





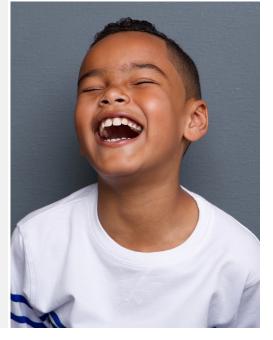
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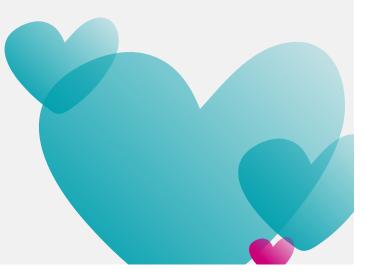


# WHAT COLLEGE PRESIDENTS NEED TO KNOW 5 EASY THINGS TO DO!

- Be a champion for Florida KidCare! Know the basics of the program and be prepared to talk with colleagues, faculty, staff and students about the benefits of enrollment.
- Appoint a trusted member(s) of your leadership team to be responsible for promoting and increasing awareness of Florida KidCare among students, faculty and staff.
- Promote educating future health care professionals about Florida KidCare so they can inform patients when they begin their career in the medical field.
- Encourage embedding Florida KidCare messaging and promotional materials within campus life organizations and events.
- Ask for annual reports from your staff on the progress being made toward ensuring members of your college's community are aware of Florida KidCare's free or low-cost health and dental insurance for their children.

### **CONTACT FOR PARTNERS:**

ASHLEY CARR, Florida Healthy Kids Corporation carra@healthykids.org • (850) 701-6160



# **WELCOME**

### College presidents and leaders,

Thank you for being a Florida KidCare champion. The enclosed toolkit – a joint effort between the Florida Healthy Kids Corporation (Corporation), a not-for-profit organization responsible for marketing the Florida KidCare program, and The Florida College System (FCS) – is a collection of resources designed to guide you and your staff to Florida KidCare so your local community can immediately benefit from healthier families.

Approximately **343,000** children in the state of Florida do not have the health and dental insurance they need. Children of your faculty, staff and students may be living without health insurance and it is important we identify them and make sure families know about the benefits of Florida KidCare.

176,000 children in our state are eligible for completely free or low-cost Florida KidCare insurance. Approximately 2.4 million kids rely on Florida KidCare for the head-to-toe coverage they need to put them on the path to a healthy and successful life. Most enrolled families pay nothing at all, and many families pay as little as \$15 or \$20 a month for all children in the household.

The Corporation has teamed up with the FCS to make health and dental insurance accessible to families in your college community through the trusted relationships your leadership team has with faculty, staff and students.

We encourage you to identify a staff member to serve as a champion for Florida KidCare and to capitalize on the resources available to you in this toolkit. With this plan in place, we can work together to increase the number of insured children in Florida and help bring peace of mind to all parents within your college community.

Sincerely,

### Ashley Carr,

Chief Marketing Officer
Florida Healthy Kids Corporation
A Florida KidCare Partner

# **ABOUT**

### About Florida KidCare

Florida KidCare exists to increase the number of insured children in Florida by offering affordable, quality health and dental insurance for children from birth through the end of age 18. More than 176,000 children in Florida are currently living without health insurance, but are eligible for low-cost or completely free health insurance through Florida KidCare. With four unique Florida KidCare programs – Medicaid for children, MediKids, Florida Healthy Kids and the Children's Medical Services Managed Care Plan – the simple and free application process is designed to identify the program that fits a family best.

Most families pay nothing at all and many families pay as little as \$15 or \$20 a month.

### By the numbers:



More than **343,000** Florida children under the age of **18** are uninsured.

(7.6%)

Florida's uninsured rate rose from **7.2% to 7.6%** between 2017 and 2018.



Approximately **2.4 MILLION** children are currently covered by Florida KidCare for the health and dental insurance they need.



More than 176,000 FLORIDA CHILDREN are

estimated to be eligible for free or low-cost coverage through Florida KidCare, but are not currently enrolled.



The **5** counties in Florida with the highest number of uninsured children are: BROWARD, HILLSBOROUGH, MIAMI-DADE, ORANGE AND PALM BEACH.

