



BACK-TO-SCHOOL PARTNER TOOLKIT

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WHAT PARTNERS NEED TO KNOW - 5 EASY THINGS TO DO!

- 1 Be a champion for Florida KidCare! Know the basics of the program and be prepared to talk organically with parents in your community about the benefits.
- 2 Take ownership of promoting and increasing awareness of Florida KidCare among parents in the community.
- 3 Learn who the uninsured children are in your community and who may benefit from Florida KidCare.
- 4 Work with local organizations that share similar goals to spread the Florida KidCare message and have access to the easy resources in this toolkit, which include an email template, web banners, brochures, videos, informational cards, e-newsletter content and social media content.
- 5 Ask for updates from your organization's leadership team about progress being made toward ensuring members of your community are aware of Florida KidCare's free or low-cost health and dental insurance for their children.

CONTACT FOR PARTNERS:

GABI LARA, *Florida Healthy Kids Corporation*
outreach@healthykids.org • (850) 701-6168

WELCOME

Thank you for being a Florida KidCare champion and downloading the electronic Back-to-School Partner Toolkit. This toolkit is a collection of resources designed to help you make an impact in your local community by helping us reach more of Florida's uninsured children. Our goal is to ensure every child in Florida has access to quality health and dental insurance.

Millions of children across the state count on Florida KidCare for affordable, high-quality health and dental insurance to put them on the path to a healthy and successful life. Many families pay only \$15 or \$20 per month to cover all eligible kids in the family.

However, approximately **343,000** children in Florida do not have health and dental insurance. More than half of those children — **176,000** — are likely eligible for low-cost Florida KidCare coverage.

We appreciate your advocacy and encourage you to use the resources in this toolkit to spread the word, so together we can increase the number of insured children in Florida and help bring peace of mind to all parents across the state.

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, high-quality health and dental insurance for children from birth through the 19th birthday. An estimated 176,000 children in Florida are living without health insurance even though they are likely eligible for low-cost health insurance through Florida KidCare. With four unique programs — Medicaid for Children, MediKids, Florida Healthy Kids and the Children’s Medical Services (CMS) Health Plan — the simple and free application process is designed to identify the program that fits each family best. Many families pay only \$15 or \$20 per month to cover all eligible kids in the family.

By the numbers:



343,000 Florida children under age 19 are uninsured.



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



Millions of Florida children are covered by Florida KidCare for the health and dental insurance they need.



An estimated **176,000 FLORIDA CHILDREN** may be eligible for low-cost coverage through Florida KidCare, but are not currently enrolled.



The **FIVE** Florida counties with the most uninsured children are: **BROWARD, HILLSBOROUGH, MIAMI-DADE, ORANGE and PALM BEACH.**

WHAT YOU NEED TO KNOW

9 Things You Can Do to Help

As a trusted partner in this effort, here are 9 things you can do to help!

1. Develop a plan to identify children in your community who don't currently have health and dental insurance.
2. Establish a timeline for using the tools provided in this toolkit.
3. Activate your members as advocates of the program. Provide the resources in this toolkit for them to distribute within their personal and professional networks.
4. Serve as the go-to person in your organization for information related to Florida KidCare. Talk organically about the importance of health and dental insurance with parents of children younger than 19.
5. When possible, recognize and incentivize the members of your organization for spreading the word about Florida KidCare.
6. Distribute hard copies of Florida KidCare information cards and brochures, and display posters, banners and other visuals in high-traffic areas at your events.
7. Encourage your organization's leaders and staff to register for the free Florida KidCare Basics online course. Participants receive a certificate of completion and should be recognized as Florida KidCare ambassadors within your organization.
8. Ensure promoting Florida KidCare is identified as part of your organization's goals to help serve the community.
9. Incorporate Florida KidCare information in new member orientation materials.

Florida KidCare Key Messages

Millions of Florida children from birth through the 19th birthday count on Florida KidCare for affordable, high-quality health and dental insurance. But for us it's not just about the numbers, it's about the real people whose lives are made better through access to child-centered health insurance. We are insurance with a lot of heart.

