

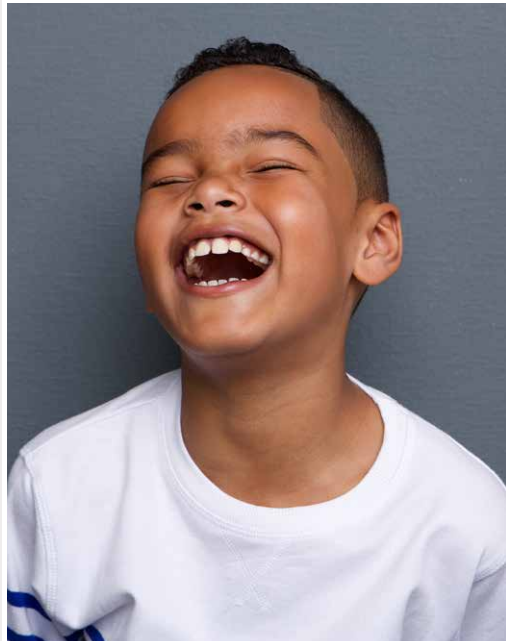
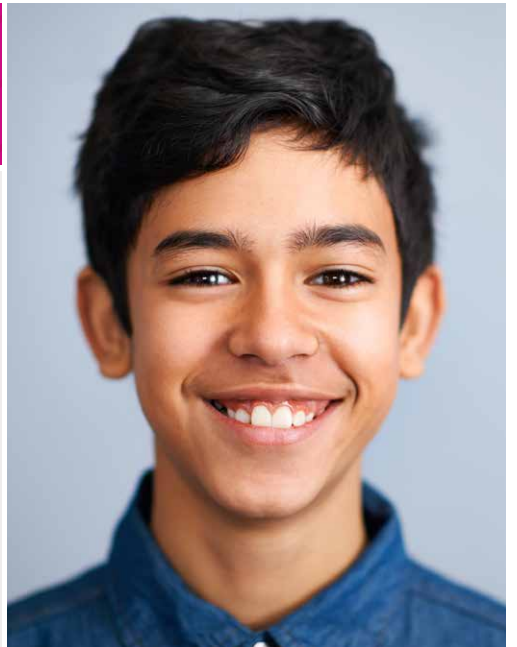


PRINCIPAL TOOLKIT



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

- 1 Be a champion for Florida KidCare! Talk organically about this important program with parents, teachers and students.
- 2 Appoint a trusted member of your leadership team to be responsible for promoting and increasing awareness of Florida KidCare within your school.
- 3 Learn who the uninsured students are at your school and who may benefit from Florida KidCare.
- 4 Make sure parents and your PTA know about Florida KidCare 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 quarterly updates from your staff on the progress being made toward ensuring every one of your students has health and dental insurance.

CONTACT FOR PRINCIPALS:

ASHLEY CARR, *Florida Healthy Kids Corporation*
carra@healthykids.org • (850) 701-6142

WELCOME

Principals and school leaders,

Thank you for being a Florida KidCare champion. The enclosed Principal's Toolkit—a joint effort between the Florida Healthy Kids Corporation (Corporation), a not-for-profit organization responsible for marketing the Florida KidCare program, and the Florida Association of School Administrators (FASA)—is a collection of resources that can guide you, your staff and your families to Florida KidCare so your school can immediately benefit from healthier students.

Approximately **325,800** children in the state of Florida do not have the health and dental insurance they need. Students in your district are uninsured and it is important we identify them and make sure their family knows about the benefits of Florida KidCare. Without the health and dental care they need at each unique stage of growth and development, a child often experiences increased absenteeism and difficulty focusing in class, which can potentially lead to grade retention, increased disciplinary action and withdrawal from extracurricular activities.

179,600 children in our state are eligible for completely free or low-cost Florida KidCare insurance. Approximately **2.4 million kids** rely on Florida KidCare for the head-to-toe coverage they need to put them on the path to a healthy and successful life. Most enrolled families pay nothing at all, and many families pay as little as \$15 or \$20 a month for all children in the household.

The Corporation has teamed up with FASA to make health and dental insurance accessible to every school-aged child in the state of Florida through the trusted relationships you have with parents and students.

We encourage you to identify a staff member to serve as a champion for Florida KidCare, and to capitalize on the resources available to you in this toolkit so we can work together to increase the number of insured children in Florida.

Sincerely,



Rebecca Matthews,
Chief Executive 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, quality health and dental insurance for children from birth through the end of age 18. More than 179,600 children in Florida are currently living without health insurance, but are eligible for low-cost or completely free health insurance through Florida KidCare. With four unique Florida KidCare programs – Medicaid for children, MediKids, Florida Healthy Kids and the Children’s Medical Services Managed Care Plan – the simple and free application process is designed to identify the program that fits a family best.

Most families pay nothing at all and many families pay as little as \$15 or \$20 a month.

By the numbers:



More than **325,800** Florida children under the age of 18 are uninsured.