# WHAT KEY STAFF AND FACULTY NEED TO KNOW

### 10 Things Key Staff And Faculty Members Can Do To Help

As the college president's trusted partner in this effort, here are 10 things you and your team can do to help!

- 1. Develop a plan to identify the students, faculty and staff within your college community who currently do not have health and dental insurance for their children. Start by surveying parents within the college community about the status of their child's health and dental insurance.
- 2. Establish a timeline to use the tools provided in this toolkit.
- **3.** Activate student life organizations as advocates of the program. Provide them with the resources in this toolkit to distribute on campus.
- **4.** Serve as the go-to person at the college for information related to Florida KidCare. Talk organically about the importance of health and dental insurance with faculty, staff and students who are parents of children under 18.
- 5. When possible, recognize and incentivize faculty, staff and student life organizations for spreading the word about Florida KidCare.
- 6. Show Florida KidCare PSA videos during campus events where parents and families are present and disseminate links to the videos in emails to faculty, staff and students who are parents.
- 7. Distribute hard copies of Florida KidCare information cards and brochures and display posters, banners and other visuals in high traffic areas on campus.
- **8.** Ensure that a minimum of 2-5 campus leaders (which should include administrative staff) register and take the free Florida KidCare Basics online course at **this link**. Participants receive a certificate of completion and should be recognized as Florida KidCare ambassadors within the organization.
- 9. Ask your Human Resources department to educate all faculty and staff about Florida KidCare, especially during the new employee onboarding process.
- 10. Incorporate Florida KidCare information in new student orientation materials to ensure students with children under the age of 18 are made aware of this program and its benefits.

### Florida KidCare Key Messages

Approximately 2.4 million Florida children from birth through the end of age 18 rely on Florida KidCare for the head-to-toe coverage they need. But for us it's not just about the numbers, it's about the real people whose lives are made better through access to quality, affordable, child-centered health insurance. We are insurance with a lot of heart.

### Children

- Simply put, we are here to increase the number of insured Florida children and assure they have access to quality health care.
- Approximately 2.4 million Florida children rely on Florida KidCare for the health and dental insurance they need and we don't lose sight of that important goal.
- 176,000 Florida children are estimated to be eligible for free and subsidized health insurance coverage through Florida KidCare.
- Legislature changes in 2016 mean immigrant children who lawfully reside in Florida are now eligible for Florida KidCare without a waiting period.

### Coverage

- Florida KidCare is a partnership created to help match children with one of four high quality, child-centered, affordable health and dental insurance programs.
- With year-round enrollment, the time to apply for Florida KidCare is always now.
- It's easy for parents fill out one application and Florida KidCare will match you with the right option based on your children's ages, household size and family income.
- All four Florida KidCare coverage options include doctor visits, check-ups, hospital stays, surgeries, immunizations, prescriptions, emergencies, vision and hearing, dental, mental health services and more.

### Cost

- Florida KidCare offers free and affordable health and dental insurance coverage for children from birth through 18 years of age with no application fee.
- Most families pay nothing at all for coverage, and many families pay as little as \$15 or \$20 a month.
- Families who are not eligible for subsidized coverage may purchase Florida KidCare at the full-pay monthly premium, which is competitively priced and child-centered compared to other options.
- A free online <u>cost calculator</u> is available to help Florida families interested in applying for Florida KidCare. This tool utilizes two key pieces of information — family size and annual household income — to estimate a family's monthly premium payment for Florida KidCare coverage.

### Uninsured Data

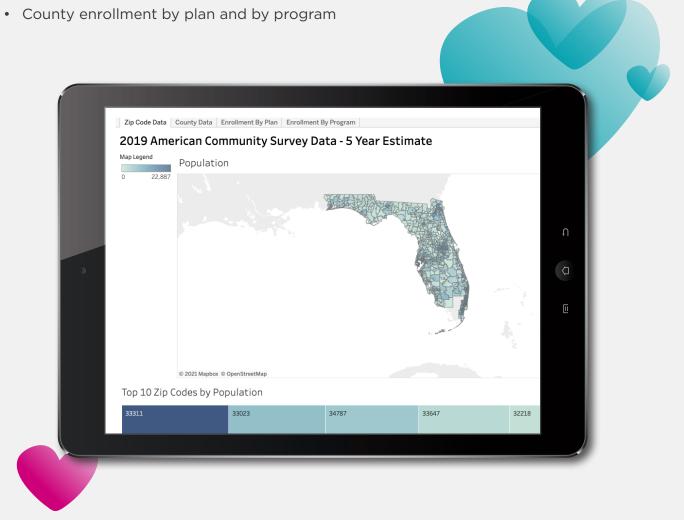
### **Local Uninsured and Enrollment Data**

