



# BACK-TO-SCHOOL PARTNER TOOLKIT

Fl♥rida KidCare  
HEALTH AND DENTAL INSURANCE

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# WHAT PARTNERS NEED TO KNOW

- 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 by using the resources in this toolkit, including: an email template, web banners, e-newsletter content, social media content and more.
- 5 Ask for updates from your organization's leadership team about upcoming community and school events to share Florida KidCare information at.

## **CONTACT FOR PARTNERS:**

Gabi Lara, *Florida Healthy Kids Corporation*  
[outreach@healthykids.org](mailto: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 that 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.

However, approximately **331,000** children in Florida do not have health and dental insurance. More than half of those children — **162,000** — are likely eligible for low-cost Florida KidCare coverage.

We appreciate your support and encourage you to use the resources in this toolkit to spread awareness, 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 19<sup>th</sup> birthday. An estimated 162,000 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.

## By the Numbers:



**331,000** Florida children under age **19** are uninsured.



Florida’s uninsured rate and the national average both **DECREASED BY 0.3%**.



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



An estimated **162,000 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: **MIAMI-DADE, BROWARD, PALM BEACH, ORANGE** and **HILLBOROUGH**.

# WHAT 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, incentivize and recognize members of your organization for promoting Florida KidCare.
6. Distribute Florida KidCare materials at events in your area.
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 that promotion of Florida KidCare is identified as part of your organization's goals to help serve your community.
9. Incorporate Florida KidCare information in new member orientation materials.

## Florida KidCare Key Messages

Millions of Florida children from birth through the 19<sup>th</sup> 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 162,000 Florida children are eligible for low-cost health insurance coverage through Florida KidCare.
- Immigrant children who lawfully reside in Florida are 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, mental health services and more.

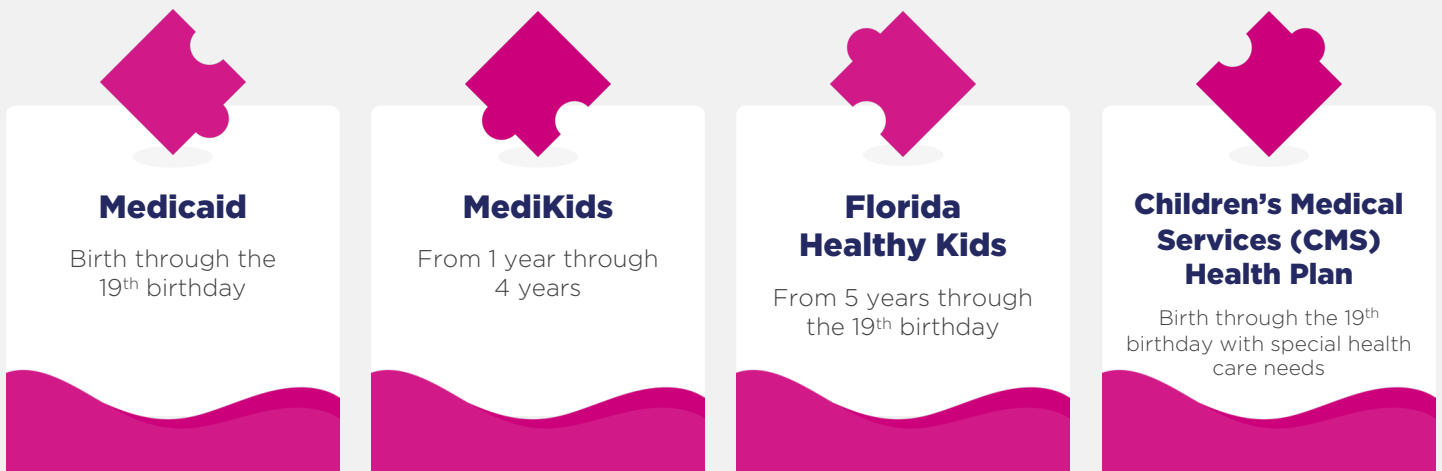
### Cost

- Florida KidCare offers free or affordable health and dental insurance coverage for children from birth through the 19<sup>th</sup> birthday — with no application fee.
- 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.