Florida’s uninsured rate dropped from **6.9% to 6.2%** between 2015 and 2016.



Approximately **2.4 MILLION** children are currently covered by Florida KidCare for the health and dental insurance they need.



More than **179,600 FLORIDA CHILDREN** are estimated to be eligible for free or low-cost coverage through Florida KidCare, but are not currently enrolled.



The **5** counties in Florida with the highest number of uninsured children are: **BROWARD, HILLSBOROUGH, MIAMI-DADE, ORANGE AND PALM BEACH.**

WHAT KEY STAFF NEED TO KNOW

10 Things Key Staff Members Can Do to Help

As the principal's trusted partner in this effort, here are the 10 things you can do to help!

1. Develop a plan to identify the students at your school who currently do not have health and dental insurance. You can start by surveying parents about the status of their child's health and dental insurance.
2. Establish a timeline to use the tools provided in this toolkit.
3. Activate your PTA organization as advocates of the program. Provide them with the resources in this toolkit to hand out in the community and at school events where parents are present.
4. Serve as the go-to person at the school for information related to Florida KidCare. Talk organically about the importance of health and dental insurance when you are in the community and at school events where parents are present.
5. When possible, recognize and incentivize teachers and staff for spreading the word about Florida KidCare.
6. Show Florida KidCare PSA videos during events where parents and families are present (school committee meetings, PTA meetings, on the school news, at extracurricular or sporting events), and disseminate links to the videos in emails to parents, as well as placing them on the school website.
7. Distribute hard copies of Florida KidCare information cards and brochures, and display posters, banners, and other visuals in the front office of the school.
8. Establish a designated computer at the school for families to start an online Florida KidCare application.
9. Ensure that a minimum of 10 school staff members which should include administrative staff, department chairs, guidance counselors, front office staff, and other personnel, sign up and take the Florida KidCare Basics online course at [this link](#). Participants receive a certificate of completion and should be recognized as Florida KidCare ambassadors within your organization.
10. Ensure that promoting Florida KidCare is identified in the school improvement plan, (by identifying some or all of the measures described in this toolkit).

If your school district participates in the healthy school district award self-assessment, advocating for Florida KidCare is a component of the assessment that can help to improve your district's overall score. More information can be found at:

<http://www.safehealthyschoolsfl.org/Home.aspx/Index>.

Florida KidCare Key Messages

Approximately 2.4 million Florida children from birth through the end of age 18 rely on Florida KidCare for the head-to-toe coverage they need. But for us it's not just about the numbers, it's about the real people whose lives are made better through access to quality, affordable, child-centered health insurance. We are insurance with a lot of heart.

Children

- Simply put, we are here to increase the number of insured Florida children and assure they have access to quality health care.
- Approximately 2.4 million Florida children rely on Florida KidCare for the health and dental insurance coverage they need – and we don't lose sight of that goal.
- 179,600 Florida children are estimated to be eligible for free and subsidized health insurance coverage through Florida KidCare.
- Changes in 2016 mean immigrant children who lawfully reside in Florida are now eligible for Florida KidCare without a waiting period.

Coverage

- Florida KidCare is a partnership created to help match children with one of 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 you with the right option based on your children's ages, household size and family income.
- All four Florida KidCare coverage options include doctor visits, check-ups, hospital stays, surgeries, immunizations, prescriptions, emergencies, vision and hearing, dental, mental health services and more.

Cost

- Florida KidCare offers free and affordable health and dental insurance coverage for children from birth through the end of age 18 – with no application fee.
- Most families pay nothing at all for coverage, and many families pay just \$15 or \$20 a month.
- Families who are not eligible for subsidized coverage may purchase Florida KidCare at the full-pay monthly premium, which is competitively priced and child-centered compared to other options.
- To help Florida families interested in applying for Florida KidCare, a free [online eligibility calculator](#) is available. This tool utilizes two key pieces of information – family size and annual household income – to estimate a family's monthly premium payment for Florida KidCare coverage.