The following interactive data map can be used as a guide to identify communities around the state where Florida KidCare outreach and education may help reduce the number of uninsured children. To view the data in your district, simply select the desired tab in the top left corner and then select the map or parameters. The county level data is a result of 1-year estimates from the US Census and the zip code data is the result of 5-year estimates. The last two tabs (Enrollment by Plan and Enrollment by Program) can be used to view enrolled children. Enrollment by Plan displays current enrollment for each of the Florida Healthy Kids health and dental plans. Enrollment by Program displays enrollment for all three programs of the Children's Health Insurance Program (CHIP): MediKids, Florida Healthy Kids and Children's Medical Services Managed Care Plan (excludes Medicaid).

The 2019 American Community Survey Data can be viewed here: healthykids.org/data

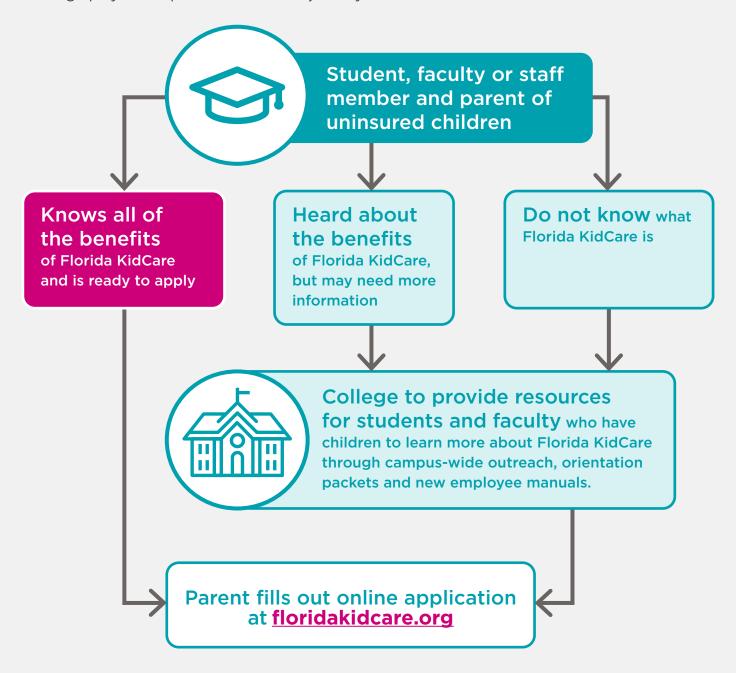
This link will display the following for your reference:

Uninsured data by zip code and by county



### Road Map to Florida KidCare Enrollment

With your help, we can identify the uninsured children of the faculty, staff and students within your college community and work together to educate parents about Florida KidCare. A key component in the road map to enrollment will be for you, as the college president, to identify and appoint a trusted team member in your leadership staff to serve as the go-to Florida KidCare contact. With this contact in place, we can solidify the opportunity for all children of faculty, staff and students in your network to have access to the health and dental insurance they need. The road map below showcases how your college plays an important role in this journey from awareness to enrollment.



# **GENERAL FAQS**

# 1. What if I am still on my parent's insurance because I'm still in school? Can I add my child to Florida KidCare?

Yes, your child is eligible for Florida KidCare in this case.

# 2. I'm either a part-time or full-time college student. Would my kids qualify for Florida KidCare?

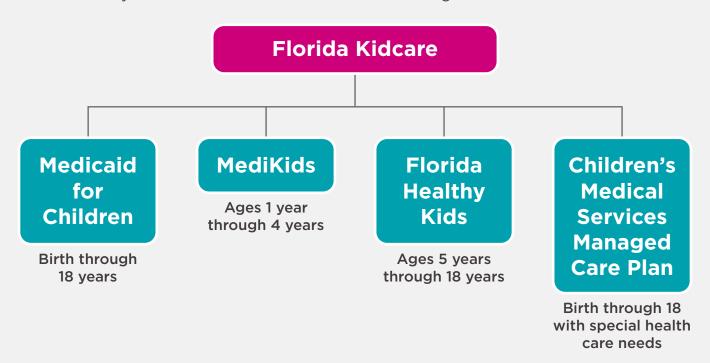
Yes! Florida children from birth through the end of age 18 are eligible for Florida KidCare, even if one or both parents are working or in school.