Children

- Simply put, we're here to increase the number of insured Florida children and assure that they have access to quality health care.
- Millions of Florida children count on Florida KidCare for the health and dental insurance coverage they need — and we don't lose sight of that goal.
- An estimated 176,000 Florida children are eligible for low-cost health insurance coverage through Florida KidCare.
- Changes in the law enacted in 2016 mean immigrant children who lawfully reside in Florida are now eligible for Florida KidCare without a waiting period.

Coverage

- Florida KidCare is the umbrella brand for the state's 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 their children with the best-fitting option based on their ages, household size and family income.
- All four Florida KidCare coverage options include doctor visits, checkups, hospital stays, surgeries, immunizations, prescriptions, emergencies, vision and hearing, dental, mental health services and more.

Cost

- Florida KidCare offers free or affordable health and dental insurance coverage for children from birth through the 19th birthday — with no application fee.
- Most families pay nothing at all for coverage, and many others pay only \$15 or \$20 per month to cover all eligible kids in the family.
- Competitively priced Florida KidCare plans are available to families who do not qualify for subsidized coverage.
- Estimate your monthly premium by using our [cost calculator](#) tool.

Data on Uninsured Children

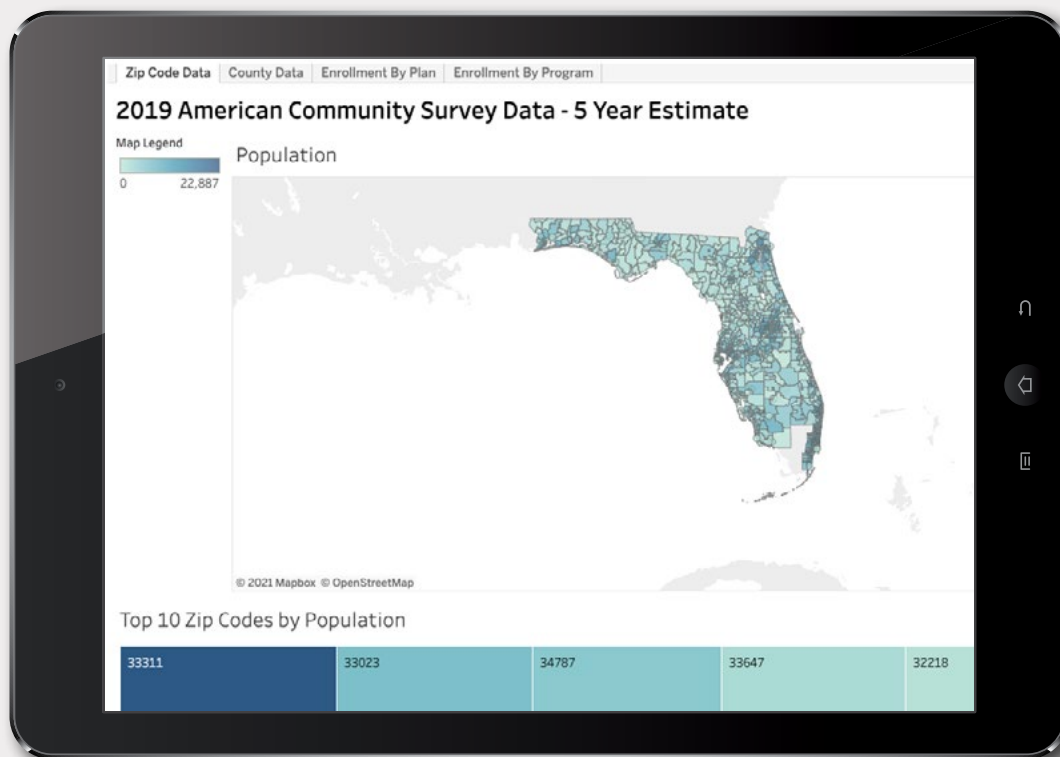
Local Uninsured and Enrollment Data

The following 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 county/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 U.S. Census, and the zip code data is the result of 5-year estimates.

