

LEVEL UP YOUR CHILD'S HEALTH

Back-to-School Partner Toolkit

FL♥**rida KidCare**
HEALTH AND DENTAL INSURANCE

TABLE OF CONTENTS

What Partners Need to Know	3
Welcome	4
About Florida KidCare	5
What You Can Do to Help	6
Key Messages	7
General FAQs	8
Educational Website	11
Resources	
Web and Email Banners	12
Social Media Assets	13
Email Draft	14
Newsletter Article	15
Pop-Up Banner	16
Educational Handouts	17
:30 Promotional Video	18
Contact	19

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:

outreach@healthykids.org
(850) 701-6160

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 **350,000** children in Florida do not have health and dental insurance. Nearly half of those children — **157,000** — 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 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 until the 19th birthday. An estimated 157,000 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:



More than 2.1 million children

are covered by Florida KidCare.¹

**Nearly 1 in 13
(or 350,540)**

Florida children are currently uninsured.²



Florida's uninsured rate increased by **0.1%**, while the national average increased by **0.3%**.

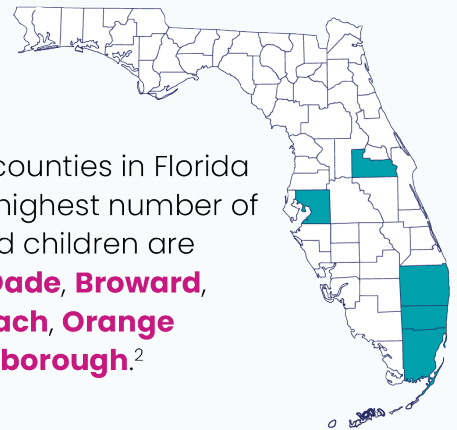
157,000+ uninsured children

are likely eligible for free or low-cost coverage through Florida KidCare, but are not enrolled.² The remaining children are eligible for full-pay coverage through MediKids or Florida Healthy Kids.



85% of families surveyed

would recommend Florida KidCare to family and friends.³



The five counties in Florida with the highest number of uninsured children are **Miami-Dade, Broward, Palm Beach, Orange** and **Hillsborough**.²

Sources:

1. Florida KidCare Enrollment Report, May 2026
2. U.S. Census Bureau, American Community Survey, 2023
3. Florida KidCare Net Promoter Score Survey, November 2024 – January 2025

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.

KEY MESSAGES

Millions of Florida children from birth until 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 ensure they have access to quality health care coverage.
- 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 157,000 uninsured 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.