### 3. I'm employed by a college. Would my kids qualify for Florida KidCare?

Yes! Florida children from birth through the end of age 18 are eligible for Florida KidCare, even if one or both parents are working or in school.

### 4. What is Florida KidCare?

Florida KidCare is the state of Florida's quality, affordable health and dental insurance for kids. Florida KidCare is made up of four unique programs—Medicaid for children, MediKids, Florida Healthy Kids and Children's Medical Services Managed Care Plan.



### 5. Who can apply for Florida KidCare?

Florida children from birth through the end of age 18 are eligible for Florida KidCare, even if one or both parents are working or in school. Lawfully residing immigrant children are also eligible for coverage, regardless of their parents' immigration status.

### 6. How much does Florida KidCare cost?

It's completely free to apply, and Florida KidCare works hard to keep coverage affordable. Most families pay nothing at all for coverage, and many families pay as little as \$15 or \$20 a month. Some families may have small co-pays for certain services. There are also competitively priced full-pay options for those who do not qualify for subsidized coverage.

A free <u>cost calculator</u> is available to help Florida families interested in applying for Florida KidCare. This tool utilizes two key pieces of information – family size and annual household income – to estimate a family's monthly premium payment for Florida KidCare coverage.

### 7. How do parents know if they qualify for Florida KidCare?

Families simply apply, and Florida KidCare does the rest. Based on the age of the child, household size and family income, we automatically match each child with the best fit of the four Florida KidCare programs. All children above the age of one are eligible for some form of Florida KidCare coverage through a subsidized or full-pay program. Children from birth until their first birthday are eligible for Medicaid if their household income is below 200 percent of the federal poverty level.

# 8. If one or both parents are working, is their child still eligible for Florida KidCare coverage?

Yes! Children are eligible for Florida KidCare even if one or both parents are working.

### 9. Can new Florida residents apply for Florida KidCare?

Yes! Parents can apply for coverage as soon as the family has a Florida address.

### 10. What will parents need to have ready before starting the application?

Types of documents may vary depending on the family; however, the following categories are listed as helpful examples of the types of documents an applicant should have available before starting an application:

- Tribal Membership
- Pay Stub
- Proof of Income
- Proof of Unearned Income

### 11. How can parents apply for Florida KidCare health and dental coverage?

It's easy and free to apply! Parents can apply online or by calling **1-888-540-KIDS (5437)** to apply over the phone or have an application mailed directly to them. Once the application is complete, Florida KidCare will determine which health insurance program best fits a child's age and needs.

# 12. Some parents think they make too much money for subsidized coverage, but still need health insurance for their children. How can those parents get coverage?

Florida KidCare offers competitively priced full-pay options for families with higher incomes. Using the same application, families can apply at any time online or by calling **1-888-540-KIDS (5437)** to apply over the phone or have an application mailed directly to them.

A free <u>cost calculator</u> is available to help Florida families interested in applying for Florida KidCare. This tool utilizes two key pieces of information – family size and annual household income – to estimate a family's monthly premium payment for Florida KidCare coverage.

### 13. Will parents ever need to renew their child's account?

Yes – a child's Florida KidCare account requires renewal every 12 months. To make the process more convenient, parents can renew their child's account online or through the mail. As a child's renewal date approaches, a reminder to renew the plan will be sent either electronically through email or in the mail, depending on the parent's selected communications preference with Florida KidCare.

### 14. How long does it take to process a Florida KidCare application?

Typically, applications take four to six weeks to be processed. Coverage will begin on the first of the month, only after a child's eligibility has been determined and the first month's premium has been paid (if a premium is needed).

### 15. How will the doctor's office know a child is covered through a Florida KidCare partner?

The health insurance plan will send the child an identification card with all the information the doctor's office needs. Parents must remember to show this card at the doctor's office and the pharmacy when filling prescriptions.

### 16. May parents choose their child's doctor?

Once a family is enrolled in a Florida KidCare health plan, they can select any doctor participating in the plan's network.