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

This link will display the following for your reference:

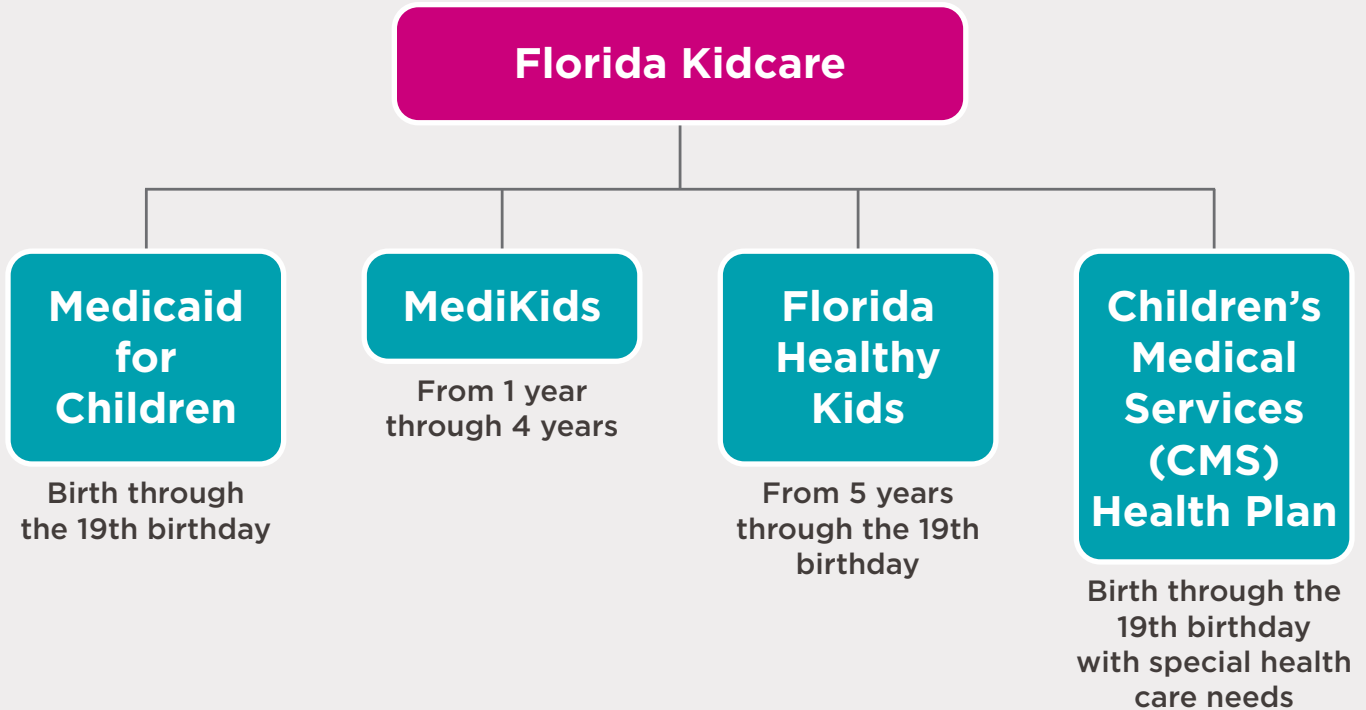
- Uninsured data by zip code and county
- County enrollment by plan and program



GENERAL FAQs

1. What is Florida KidCare?

Florida KidCare is the state's high-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 (CMS) Health Plan.



2. Who can apply for Florida KidCare?

Florida children from birth through the 19th birthday are eligible for Florida KidCare, even if one or both parents are working. Lawfully residing immigrant children are also eligible for coverage, regardless of their parents' immigration status.

3. 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 others pay only \$15 or \$20 per month. There are also competitively priced options for those who do not qualify for subsidized coverage.

