

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

An illustration featuring a large, light pink heart in the center. Surrounding the heart are several hands in various colored sleeves (green, orange, red, blue, purple, yellow) holding various medical supplies: a syringe, a red first aid kit with a white cross, a stethoscope, a red pill bottle, a white bandage, a red clipboard with a white document, a white scalpel, and several pills. The background is a dark blue with faint outlines of medical equipment.

**Fl**  **rida KidCare**  
**PROMOTIONAL**  
**TOOLKIT**

[www.floridakidcare.org](http://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



## 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:

- Medicaid (subsidized and full-pay): 0-4 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 \$30 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

- **Nearly 3.1 million** children are covered by Florida KidCare
- **More than 275,000** Florida children are uninsured\*
- **Nearly 200,000** Florida children under age 18 are eligible to be eligible for subsidized coverage but are not enrolled
- **On the national top 50 counties with the highest uninsured children numbers**, Florida is number four or three: Miami-Dade, Palm Beach, Broward and Orange counties
- **Combined enrollment on the four Florida KidCare programs grew 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 25%, or**

\*Source: Florida Department of Children and Families, 2015. Excludes children enrolled in any private health plan or other health coverage, and children who are not enrolled in any health plan or other health coverage.

## 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, Medicaid and Children's Medical Services components of the Florida KidCare program. The Corporation is responsible for all applications, income 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

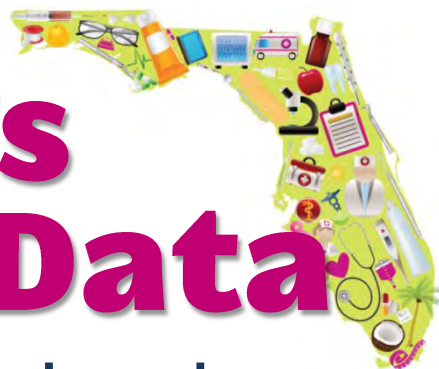
- Florida Healthy Kids Corporation
- Florida Department of Children and Families
- Federally-Facilitated Marketplace

**DOWNLOAD THE ONE-PAGED HANDOUT**

HealthyKids.org  
JANUARY 2016

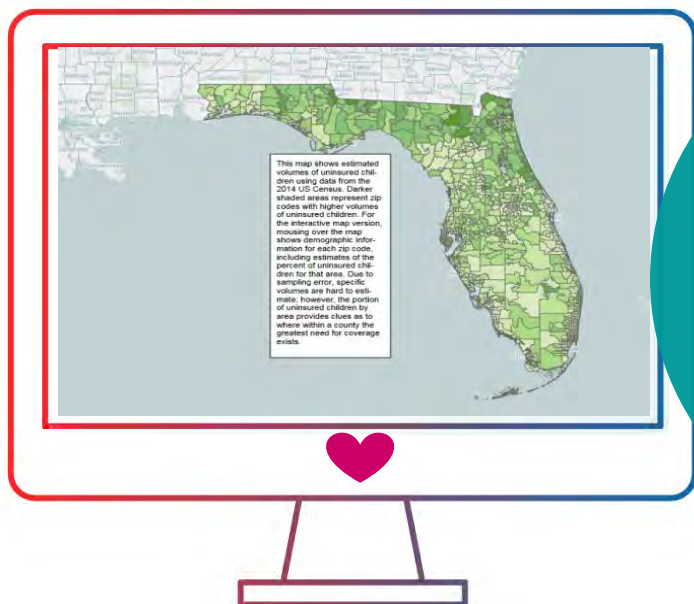
**READ IT. KNOW IT. SHARE IT.**

# 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**

# Web Ads

— in a FLASH!

#1



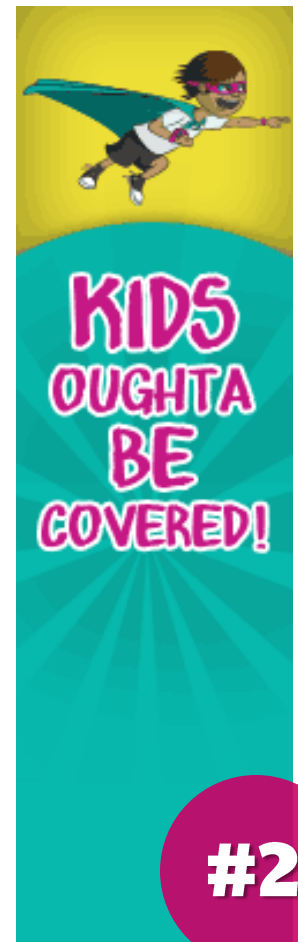
Add Florida KidCare flair to your website in a flash! Web managers can choose from three different advertisement formats.