### 17. Once enrolled, could a child ever lose coverage?

A child could lose coverage if:

- Payments aren't made on time.
- The account is not renewed every year.
- The child reaches 19 years of age.
- The family moves out of Florida.
- There could be other factors too, and families may call Florida KidCare at 1-888-540-KIDS (5437) to speak with a representative for any questions.

# **RESOURCES**





### Curriculum For Allied Health Courses

To supplement continuing education courses, use this brief presentation to educate students on Florida KidCare benefits and promote awareness surrounding the program.



**Link** to Curriculum.

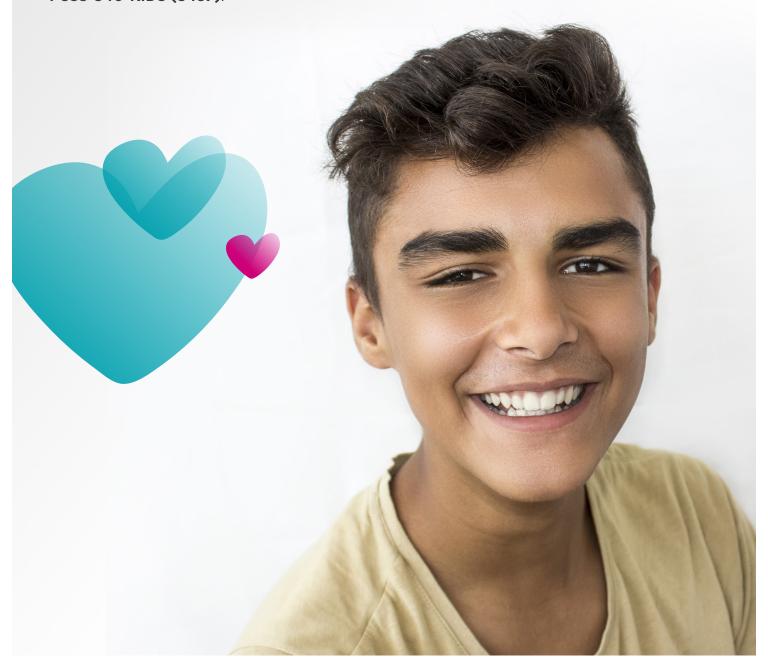
### Essential Information For Human Resource Departments

Ensure your new and existing employees have access to great health care options for their children by providing information about Florida KidCare. As part of your new employee onboarding process or through email notifications to staff, include a Florida KidCare brochure or informational card.

Describe where health insurance information can be found in your internal communications portal. Enrollment for Florida KidCare is year-round and there is no waiting period to apply.

Application and enrollment in Florida KidCare may be handled online at **floridakidcare.org**.

Once enrolled, if you have any questions regarding your Florida KidCare benefits packet, please contact Florida KidCare at **floridakidcare.org** or call **1-888-540-KIDS (5437)**.



### Social Media Assets

Sending parents to the Florida KidCare website is easy. Use social media to direct parents there for more information and help us reduce the amount of uninsured kids in Florida. Below we have compiled key information to help you with your activity surrounding support for Florida KidCare across social media. When posting a link on social media always use **floridakidcare.org** OR <a href="https://bit.ly/2TELZfR">https://bit.ly/2TELZfR</a>. This helps us track your college's efforts in support of Florida KidCare and allows us to continue improving this process.

Follow, tag, like us on social media and join the conversation!

### **TWITTER**

Follow Florida KidCare on Twitter

Official Hashtag: #FLKidCare

### **Sample Tweets**

- Join @FLKidCare in ensuring that all children in FL get the medical coverage they deserve. Find out more: https://bit.ly/2TELZfR
- Let @FLKidCare help your child get quality insurance at little to no cost to you! Learn more: https://bit.ly/2TELZfR
- Does your child have insurance? @FLKidCare might be able to help! Learn how your child may qualify for free coverage: https://bit.ly/2TELZfR