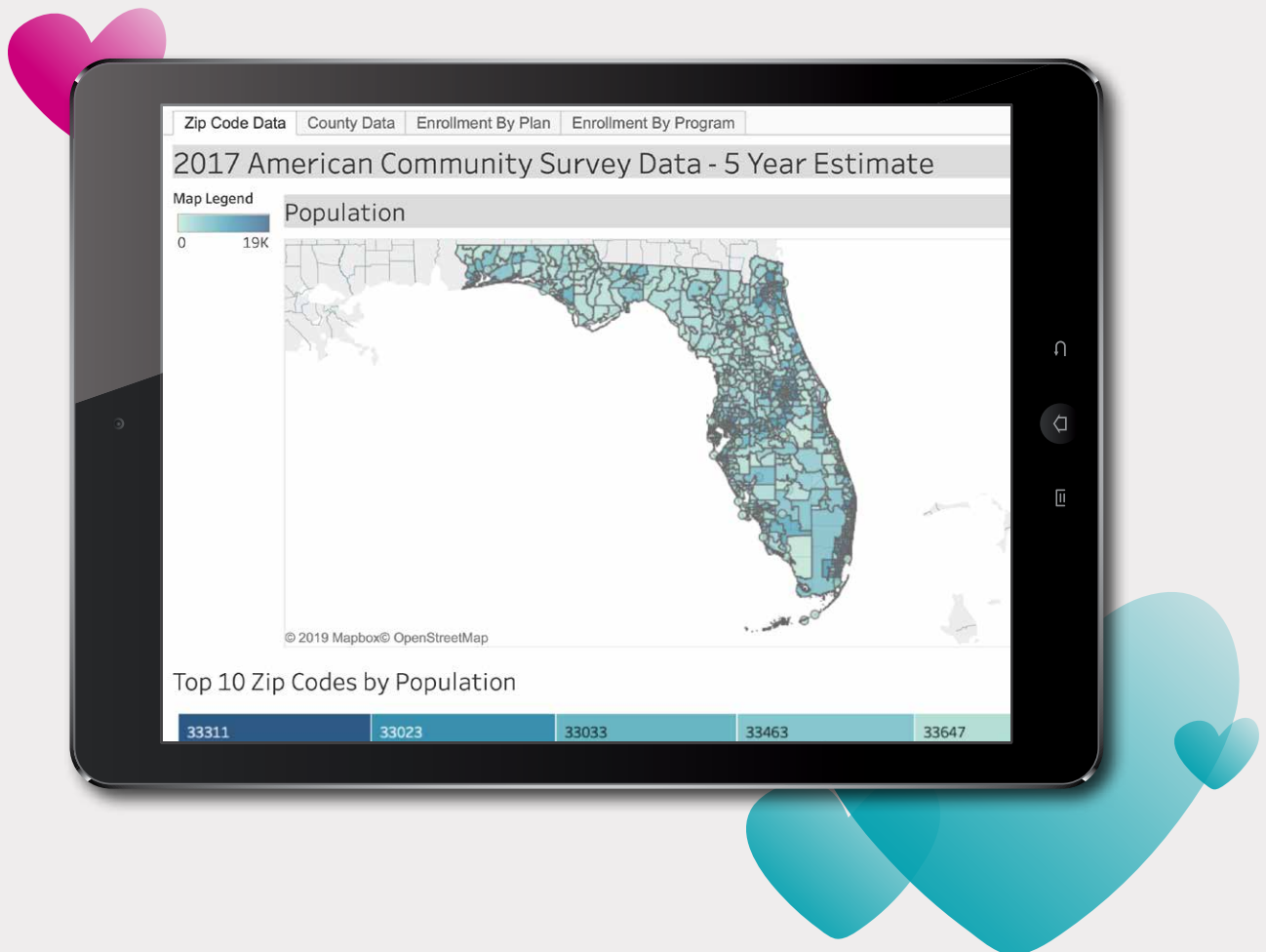
Uninsured Data

Local Uninsured and Enrollment Data

The following interactive 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 US Census and the zip code data is the result of 5-year estimates.