# 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 19<sup>th</sup> 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. 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% 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](http://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

## Web and Email Banners

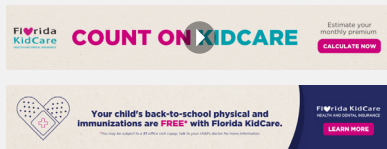
Driving interested parents and guardians to the Florida KidCare website is easy. **Simply click on the button below** to download any of the following animated web banners based on the size(s) you need, and place them on your website/email newsletter. When prompted to enter a URL link, insert: [floridakidcare.org](http://floridakidcare.org)

[Download banner ads.](#)

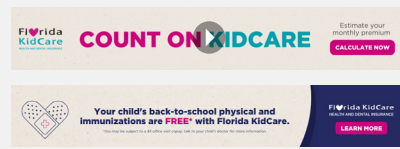
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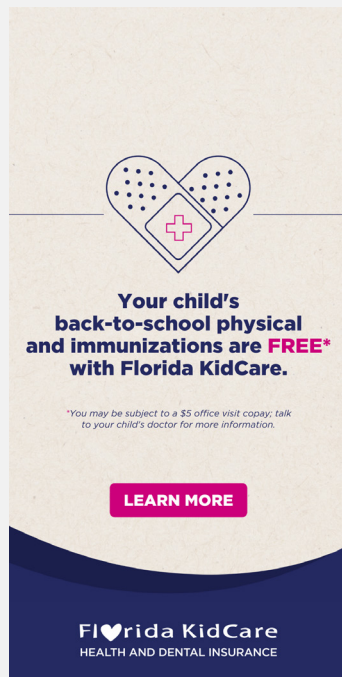
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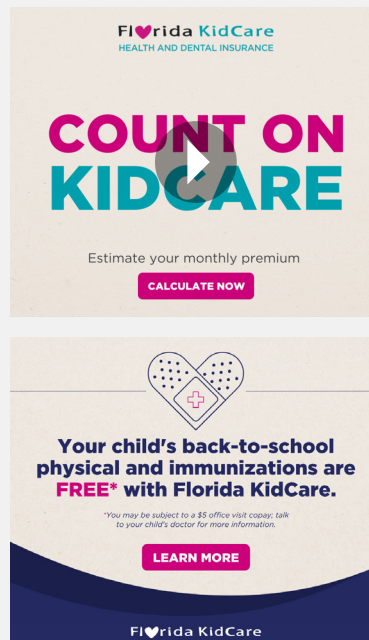
320 x 50