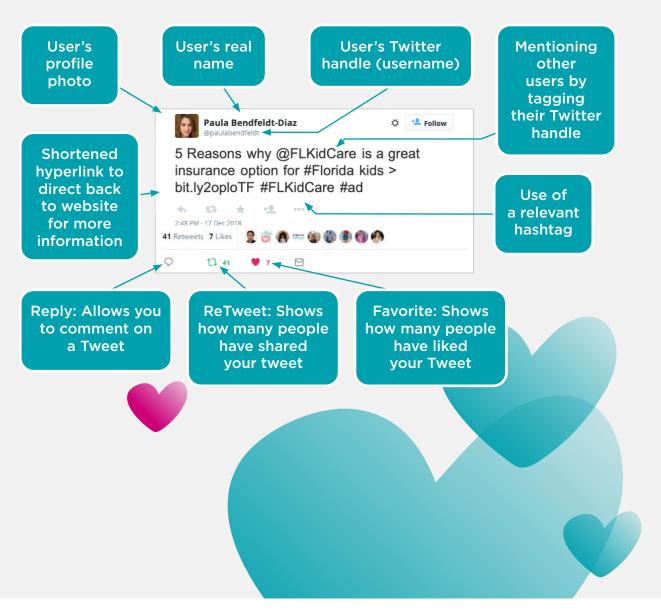


<u>Download</u> Twitter images for your posts in English, Spanish, and Creole.

### **Twitter Tips & Tricks:**

- Keep your message short & sweet: With Twitter, aim for a tweet under 140 characters or less. Concise messages make an impact. To help with character counts, use <u>bitly</u> to shorten links.
- 2. **Think visually:** Tweets with images and photo galleries tend to receive higher engagement than those without.
- 3. **Use relevant hashtags:** Hashtags are a great way to bring your message into a larger conversation on Twitter and can help expand your tweet's reach. Best practices recommend using no more than two hashtags per tweet.
- 4. **Engage, always:** Try to reply to and retweet relevant content from @FLKidCare. Positive feedback helps to steer the conversation and maintain authenticity of the Florida KidCare brand.

### **Anatomy of a Tweet**



### **FACEBOOK**

Like and follow the Florida KidCare Facebook page

### **Sample Facebook Posts**

- Does your child have insurance? Florida KidCare may be able to help! Your child may
  qualify for quality dental and health insurance at little to no cost to you. Learn more.
  https://bit.ly/2TELZfR
- With the help of Florida KidCare, you can ensure that all FL children get the quality dental and medical coverage they deserve. Learn more. <a href="https://bit.ly/2TELZfR">https://bit.ly/2TELZfR</a>
- If you're having trouble covering your child's insurance premiums, Florida KidCare can help! Your child may qualify to receive quality medical coverage at little to no cost to you. <a href="https://bit.ly/2TELZfR">https://bit.ly/2TELZfR</a>
- Don't let insurance premiums stand in the way of your child's health. With Florida KidCare, your child may qualify for free or low-cost coverage. Learn more. https://bit.ly/2TELZfR

### **Facebook Favorite Tips:**

- 1. **Less is sometimes more:** Like Twitter, less is more when it comes to creating a post on Facebook. Best practice is to keep your character count between 150 200.
- 2. **Tag it up:** Don't forget to tag! Facebook has the capability to tag company pages and others in your post. This can help to increase the reach of your post.
- 3. **Hyperlink it:** When sharing hyperlinks, make sure that the link preview properly loads with an image. After it loads, don't forget you can delete the extended hyperlink within the body of text of your post.
- 4. **Keep engaging:** Don't forget to engage with comments on your posts! Positive feedback helps to steer the conversation and maintain an authentic appearance.









**Download** Facebook images for your posts in English, Spanish, and Creole.

### **INSTAGRAM**

Like and follow the Florida KidCare Instagram account.

### **Sample Instagram Posts:**

- State, in need of health insurance for your kids? @FLKidCare might be able to help.
   Most families pay nothing and some pay as little \$15 for ALL children. Click the link in bio to learn more! #getcoveragenow #healthcare #kidsofInstagram #happykids #instakids #childhood #kidstagram #toddler
- #TFW you find affordable health care for your kids to last them all through high school... Thanks @FLKidCare! Click the link in bio to learn more. #instakids #highschoollife #instagood #instamood #success #healthcare
- Affordable, easy and stress free @FLKidCare is for all Floridians who want low cost and high quality health care for their children. Click the link in bio to learn more! #getcovered #healthcare #childhood #instakids
- Knowledge is power, get in the know. @FLKidCare has affordable, yet high quality health care for your little ones, from birth till they graduate high school. Click the link in bio to learn more! #happyparents #happykids #healthcare