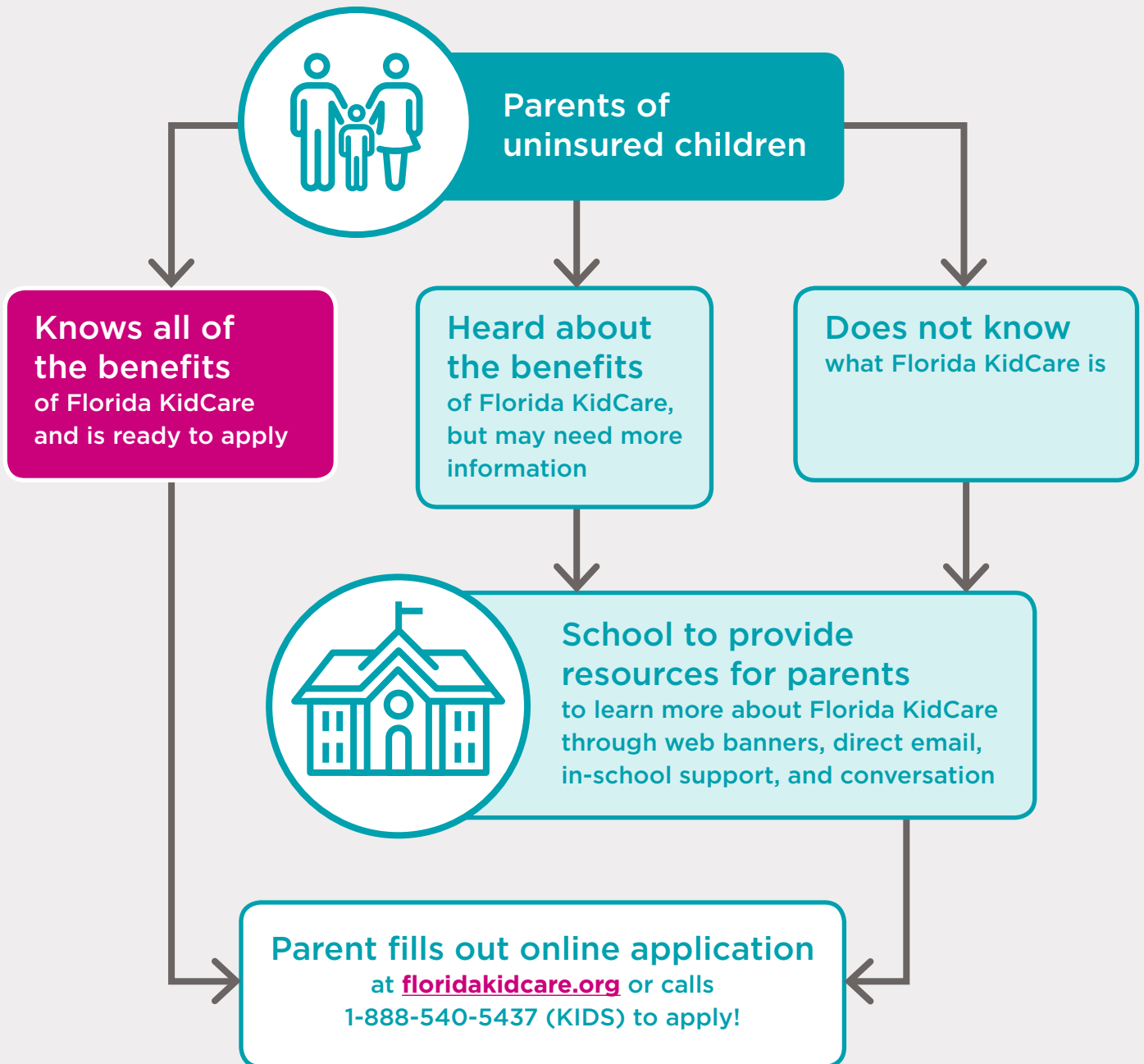
The 2017 American Community Survey Data can be viewed here: healthykids.org/data
This link will display the following for your reference:

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



Road Map to Florida KidCare Enrollment

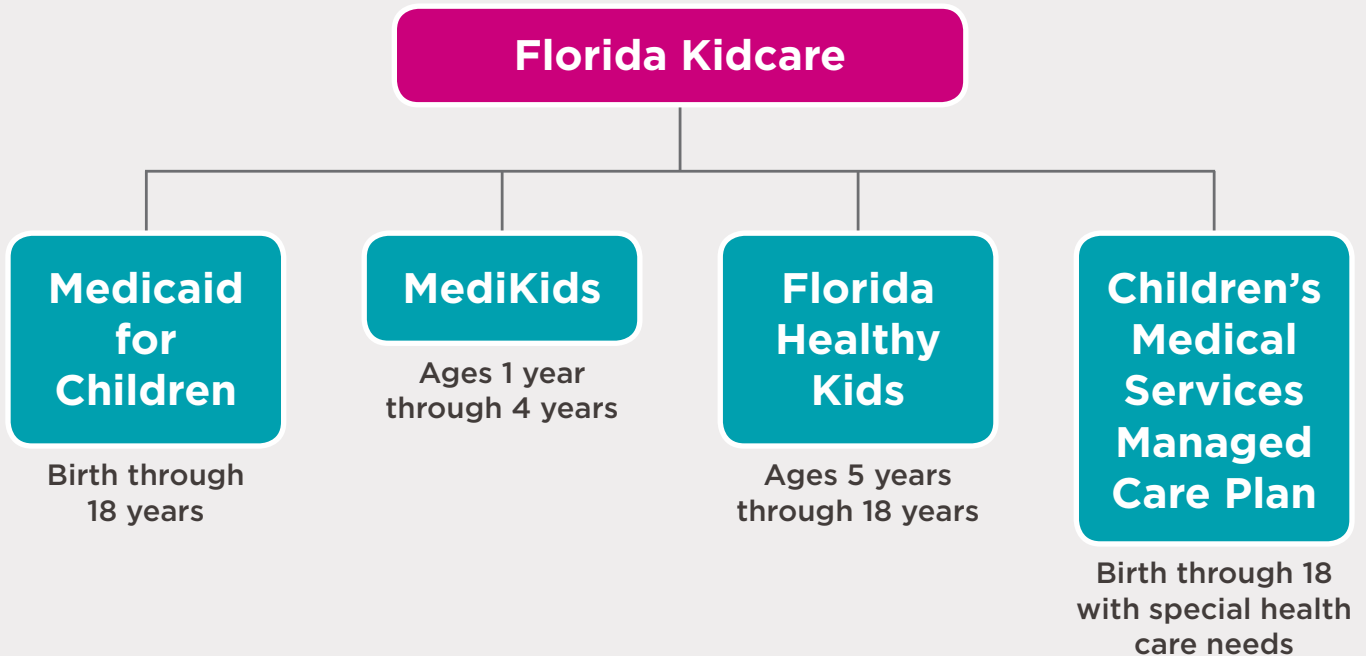
With your help, we can identify the uninsured children in your school and work together to educate parents about Florida KidCare. A key component in the road map to enrollment will be for you, as the principal, to identify and appoint a trusted team member at the school to serve as the go-to Florida KidCare contact. With this contact in place, we can solidify the opportunity for all children at your school to have access to the health and dental insurance they need and deserve. The road map below showcases how school plays an important role in this journey from awareness to enrollment.