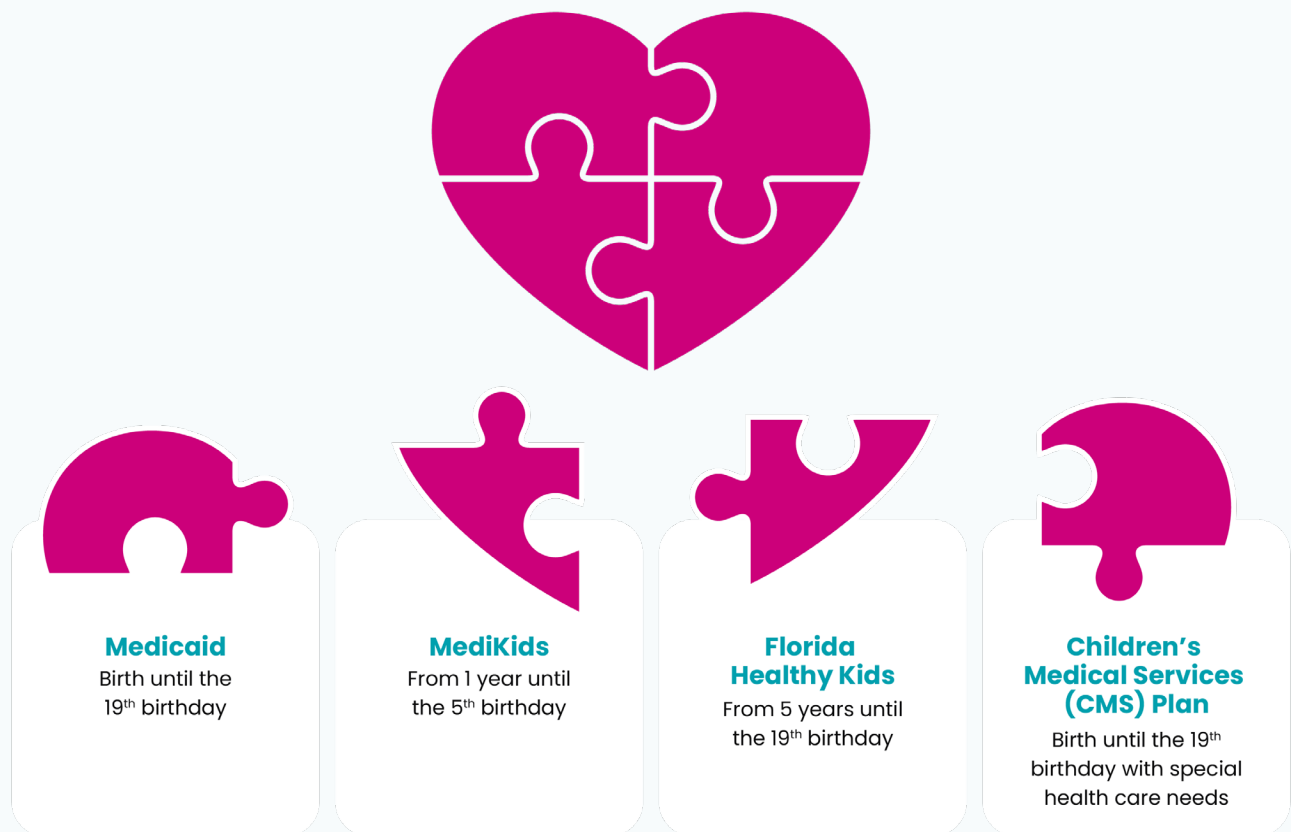
Cost

- Florida KidCare offers free or affordable health and dental insurance coverage for children from birth until the 19th birthday — with no application fee.
- Competitively priced Florida KidCare plans are available to families who do not qualify for subsidized coverage.
- Estimate your monthly payment 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 until the 19th birthday are eligible for Florida KidCare, even if one or both parents are working. Children with lawful permanent resident status also may be eligible for coverage.

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 are the eligibility requirements for Florida KidCare?

Florida KidCare is for children, not adults. To qualify for low-cost coverage, a child must live in Florida, be under age 19, not reside in a public institution and:

- Have a Social Security number (SSN) or have applied for an SSN
- Meet income eligibility requirements
- Be a U.S. citizen, an eligible immigrant or a lawful permanent resident (LPR)

For more information on eligibility requirements, visit floridakidcare.org/requirements.

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, high-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:

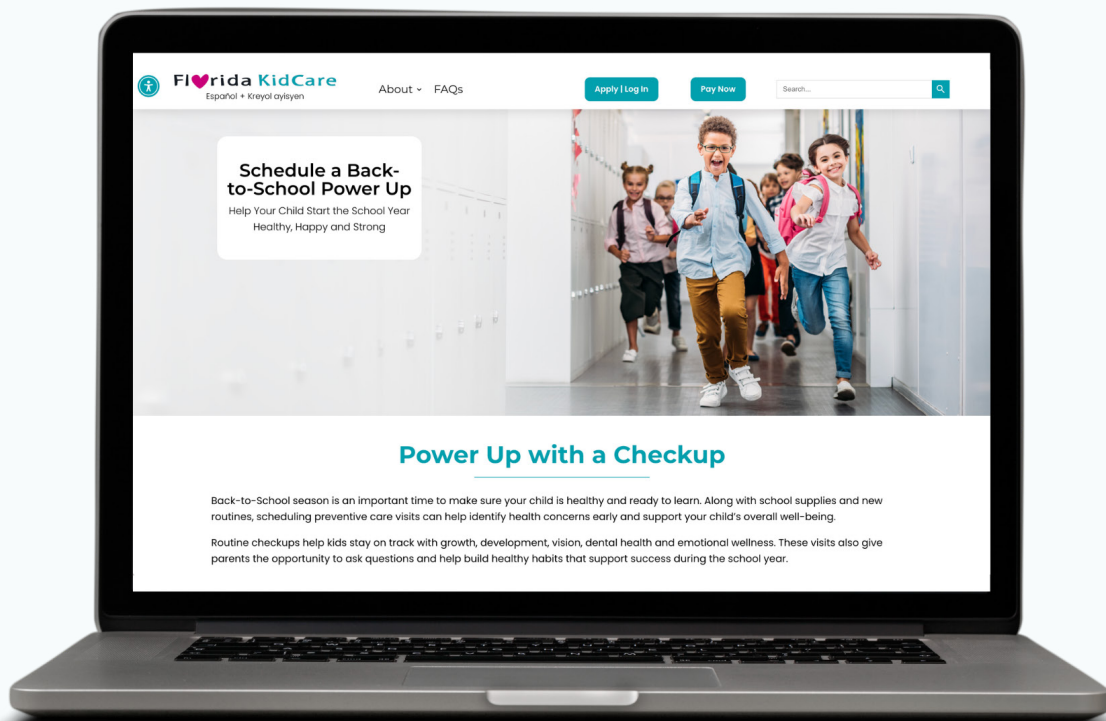
- Payments aren't made on time.
- The account is not renewed every year.
- The child reaches age 19.
- The family moves out of Florida.

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.

EDUCATIONAL WEBSITE

To help Florida families get ready for the new school year, we've developed a new interactive landing page at floridakidcare.org/BTS that provides information on:

- Annual physical exams and wellness visits
- Vision and hearing screenings
- Dental checkups
- Mental wellness check-ins
- Signs your child may need a vision or hearing check
- Preventive care myths vs. facts
- Downloadable back-to-school resources and checklists



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

[Download](#) banner ads.