300 x 600



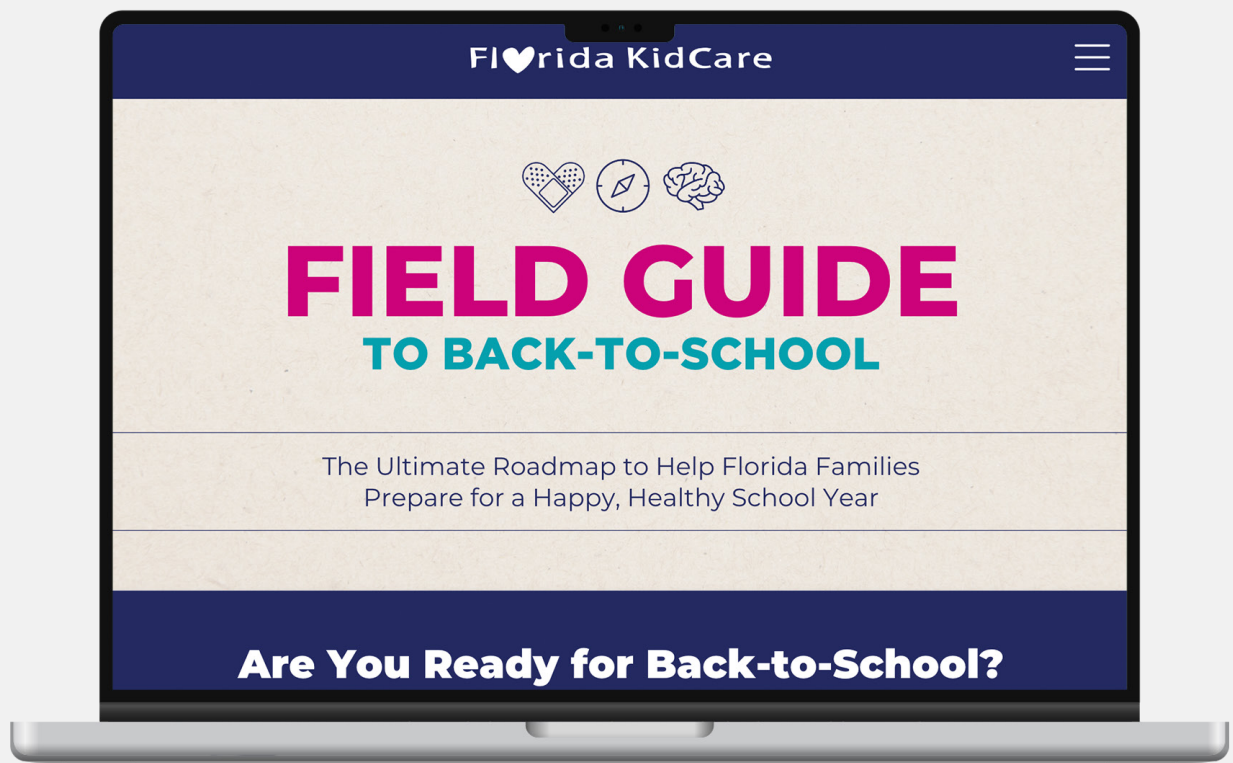
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## Educational Website

To help Florida families get ready for the new school year, we'll be launching an updated version of **BackToSchoolGuide.org**, an interactive digital guide that will include:

- Back-to-school readiness checklist for parents
- Roster of required documents to enroll in Florida schools
- Mental health resources
- Stress management tips
- Downloadable resources
- ... and more!



## Social Media Assets

Sending parents to the Florida KidCare website and BackToSchoolGuide.org 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 and like us on social media and join the conversation!

### TWITTER

Follow **Florida KidCare on Twitter**.

Official Hashtag: **#CountOnKidCare**

### Sample Tweets

- Join the millions of families who **#CountOnKidCare** to gear up for back-to-school! Applying for @FLKidCare is simple and FREE – fill out an application by visiting **FloridaKidCare.org** or by calling 1-888-540-KIDS (5437).
- The NEW @FLKidCare Field Guide to Back-to-School is the ultimate roadmap to help families prepare for a happy, healthy school year. Check it out: **BackToSchoolGuide.org**
- Back-to-school season is gearing up! Make sure your family's prepared by planning ahead of time with @FLKidCare's NEW Field Guide to Back-to-School. Learn more: **BackToSchoolGuide.org**
- Is your child ready for back-to-school? **#CountOnKidCare** for FREE physicals, immunizations and so much more. Learn more: **BackToSchoolGuide.org**
- Florida families can **#CountOnKidCare** to help their kids navigate school-related stress with access to affordable mental health services. Explore more Florida KidCare benefits at **FloridaKidCare.org**.

**Simply click on the button below** to download any of the following Twitter images based on what messaging you choose to promote.