GENERAL FAQs

1. What is Florida KidCare?

Florida KidCare is the state of Florida's 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 Managed Care Plan.



2. Who can apply for Florida KidCare?

Florida children from birth through the end of age 18 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 families pay as little as \$15 or \$20 a month. Some families may have small co-pays for certain services. There are also competitively priced full-pay options for those who do not qualify for subsidized coverage. To help Florida families interested in applying for Florida KidCare, a free [online eligibility calculator](#) is available. This tool utilizes two key pieces of information – family size and annual household income – to estimate a family's monthly premium payment for Florida KidCare coverage.

4. How do parents know if they qualify for Florida KidCare?

Families simply have to 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, even if one or both parents are working. 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?

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:

- Tribal Membership
- Pay Stub
- Proof of Income
- Proof of Unearned Income
- Identity/Citizenship
- Legal Documents
- Tax Return
- Dispute Document

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

It's easy and free to apply! Parents can **apply online** 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 think they 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 by regular 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.

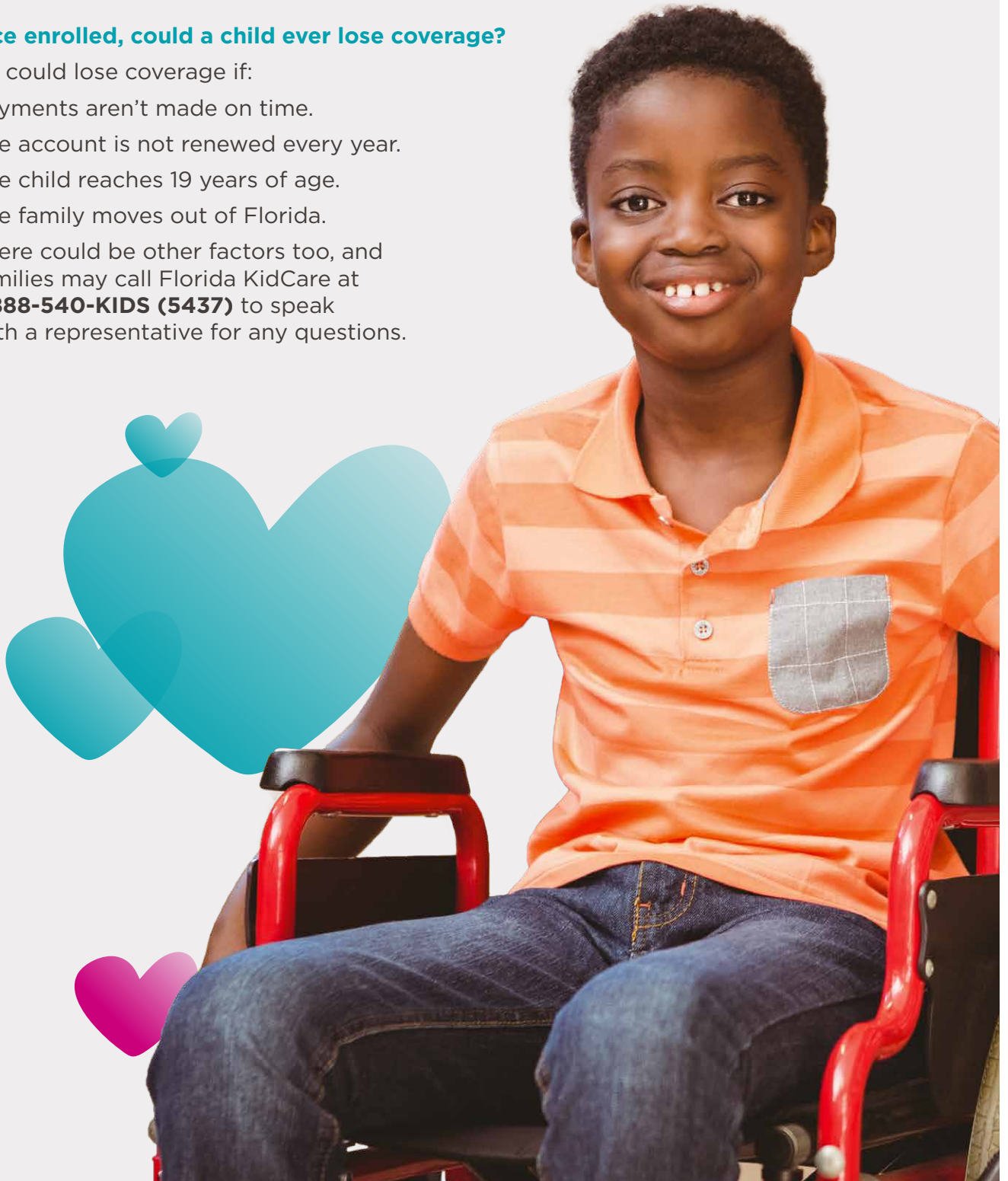
14. How will the doctor's office know a child is covered through a Florida KidCare partner?

