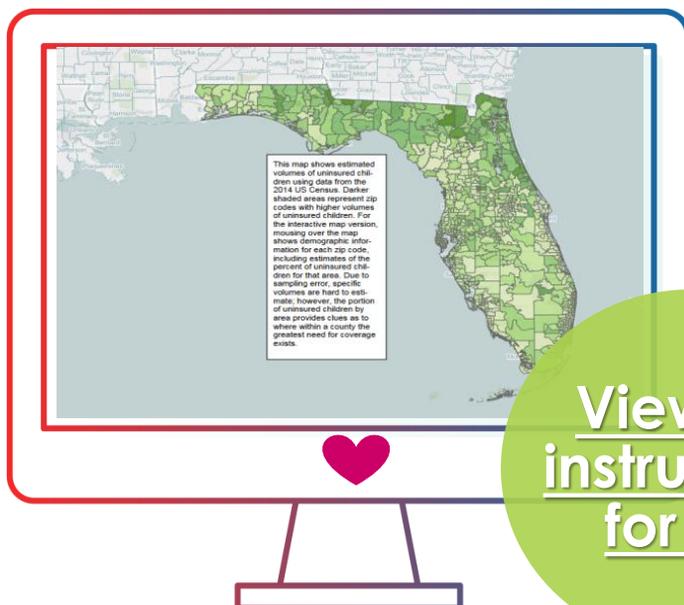
**READ IT. KNOW
IT. SHARE IT.**

Florida's Uninsured Data



In order to best determine the target demographics of those eligible for Florida KidCare coverage in the state, Florida Healthy Kids pursued a research project using data from the U.S Census Bureau.

These maps display zip code level data on health insurance coverage status that can be used as a guide to identify general areas around the state that have large pockets of uninsured children.



[VIEW
THE DATA
FILES](#)

[View the
instructions
for use](#)

Web Ads

— in a FLASH!

#1



Add Florida KidCare flair to your website in a flash! Web managers can choose from three different advertisement formats.

Once uploaded onto a website, the ads will automatically “flash” three times to display the Florida KidCare phone number and website. Upon clicking the ad, visitors will be driven directly to floridakidcare.org.

Your website advertisement is only one click away!

**CLICK EACH AD TO VIEW
& SAVE THAT VERSION.**

#2



#3



Social Media

Social media posts—in a snap! If your organization has social media networks, simply load and schedule pre-written content with the click of a button. Because quality, affordable children's health insurance never goes out of style, Florida KidCare is always trending.

Get social!

Use social media to relay that Florida KidCare's:

- Enrollment is year-round
- Coverage includes health & dental options
- Premiums are as low as \$15 or \$20 a month (or even nothing at all)!



#FLORIDAKIDCARE

Cover Photos

Let Florida KidCare make a splash—across your Facebook and Twitter page! Upload these pre-sized banners and use them as your organization's cover background.



[Click for the Facebook Cover Photo.](#)



Click, save & upload!



[Click for the Twitter Cover Photo.](#)



Electronic Postcard

We've
gotcha
covered on
postcards!

DOWNLOAD
THE FILE



You may have seen Florida KidCare's printed postcards—but have you also leveraged them on your electronic platforms? This double-sided postcard (with English and Spanish text) can be downloaded and shared via listservs, email blasts, social media, newsletters and more.

Email Template



Use this
pre-crafted
email to send to
potential
advocates

**COPY,
PASTE &
SEND!**

Have you identified a list of people who are interested in learning more about Florida KidCare and can, in turn, help spread the word to those who need it most? Insert this pre-written message into your email and simply forward it their way!

DOWNLOAD THE EMAIL TEMPLATE

To view the document, click “download,” “save” and “open.”
Then, simply copy & paste the design into your email.

Newsletter Blurb

Does Your Child Need Health and Dental Insurance?

Through Florida KidCare, the state of Florida offers health insurance for children from birth through the end of age 18, even if one or both parents are working.

When families apply for the insurance, they are assigned to the appropriate Florida KidCare program based on age and family income:

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All Florida KidCare programs cover doctor visits, checkups, immunizations, surgeries, prescriptions, emergencies, dental care and more.