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](http://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:

- 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 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](http://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.



The image shows a preview of a 'Sponsorship Funding Application' form from Florida KidCare. The form is titled 'Sponsorship Funding Application' and includes several sections of text and a bulleted list of requirements. A large pink circle with the text 'DOWNLOAD THE FORM' is overlaid on the right side of the form preview.

**Florida 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.*

# 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

Verizon 9:58 AM

← Application Assist...

**FL**❤**rida KidCare**  
Application Assistance

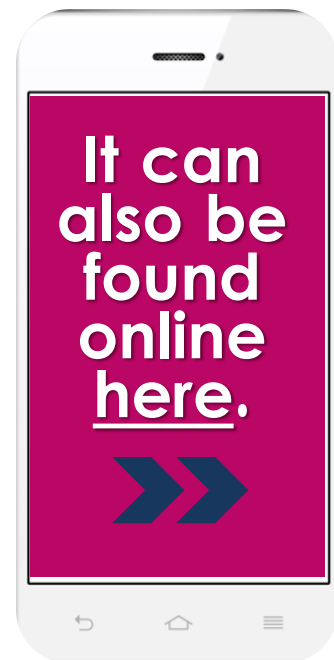
Name

ZIP Code

Phone

Email

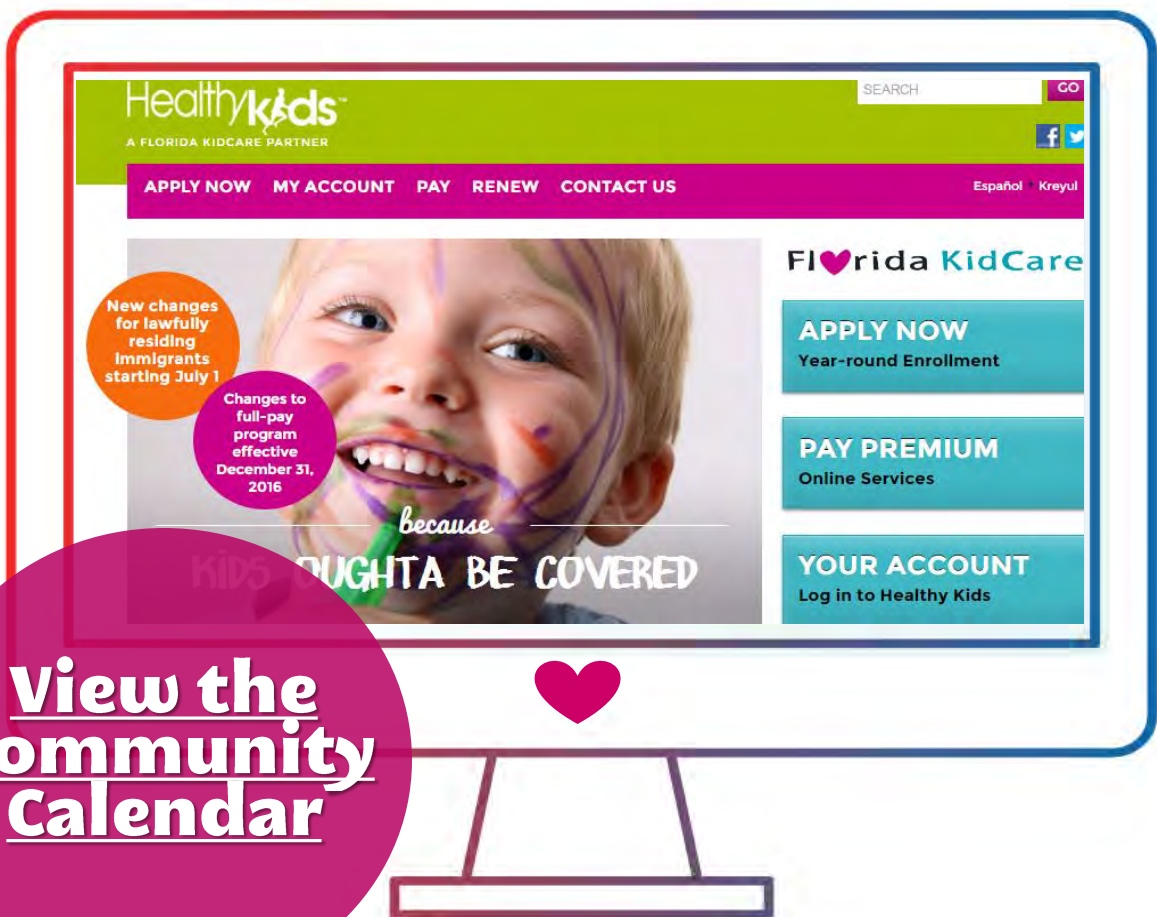
Let families know that they can request Florida KidCare application assistance from their nearest 'application assistor' via the mobile app!