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 19 years of age.
- 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: READY, SET, GO!



Principal Email Draft

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

Dear Parents,

We share a common goal – to see your child succeed. A healthy student is ultimately a better learner, and with such a strong correlation between health and academic performance, it's important to know what health care options are available.

Your child and their siblings could be one of 179,600 children eligible for completely free or low-cost health and dental insurance through Florida KidCare – even if one or both parents are working. Florida KidCare includes free, subsidized and full-pay options based on a family's household size and annual income. Most families pay nothing at all for coverage, and many pay just \$15 or \$20 a month. Families who do not qualify for free or subsidized coverage may purchase a competitively priced full-pay 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 <https://bit.ly/2T8iRsc>, 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 child and their siblings could be one of the 179,600 children eligible for completely free or low-cost health and dental insurance through Florida KidCare – even if one or both parents are working.

Approximately 2.4 million children rely on Florida KidCare for the head-to-toe coverage they need from birth through the end of age 18. 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
- Check-ups
- Vision & Hearing
- Dental Care
- Hospital Stays
- Surgeries
- Immunizations
- Prescriptions
- Emergencies
- Mental Health Services

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

Florida KidCare is available to every child. Lawfully residing immigrant children are eligible without a waiting period, and parent immigration status will never 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 <https://bit.ly/2T8iRsc> or call **1-888-540-KIDS (5437)**.

Electronic Information Card - 6x4.5"

Please download and email this to interested parents. Order hard copies by emailing outreach@healthykids.org so you can hand these brochures out to faculty, staff, parents and send home with students in their backpacks.

[Download](#) information card.



Florida KidCare
HEALTH AND DENTAL INSURANCE

Head-to-toe coverage for all Florida kids from birth through the end of age 18, even if one or both parents are working.

Most families pay nothing at all, and many families pay just \$15 or \$20 a month. Full-pay options are also available.

With year-round enrollment, the time to apply is always now:
floridakidcare.org • 1-888-540-5437

Asirans Sante ak dante pou timoun.

Web Banners

Driving interested parents to the Florida KidCare website is easy. Simply download one of the following animated web banners based on the size you need and place on your website. When you are prompted to enter in the URL link, please insert https://www.floridakidcare.org/?utm_source=principal_tool_kit&utm_medium=pdf&utm_campaign=partner_outreach.

300 x 250



Florida KidCare
HEALTH AND DENTAL INSURANCE

It's Time!
Send your child back to school with **FREE** or **AFFORDABLE** health and dental insurance

[APPLY NOW](#)

300 x 50



Florida KidCare
HEALTH AND DENTAL INSURANCE

[APPLY NOW](#)

320 x 50



Florida KidCare
HEALTH AND DENTAL INSURANCE

[APPLY NOW](#)

160 x 600

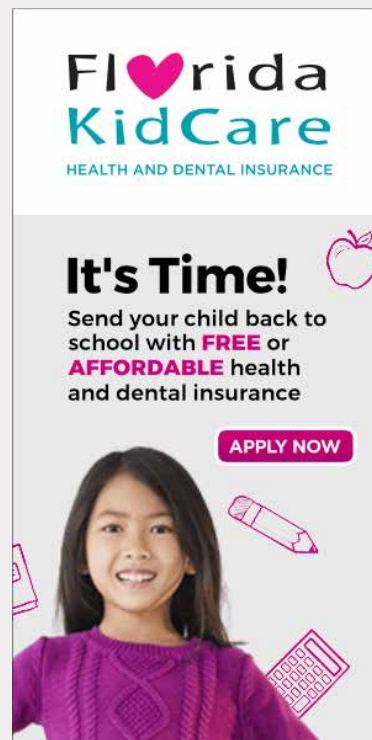


Florida KidCare
HEALTH AND DENTAL INSURANCE

It's Time!
Send your child back to school with **FREE** or **AFFORDABLE** health and dental insurance

[APPLY NOW](#)

300 x 600

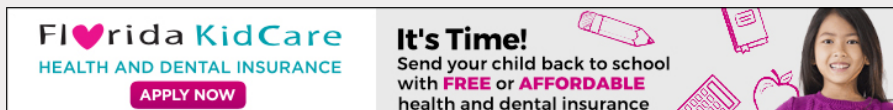


Florida KidCare
HEALTH AND DENTAL INSURANCE

It's Time!
Send your child back to school with **FREE** or **AFFORDABLE** health and dental insurance

[APPLY NOW](#)

728 x 90



Florida KidCare
HEALTH AND DENTAL INSURANCE

It's Time!
Send your child back to school with **FREE** or **AFFORDABLE** health and dental insurance

[APPLY NOW](#)

[Download](#) web banners.