A free [cost calculator](#) is available to help Florida families interested in applying for Florida KidCare. By entering two key pieces of information – family size and annual household income – families can estimate their monthly premiums.

4. 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.

5. 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.

6. Can new Florida residents apply for Florida KidCare?

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

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

Learn more about [My Application Check List](#) before starting an 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:

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

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

It's easy and free to apply! Parents can apply online at floridakidcare.org 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.

9. Some parents 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.

10. What medical services does Florida KidCare cover?

Florida KidCare's comprehensive, quality, child-centered health and dental coverage includes services such as doctor visits, immunizations, dental care, vision and hearing screenings, emergency care, hospital stays and much more! Parents may contact their plan for specifics on coverage.

11. 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.

12. 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).

13. 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.

14. 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.

15. 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 age 19.
- 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

Marketing and Outreach Resources

Web Banners

Driving interested parents and guardians to the Florida KidCare website is easy. Simply download one of the following animated web banners (based on the size you need) and place it on your website. When prompted to enter a URL link, insert: floridakidcare.org/calculator

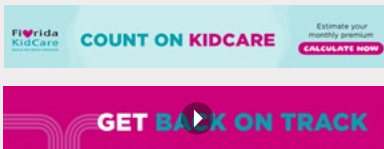
728 x 90



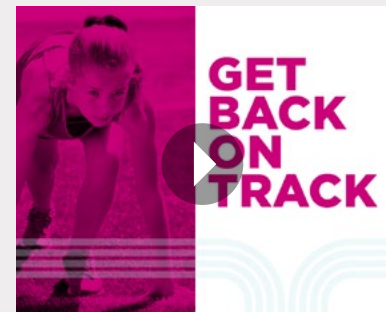
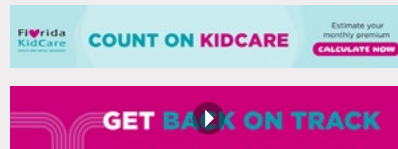
300 x 250



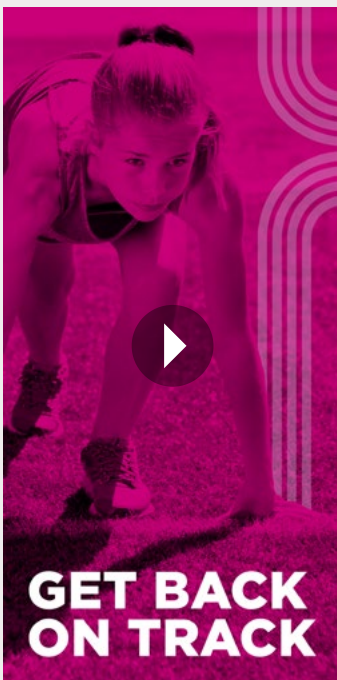
300 x 50



320 x 50



300 x 600



[Download](#) web banners.

Social Media Assets

Sending parents to the Florida KidCare website is easy. Use social media to help direct parents to more information. Below, we have compiled key information to help you increase your activity surrounding support for Florida KidCare on social media. Follow, tag, like us on social media and join the conversation!