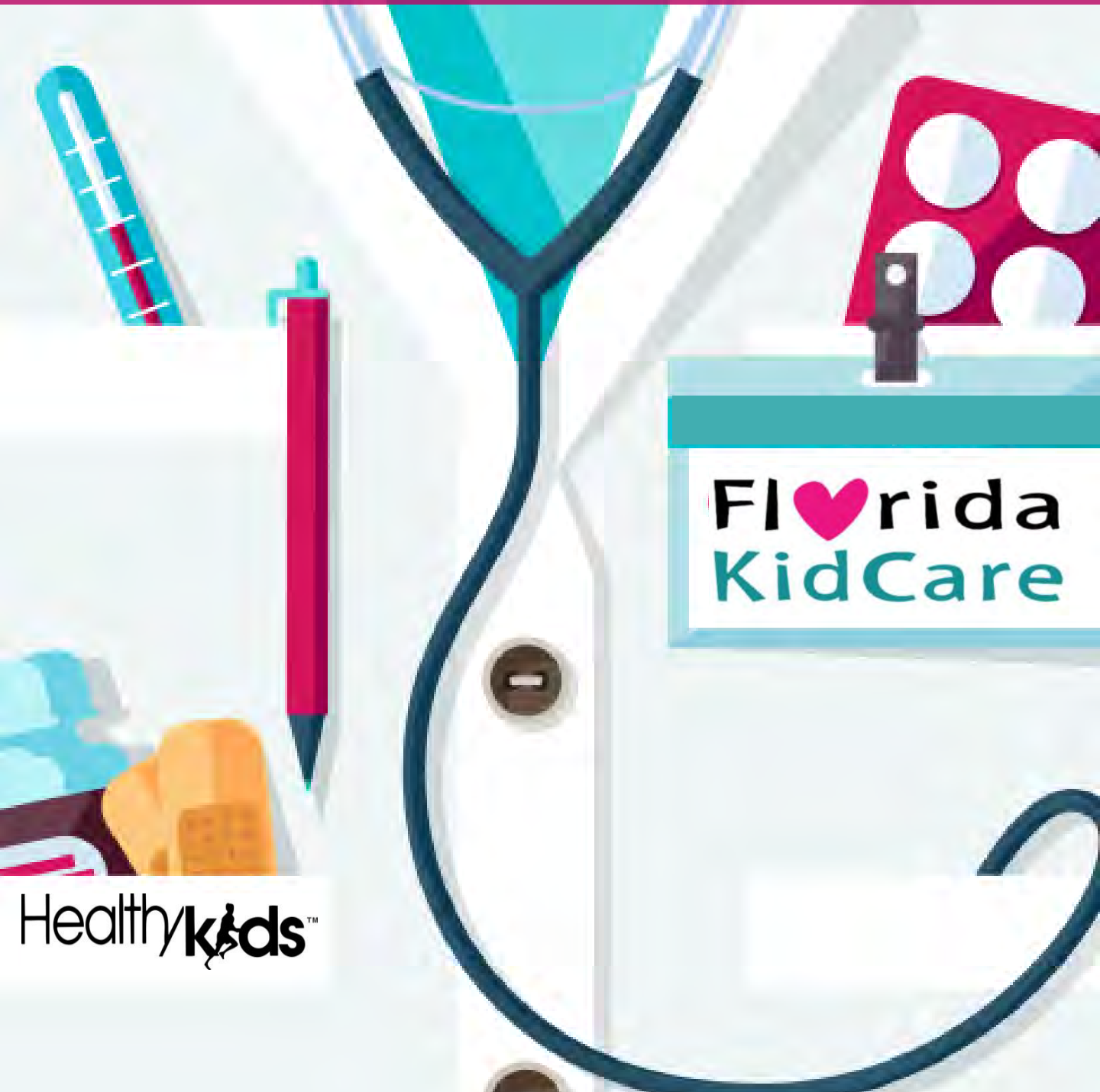
Download the Florida KidCare mobile app by searching for 'FL KidCare' in the app store

# 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.



**Thank you**  
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KidCare's marketing toolkit!



Health**kids**™

[www.floridakidcare.org](http://www.floridakidcare.org)