### **Instagram Favorite Tips:**

- 1. **Less is sometimes more:** Like Twitter, less is more when it comes to adding hashtags to a post on Instagram. Best practice is to keep your hashtag count under 11.
- 2. **Keep it real:** Don't forget to be human! Instagram has the capability to reach a lot of different people by just being relatable. Be conversational and clever.
- 3. Its all about the image: Instagram accounts with the most activity and engagement tend to have the best pictures. Remember to post quality photos with good lighting that fit our brand.
- 4. **Keep engaging:** Reply to comments on your posts! Positive feedback helps to steer the conversation and maintain an authentic appearance. If a comment feels too much, Instagram now has the "like comment" feature.









<u>Download</u> Instagram images for your posts in English, Spanish, and Creole.

### Electronic Information Card - 6x4.5"

Please download and email this to interested groups. Order hard copies by emailing outreach@healthykids.org so you can hand deliver.





Head-to-toe coverage from

birth through the age of 18.

**GET YOUR** 

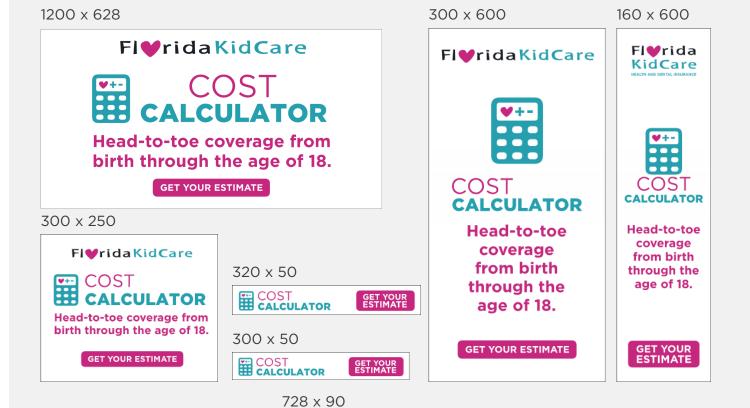
**ESTIMATE** 

**Download** information card.

### Web Banners

Download web banners.

Driving interested parents to the Florida KidCare website is easy. Simply download one of the following animated web banners based on the size you need and place on your website. When you are prompted to enter in the URL link, please insert **floridakidcare.org/calculator**.



CALCULATOR

COST

### Web Banners

300 x 250



300 x 50



320 x 50



728 x 90



**Download** web banners.

**FlW**rida

**KidCare** 

100% MADE

FOR KIDS.

FREE OR

LOW-

COST.

**Estimate** 

your monthly

premium today.

160 x 600 300 x 600



### Video

Below you will find links to the Florida KidCare video. Please consider playing this video at community events and health fairs where you will be engaging with families.



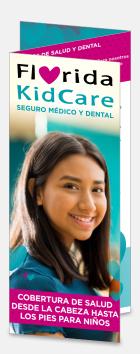
View <u>Video</u>

### Brochure - 8.5x11"

Please download and email this to interested groups. Order hard copies by emailing <a href="mailto:outreach@healthykids.org">outreach@healthykids.org</a> so you can hand deliver.







**Download Spanish** brochure.



<u>Download</u> Creole brochure.

## Pop-Up Banners - 33.5x79"

Please download these pop-up banner designs to have printed at your local print shop and utilize at community events and activities as supporting visuals.









**Download** these banners.



### Posters - 11x17"

Please download these poster designs to have printed at your local print shop and utilize at community events and activities as supporting visuals.



















### Social Media

### Facebook & Instagram

1080 x 1080













### **Carousel**

1080 x 1080









1200 x 627









### Social Media

### **Twitter**

1200 x 627













### **Email Gif**

1200 x 627



### Video Ads

### **Well Care**



### **Dental**



### **Immunization**



# Gif Stickers

### **Well Care**















### **Dental**

















### **Immunization**









**Download** these Essential Services assets.

# **Contact**

For more information on how to apply for Florida KidCare, visit **floridakidcare.org** or call **1-888-540-KIDS (5437)**.

If a family would rather apply for Florida KidCare in person, they may locate a local application assister by entering their zip code here: **Find local help**.