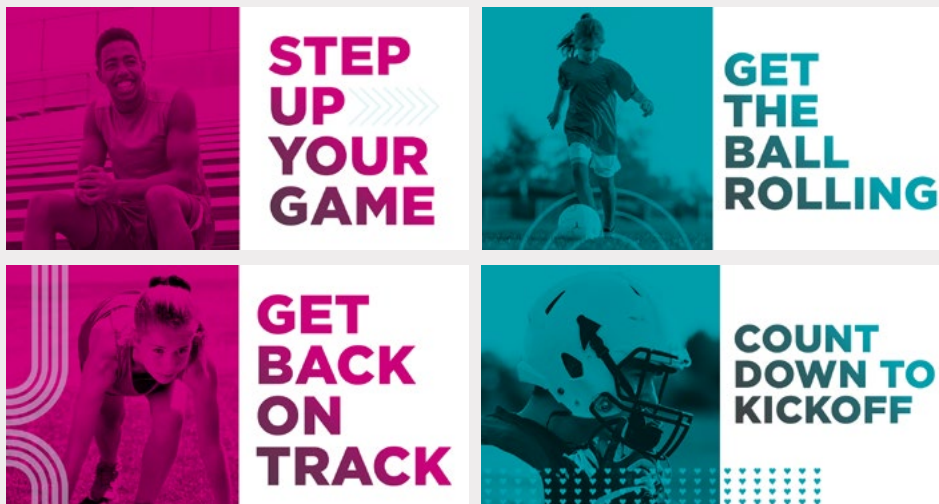
TWITTER

Follow [Florida KidCare on Twitter](#)

Official Hashtag: [#CountOnKidCare](#)

Sample Tweets

- Kick off the school year right! Join the millions of kids who [#CountOnKidCare](#). Learn more about @FLKidCare's comprehensive health and dental coverage: <https://bit.ly/FLKidCareB2S>
- On your mark...Get set...The countdown to back to school is on! Count on @FLKidCare to stay on track with high-quality, affordable health and dental coverage: <https://bit.ly/FLKidCareB2S>
- @FLKidCare can help families tackle all their back-to-school needs - including required immunizations, wellness visits, sports physicals and more. Learn more: <https://bit.ly/FLKidCareB2S>
- Get back on track for the new school year with @FLKidCare! Applying is simple and FREE - Apply today: <https://bit.ly/FLKidCareB2S>
- Safety first! [#CountOnKidCare](#) to be there for your child every step of the way - so you can have peace of mind knowing they're covered this back-to-school season. Learn more: <https://bit.ly/FLKidCareB2S>



[Download](#) Twitter images for your posts.

Twitter Tips & Tricks:

1. Keep your message short & sweet: With Twitter, aim for a tweet under 140 characters (limit is 280). Concise messages make an impact. To help with character counts, use [bitly](#) 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 the reach of your tweet. Best practices recommend using no more than two hashtags per tweet.
4. Engage, always: 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

