

Florida KidCare: Back at it for Back to School!



The 411

Through Florida KidCare, the State of Florida offers health insurance for children from birth - age 18. Because children need health insurance to lead fulfilling childhoods and school years, the back to school season is the most crucial time to rally the community together. Healthy future leaders are relevant to all of us—they're the key to our state's success!

Florida KidCare is comprised of four different programs:

MediKids
Children 1 - 4

Healthy Kids
Children 5 - 18

Children's Medical Services
Clinically eligible children with special health care needs.

Medicaid
Children birth - 18

Florida KidCare has Comprehensive Benefits!

Doctor Visits
Hospital Stays
Emergencies

Check-Ups
Surgeries
Mental Health

Dental
Prescriptions
Exams

Immunizations
Vision
More!

There is no charge for Medicaid for children. For other programs, monthly premiums depend on the household's size and income. Most families pay \$15 or \$20 a month for subsidized coverage. Those who aren't eligible can apply for full pay coverage.

Florida KidCare Needs Your Participation in Promoting the Cause!

Next Steps

Need online tools to promote? We've gotcha covered!

The Florida KidCare BTS Communications Toolkit is packed with: web ads, social media, Facebook cover photos, newsletter blurbs & more!

Need tangible materials such as brochures, postcards, lip balm and hand sanitizer? We've gotcha on that front, too! For a current listing of promotional items available to be shipped to you, visit healthykids.org/resources/marketing/downloads/.

Sponsorships

When financially possible, Healthy Kids supports events that promote Florida KidCare. Do you have an event you would like to attend but don't have the funding? Request a sponsorship form to see if Healthy Kids can provide you the funds in exchange for Florida KidCare promotion.

Community Calendar

Hosting an event where Florida KidCare materials or assistance will be present? Don't forget to submit it to the Healthy Kids outreach calendar! Here you can submit your event's date, time and details to have it posted for all to see!

healthykids.org/resources/marketing/calendar/

Smart Phone App

Download **the 'FL KidCare'** app for iPhone & Androids today! Submit photos of Florida KidCare events, help families locate their nearest application assistor, get GPS directions to on-site assistance, receive seasonal updates & more!