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



## FACEBOOK

Like and follow **Florida KidCare on Facebook.**

### Sample Facebook Posts

- Join the millions of families who **#CountOnKidCare** to gear up for back-to-school! Applying is simple and FREE – fill out an application by visiting [FloridaKidCare.org](https://FloridaKidCare.org) or by calling 1-888-540-KIDS (5437).
- Florida KidCare's NEW Field Guide to Back-to-School is the ultimate roadmap to help families prepare for a happy, healthy school year. Check it out: [BackToSchoolGuide.org](https://BackToSchoolGuide.org)
- Back-to-school season is gearing up! Make sure your family's prepared by planning ahead of time with Florida KidCare's NEW Field Guide to Back-to-School. Learn more: [BackToSchoolGuide.org](https://BackToSchoolGuide.org)
- Is your child ready for back-to-school? **#CountOnKidCare** for FREE physicals, immunizations and so much more. Learn more: [BackToSchoolGuide.org](https://BackToSchoolGuide.org)
- A little bit of stress is totally normal before and during the school year – but too much stress can affect your child's physical and mental health. **#CountOnKidCare** to help your child navigate stress with access to affordable mental health services. Explore more Florida KidCare benefits at [FloridaKidCare.org](https://FloridaKidCare.org).

Simply click on the button below to download any of the following Facebook images based on what messaging you choose to promote.

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



## INSTAGRAM

Like and follow the **Florida KidCare Instagram account**.

### Sample Instagram Posts:

- Join the millions of families who **#CountOnKidCare** to gear up for back-to-school! Applying for @FLKidCare is simple and FREE – fill out an application by visiting [FloridaKidCare.org](https://FloridaKidCare.org) or by calling 1-888-540-KIDS (5437). **#getcovered #healthcare #kidshealthcare #instakids #backtoschool**
- @FLKidCare's NEW Field Guide to Back-to-School is the ultimate roadmap to help families prepare for a happy, healthy school year. Check it out: [BackToSchoolGuide.org](https://BackToSchoolGuide.org) **#CountOnKidCare #getcovered #healthcare #kidshealthcare #instakids #backtoschool**
- Back-to-school season is gearing up! Make sure your family's prepared by planning ahead of time with @FLKidCare's NEW Field Guide to Back-to-School. Learn more: [BackToSchoolGuide.org](https://BackToSchoolGuide.org) **#CountOnKidCare #getcovered #healthcare #kidshealthcare #instakids #backtoschool**
- Is your child ready for back-to-school? **#CountOnKidCare** for FREE physicals, immunizations and so much more. Learn more: [BackToSchoolGuide.org](https://BackToSchoolGuide.org) **#getcovered #healthcare #kidshealthcare #instakids #backtoschool**
- A little bit of stress is totally normal before and during the school year – but too much stress can affect your child's physical and mental health. **#CountOnKidCare** to help your child navigate stress with access to affordable mental health services. Explore more @FLKidCare benefits at [FloridaKidCare.org](https://FloridaKidCare.org). **#getcovered #healthcare #kidshealthcare #instakids #backtoschool**

Simply click on the button below to download any of the following Facebook images based on what messaging you choose to promote.

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



## Email Draft

### **SUBJECT: Your child may qualify for low-cost 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. 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](https://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 162,000 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 19<sup>th</sup> 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
- Checkups
- Vision & Hearing
- Dental Care
- Hospital Stays
- Surgeries
- Immunizations
- Prescriptions
- Emergencies
- Mental Health Services

Florida KidCare includes free, subsidized and competitively priced options based on family income and household size. 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](https://floridakidcare.org) or call **1-888-540-KIDS (5437)**.

## Pop-Up Banners - 33.5x79"

Click on the button below to 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](#) pop-up banners.

Fl♥rida KidCare  
HEALTH AND DENTAL INSURANCE

**COUNT ON  
KIDCARE**

1-888-540-5437  
floridakidcare.org

Fl♥rida KidCare  
HEALTH AND DENTAL INSURANCE

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floridakidcare.org

## Posters - 11x17”

**Click on the button below** to download these poster designs to have printed at your local print shop and utilize at community events and activities as supporting visuals.

[Download](#) posters.



# CONTACT

For more information on how to apply for Florida KidCare, visit [floridakidcare.org](https://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!**