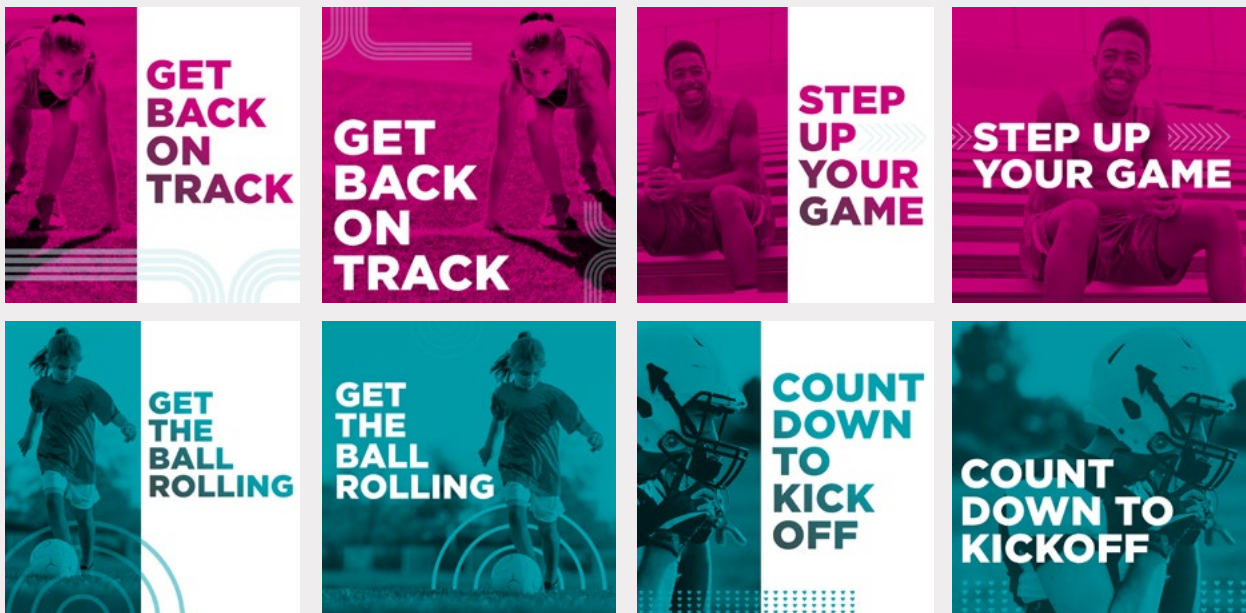


FACEBOOK

Like and follow the [Florida KidCare Facebook page](#)

Sample Facebook Posts

- Kick off the school year right! Join the millions of children who are insured with Florida KidCare. Applying is simple and FREE – Fill out an application by visiting <https://bit.ly/FLKidCareB2S> or by calling 1-888-540-KIDS (5437).
- On your mark...Get set...The countdown to back to school is on! Help your family stay on track with high-quality, affordable health and dental coverage: <https://bit.ly/FLKidCareB2S>
- Get back on track for the new school year with high-quality, affordable health and dental coverage from Florida KidCare! Applying is simple and FREE – Apply today: <https://bit.ly/FLKidCareB2S>
- Florida KidCare can help families tackle all their back-to-school needs – including required immunizations, wellness visits, sports physicals and more. Learn more: <https://bit.ly/FLKidCareB2S>
- Safety first! **#CountOnKidCare** to be there for your child every step of the way – so you can have peace of mind knowing they're covered this back-to-school season. Learn more: <https://bit.ly/FLKidCareB2S>



[Download](#) Facebook images for your posts.

Pinterest



[Download](#) Pinterest images for your posts.

INSTAGRAM

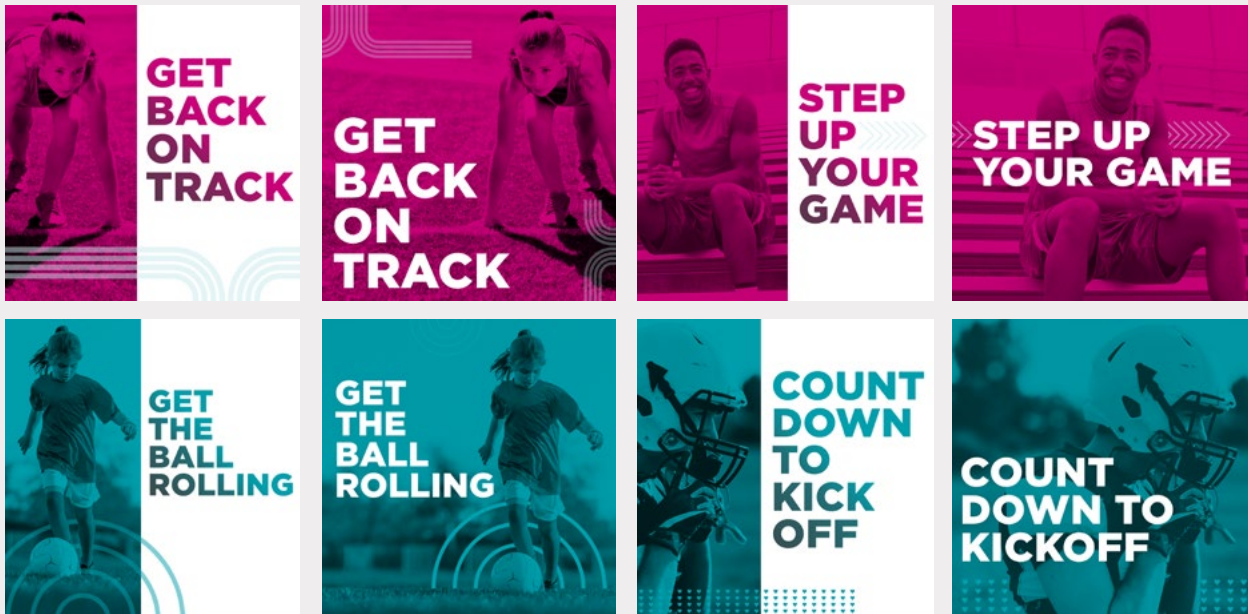
Like and follow the [Florida KidCare Instagram account](#).

