

covering kids™
& families

2005 BACK-TO-SCHOOL CAMPAIGN

Covering Kids & Families operates through statewide and local projects in all 50 states and the District of Columbia and is a National Program of the Robert Wood Johnson Foundation, the largest philanthropy in the country dedicated solely to improving the health and health care of all Americans.

There are 8.4 million uninsured children in the United States. More than half are Hispanic or African American.

Many 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 of their parents work and don't realize their children may be eligible for this coverage. That's why the Covering Kids & Families Back-to-School Campaign is working to get the word out to parents that these programs are available and their kids may be eligible. This year's campaign is focusing on reaching parents of Hispanic and African-American eligible, uninsured children.

On August 2, 2005, the Robert Wood Johnson Foundation will kick off its sixth annual Covering Kids & Families Back-to-School Campaign in Washington, D.C. 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. When children are healthy, they are better prepared to learn in the classroom and stay active on the playing field.

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

- Working in partnership with Major League Soccer (MLS) to have teams across the country declare "Children's Health Care Coverage Day," promote the 1(877) KIDS-NOW toll-free number on Jumbotrons and in programs and distribute materials during games
- Organizing thousands of activities, including health and enrollment fairs, in all 50 states and the District of Columbia to encourage parents to seek information about enrolling their eligible children in Medicaid or SCHIP
- Encouraging our national organizational partners, 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 such as the Kroger Family of Pharmacies, Capital One, Giant Food and Stop & Shop, which 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 with media partners such as Univision, who will help spread the word to parents by airing a public service announcement and including information on its Web site
- Recruiting high-profile sports figures and celebrities to participate in campaign activities across the country

The Covering Kids & Families communications campaign provides free outreach materials and videos, toolkits with how-to's and templates, public service announcements and 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.