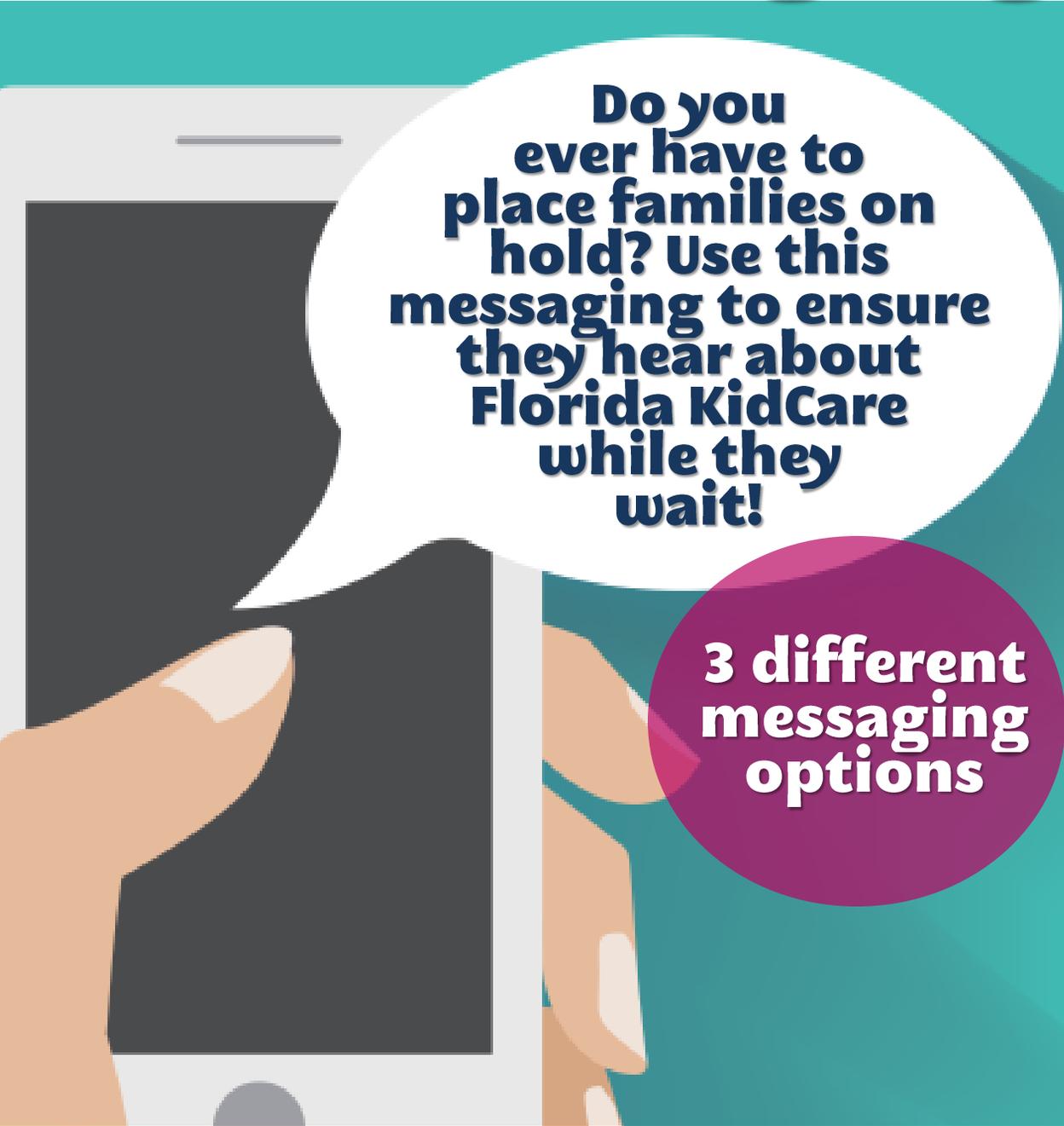
Many Florida KidCare families pay as little as \$15 a month – and many other families pay nothing at all. Families that do not qualify for subsidized coverage can still utilize the full-pay option.

Apply year-round by visiting floridakidcare.org or calling [1-888-540-5437](tel:1-888-540-5437).



**DOWNLOAD THE PDF VERSION
OF THE NEWSLETTER ARTICLE**

Hold Messaging



Do you ever have to place families on hold? Use this messaging to ensure they hear about Florida KidCare while they wait!

3 different messaging options

DOWNLOAD HOLD MESSAGING

Sponsorships

When financially possible, Florida Healthy Kids sponsors events that support the mission to provide the uninsured children of Florida with the health insurance coverage they need. In exchange for fee assistance, recipients are asked to share Florida KidCare information and resources at the event.



Fl♥**rida KidCare** 

Sponsorship Funding Application

Prior to filling out the application, please read below.

Are you interested in spreading positive messaging about the Florida KidCare program at an event you are already attending or would like to attend?

The Florida Healthy Kids Corporation may be able to assist you with your event fees.