Sample Instagram Posts:

- Kick off the school year right! 🏈 Join the millions of children who are insured with @FLKidCare. Applying is simple and FREE – Fill out an application by visiting floridakidcare.org or by calling 1-888-540-KIDS (5437). **#CountOnKidCare #getcovered #healthcare #kidshealthcare #instakids #backtoschool**
- On your mark...Get set...The countdown to back to school is on! Count on @FLKidCare to help your family stay on track with high-quality, affordable health and dental coverage. Call 1-888-540-KIDS (5437) or visit floridakidcare.org to learn more. **#CountOnKidCare #getcovered #healthcare #kidshealthcare #instakids #backtoschool**
- Get back on track for the new school year with high-quality, affordable health and dental coverage from @FLKidCare! 🙌 Applying is simple and FREE – Visit floridakidcare.org to estimate your monthly premium. **#CountOnKidCare #getcovered #healthcare #kidshealthcare #instakids #backtoschool**
- @FLKidCare can help families tackle all their back-to-school needs – including required immunizations, wellness visits, sports physicals and more. Call 1-888-540-KIDS (5437) or visit floridakidcare.org to learn more. **#CountOnKidCare #getcovered #healthcare #kidshealthcare #instakids #backtoschool**
- Safety first! **#CountOnKidCare** to be there for your child every step of the way 🧡 – so you can have peace of mind knowing they're covered this back-to-school season. Learn more: <https://bit.ly/FLKidCareB2S> **#getcovered #healthcare #kidshealthcare #instakids #backtoschool**

Instagram Favorite Tips:

- 1. Use several relevant hashtags:** Hashtags are a great way to increase the visibility of your Instagram post. Best practices recommend using up to 10 hashtags per post.
- 2. 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.
- 3. 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.
- 4. It's 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.
- 5. Keep engaging:** Reply to comments on your posts! Positive feedback helps to steer the conversation and maintain an authentic appearance.



[Download](#) Instagram images for your posts.

Generic Social Media Graphics



Email GIF

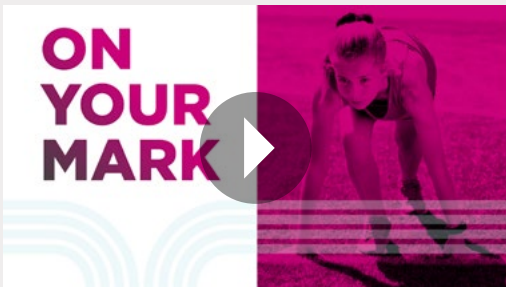
1200 x 627



[Download](#) email GIF.

Video Ads

1920 x 1080



1920 x 1080



[Download](#) video ads.

Email Draft

SUBJECT: Your child may qualify for free health and dental insurance with Florida KidCare

A healthy student is ultimately a better learner – and with such a strong connection between health and academic performance, it's important to know which health care options are available for your children before they head back to school.

More than half of the children in our state living without health and dental insurance may be eligible for low-cost health and dental insurance – even if one or both parents are working. Florida KidCare includes free, subsidized and competitively priced options based on family income and household size. Most families pay nothing at all for coverage and many others pay only \$15 or \$20 per month. Families who do not qualify for free or subsidized coverage may purchase a competitively priced plan.

With NO application fee and year-round open enrollment, the time to apply is always now. Your family's information is never shared outside of Florida KidCare.

Apply at floridakidcare.org or give them a call at **1-888-540-KIDS (5437)**.

Thank you,

[INSERT SIGNATURE]

Newsletter Article

Free or Low-Cost Health and Dental Insurance for Kids

Your children could be among the 176,000 kids who may be eligible for low-cost health and dental insurance through Florida KidCare – even if one or both parents are working.