Videos

Below you will find links to :30 and :15 English and Spanish videos . Please play these on your morning news, in the school lobby, at PTA meetings and in your faculty and staff meetings to help educate your teams on the importance of Florida KidCare .



I AM KidCare - English

View [30-Second video](#)

View [15-Second video](#)



I AM KidCare - Spanish

View [30-Second video](#)

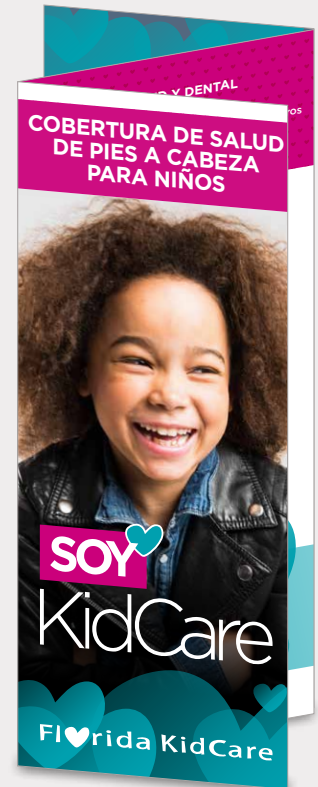
View [15-Second video](#)

Brochure - 8.5x11”

Please download and email this to interested parents . Order hard copies by emailing outreach@healthykids.org so you can hand these brochures out to faculty, staff, parents and send home with students in their backpacks



[Download](#)
English brochure.



[Download](#)
Spanish brochure.



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. When posting a link on social media always use <https://bit.ly/2T8iRsc>. This helps us keep track of how this effort is doing so we can continue to improve.

Follow, tag, like us on social media and join the conversation!

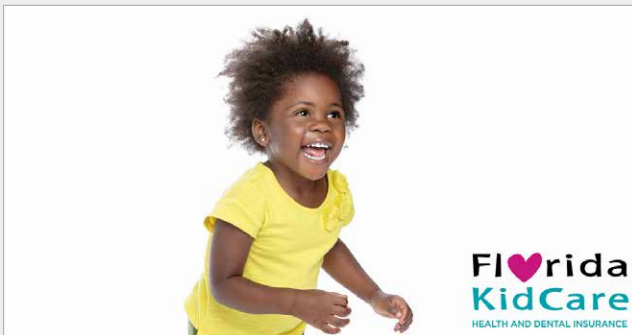
TWITTER

Follow [Florida KidCare on Twitter](#)

Official Hashtag: #IAMKidCare

Sample Tweets

- Join the nearly 2.4 million kids who are insured with @FLKidCare. Learn more about their comprehensive health and dental coverage here: <https://bit.ly/2T8iRsc>
- @FLKidCare plans have your child covered from head-to-toe! Applying is simple and FREE. Apply here: <https://bit.ly/2T8iRsc>
- It's back-to-school time! With @FLKidCare, your child can have the health coverage they need for a healthy school year. <https://bit.ly/2T8iRsc>