Whenever financially possible, Florida Healthy Kids sponsors events that support our mission to provide the uninsured children of Florida with the health coverage they need.

In exchange for fee assistance, you will be asked to share Florida KidCare information and educate interested parties at the event.

If your organization is participating in an upcoming event and would like to be considered for sponsorship, please fill out the application below.

Before filling out the form, please be aware of the following that will be required in order for your submission to be considered:

- Sponsorship information, including event advertisement and/or vendor info
- The request must be submitted at least 15 working days prior to the event date
- Any locally developed materials using the Florida KidCare logo must have prior approval before use

**If selected, you will be responsible for submitting an event summary and photos no later than two weeks after the event.*

DOWNLOAD
THE FORM

Spanish TV Ad

on the Florida KidCare
Five-Year Waiver for Lawfully
Residing Immigrant Children



**Watch &
share the
Spanish
PSA**

During the 2016 legislative session, the Florida Legislature exercised the state option to lift the Florida KidCare five year waiting period for lawfully present children who would otherwise qualify based on family income and residency.

Application Assistance

The screenshot shows the top of a mobile app interface. At the top, the status bar displays 'Verizon', signal strength, Wi-Fi, the time '9:58 AM', and battery level. Below the status bar is a dark green header with a back arrow and the text 'Application Assist...'. The main title is 'Florida KidCare' in white, with a heart icon over the 'o' in 'Florida', and 'Application Assistance' below it. There are four input fields: 'Name', 'ZIP Code', 'Phone', and 'Email', each with a small asterisk to its right. A blue button is partially visible at the bottom of the form.

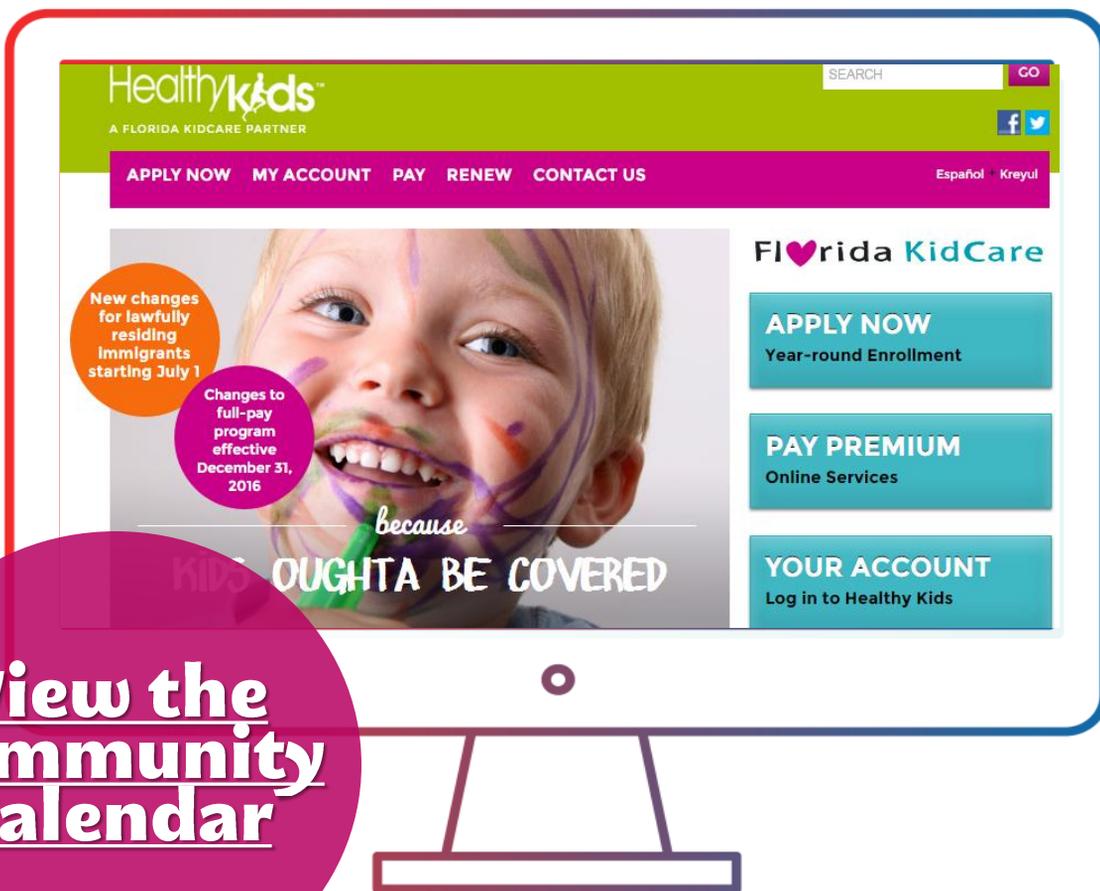
Let families know that they can request Florida KidCare application assistance from their nearest 'application assistor' via the mobile app!