Millions of children count on Florida KidCare for the high-quality health and dental insurance they need from birth through their 19th birthday. Florida KidCare is designed to provide services to children at each stage of growth and development. Health and dental services are delivered through quality plans that offer a choice of local doctors, dentists, specialists, hospitals, pharmacies and other health care providers.

Benefits include but are not limited to:

- Doctor Visits
- Surgeries
- Checkups
- Immunizations
- Vision & Hearing
- Prescriptions
- Dental Care
- Emergencies
- Hospital Stays
- Mental Health Services

Florida KidCare includes free, subsidized and competitively priced options based on family income and household size. Most families pay nothing at all for coverage, and many others pay only \$15 or \$20 per month. Families who do not qualify for free or subsidized coverage may purchase a competitively priced plan.

Lawfully residing immigrant children are eligible without a waiting period, and information about a parent's immigration status won't be asked.

With no application fee and year-round enrollment, the time to apply is always now. Simply fill out the application, and Florida KidCare will match your child with the right option.

Apply online at floridakidcare.org or call **1-888-540-KIDS (5437)**.

Brochure - 8.5x11"

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



HOW TO APPLY

floridakidcare.org ♥ 1-888-540-KIDS (5437)

Florida KidCare complies with applicable federal civil rights laws and does not discriminate on the basis of race, color, national origin, age, disability, or sex.

ATTENTION: If you speak English, language assistance services are available to you free of charge. Call **1-888-540-5437 (TTY: 1-800-955-8771)**.

Florida KidCare cumple con las leyes federales de derechos civiles aplicables y no discrimina por motivos de raza, color, nacionalidad, edad, discapacidad o sexo.

ATENCIÓN: si habla español, tiene a su disposición servicios gratuitos de asistencia lingüística. Llame al **1-888-540-5437 (TTY: 1-800-955-8771)**.

Florida KidCare konform ak lwa sou dwa sivil Federal ki aplikab yo e li pa fè diskriminasyon sou baz ras, koule, peyi orijin, laj, enfimite oswa sèks.

ATANSYON: Si w pale Kreyòl Ayisyen, gen sèvis ed pou lang ki disponib gratis pou ou. Rele **1-888-540-5437 (TTY: 1-800-955-8771)**.

2022



Florida KidCare

HEALTH AND DENTAL INSURANCE

COUNT ON FLORIDA KIDCARE

FOR QUALITY, AFFORDABLE CHILDREN'S HEALTH AND DENTAL INSURANCE

[Download](#) brochure.

Pop-Up Banners - 33.5x79"

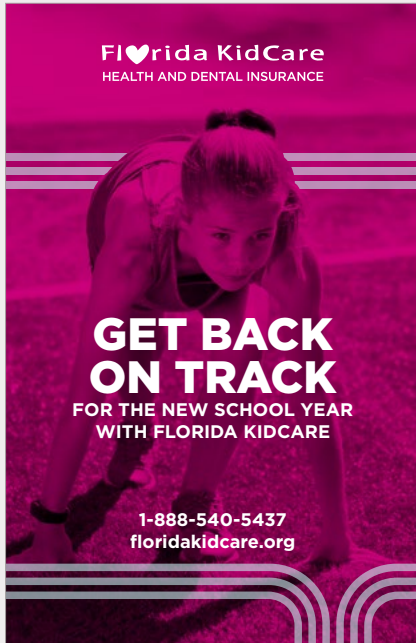
Please download these pop-up banner designs to have printed at your local print shop and utilize at community events and activities as supporting visuals.



[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.



[Download](#) these posters.

Contact

For more information on how to apply for Florida KidCare, visit floridakidcare.org or call **1-888-540-KIDS (5437)** Monday - Friday from 7:30 a.m. to 7:30 p.m. (Eastern Time).

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](#).



**Thank you for helping us spread the word about
Florida KidCare! We value your partnership!**