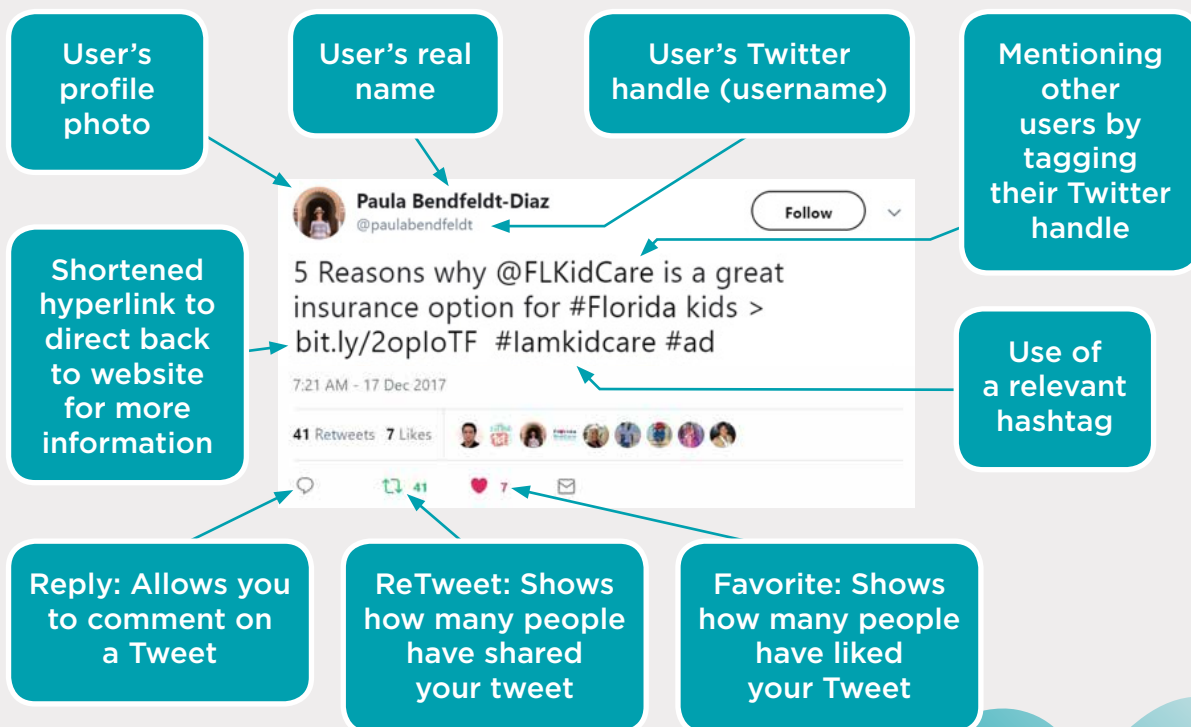


[Download](#) Twitter images for your tweets.

Twitter Tips & Tricks:

- **Keep your message short & sweet:** With Twitter, aim for a tweet under 140 characters or less. Concise messages make an impact. To help with character counts, use [bitly](#) to shorten links.
- **Think visually:** Tweets with images and photo galleries tend to receive higher engagement than those without.
- **Hashtag it!:** Hashtags are a great way to bring your message into a larger conversation on Twitter and can help expand your tweet's reach. Best practices recommend using no more than two hashtags per tweet.
- **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 official [Florida KidCare Facebook page](#).

Sample Posts

- Is your kid covered? Make sure your child has the health coverage they need. Florida KidCare offers affordable, low-cost and quality health and dental plans for children from birth through the end of age 18. <https://bit.ly/2T8iRsc>
- Start this school year off right! Join the nearly 2.4 million children who are insured with Florida KidCare. Applying is simple and FREE! Fill out an application by visiting <https://bit.ly/2T8iRsc> or by calling **1-888-540-KIDS (5437)**.
- Attention parents! When it comes to getting your child the health care they need, don't wait. Florida KidCare offers affordable, quality health and dental coverage for children from birth through the end of age 18. With year-round enrollment, the time to apply is now. <https://bit.ly/2T8iRsc>
- Are you ready for back-to-school? Start the school year off right with Florida KidCare's affordable and quality health and dental coverage! <https://bit.ly/2T8iRsc>

Facebook Tips

- **Less is sometimes more:** Like Twitter, less is more when it comes to creating a post on Facebook. Best practice is to keep your character count between 150 - 200.
- **Tag it up:** Don't forget to tag! Facebook has the capability to tag company pages and others in your post. This can help to increase the reach of your post.
- **Sharing hyperlinks:** When sharing hyperlinks, make sure the link preview properly loads with an image. After it loads, don't forget you can delete the extended hyperlink within the body of text of your post.
- **Keep engaging:** Don't forget to reply to comments on your posts! Positive feedback helps to steer the conversation and maintain an authentic appearance.



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

INSTAGRAM

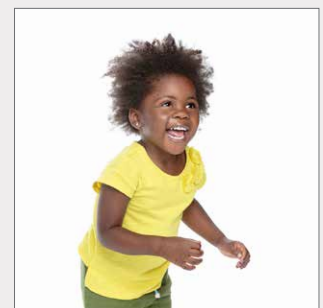
Like and follow the [Florida KidCare Instagram account](#). Update your bio to drive to <https://bit.ly/2T8iRsc>.

Sample Instagram Posts:

- ☀️ State, in need of health insurance for your kids? @FLKidCare might be able to help. 👤 Most families pay nothing and some pay as little \$15 for ALL children. Click the link in bio to learn more! #getcoveragenow #healthcare #kidsofInstagram #happykids #instakids #childhood #kidstagram #toddler
- #TFW you find affordable health care for your kids to last them all through high school...🙌 Thanks @FLKidCare! Click the link in bio to learn more. #instakids #highschoolife #instagood #instamood #success #healthcare
- Affordable, easy and stress free - @FLKidCare is for all Floridians who want low cost and high quality health care for their children. Click the link in bio to learn more! #getcovered #healthcare #childhood #instakids
- Knowledge is power, get in the know. @FLKidCare has affordable, yet high quality health care for your little ones, from birth till they graduate high school. Click the link in bio to learn more! 😊 #happyparents #happykids #healthcare

Instagram Favorite Tips:

- 1. 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.
- 2. 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.
- 3. Its 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.
- 4. Keep engaging:** Reply to comments on your posts! Positive feedback helps to steer the conversation and maintain an authentic appearance. If a comment feels too much, Instagram now has the "like comment" feature.



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

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. (ET).

If a family would rather apply for Florida KidCare in person, they can locate a local application assister by typing in their zip code here: [Find local help](#).



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