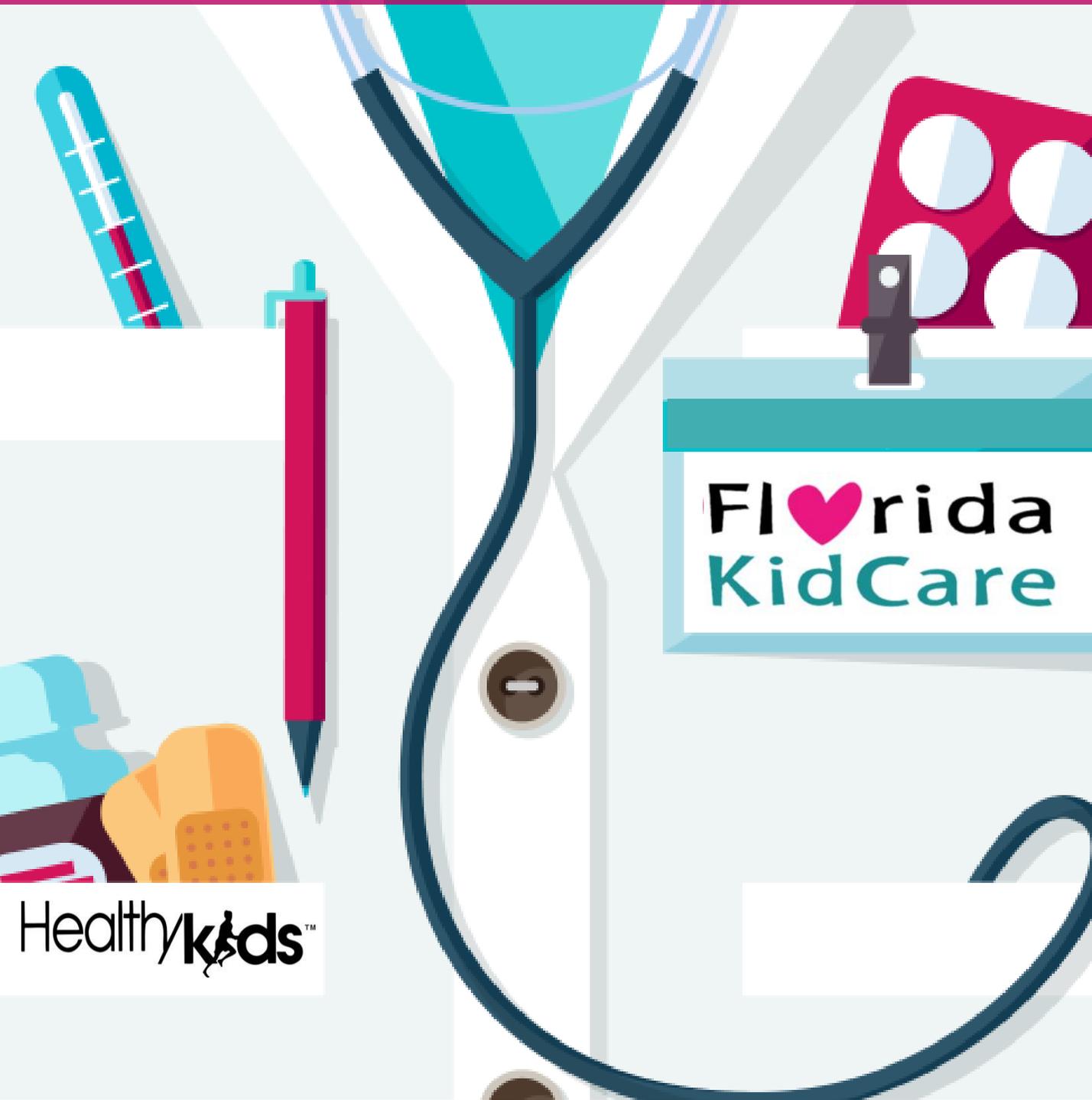
Download the Florida KidCare mobile app by searching for 'FL KidCare' in the app store

Community Calendar

Florida KidCare doesn't like to keep its events a secret! Partners, grantees, and advocates that will be sharing Florida KidCare information or resources at an event are encouraged to post it on the community calendar for all to see.



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Health**kids**™

www.floridakidcare.org