

covering kids™
& families

2006 BACK-TO-SCHOOL CAMPAIGN OVERVIEW

The *Covering Kids & Families* initiative has benefited from the work of coalitions in 50 states and the District of Columbia and is a National Program of the Robert Wood Johnson Foundation, the nation's largest philanthropy devoted exclusively to improving the health and health care of all Americans.

There are nearly 8.3 million uninsured children in the United States. Most of these children are eligible for low-cost or free health care coverage through Medicaid or the State Children's Health Insurance Program (SCHIP), but many parents may not realize their children could be eligible for this coverage.

That's why on August 9, 2006, the Robert Wood Johnson Foundation will kick off the seventh annual ***Covering Kids & Families Back-to-School Campaign*** in cities across the country. The campaign encourages parents to include enrolling their eligible, uninsured children in Medicaid or SCHIP as an important part of getting their children ready for the new school year.

***Covering Kids & Families* and its partners will reach millions of families nationwide during August and September by:**

- Organizing thousands of activities in all 50 states and the District of Columbia to encourage parents to call toll-free 1(877) KIDS-NOW to find out about enrolling their eligible children in Medicaid or SCHIP.
- Encouraging our national supporting organizations, which include public health, health care, educational, social service and faith-based organizations, to distribute information through their Web sites, listserv announcements, newsletters, conferences and mailings.
- Forming partnerships with national corporations to promote messages about the availability of low-cost and free health care coverage and the 1(877) KIDS-NOW toll-free number on their products and in consumer communications.
- Working in partnership with Major League Soccer (MLS) to encourage teams across the country to declare a "Children's Health Care Coverage Day," and promote the 1(877) KIDS-NOW toll-free number.

The *Covering Kids & Families* communications campaign provides free promotional materials, outreach videos, toolkits, public service announcements and other materials to help interested organizations and corporations spread the word.

Please visit www.coveringkidsandfamilies.org to order free materials, learn more about available resources and to get involved, or contact the Communications Team at (202) 338-7227 or coveringkidsandfamilies@gmmb.com.