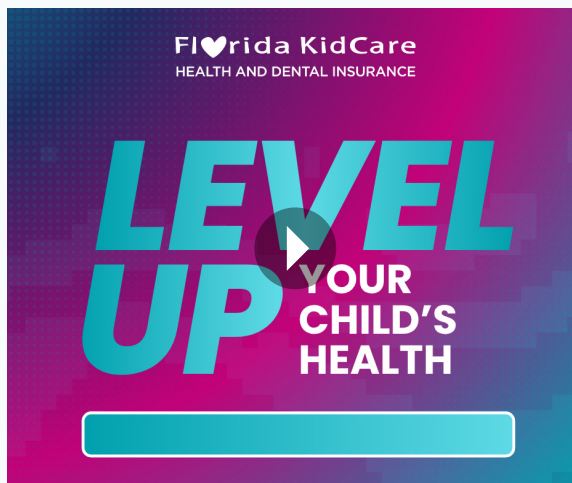
728 x 90



300 x 600



300 x 250



300 x 50



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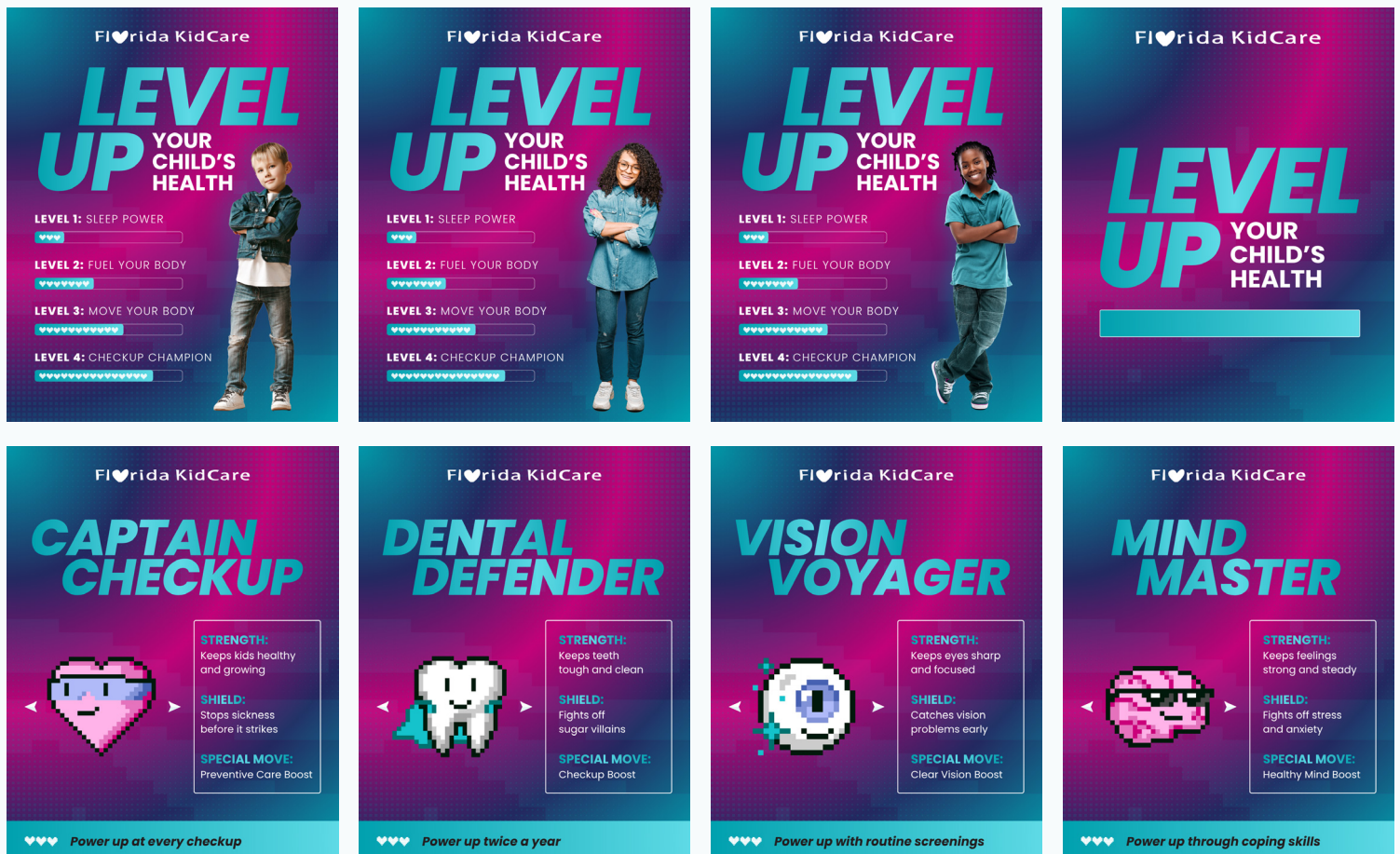


Social Media Assets

Florida KidCare encourages partner organizations to share these messages on social media.

- Florida families can **#CountOnKidCare** to level up their child's health this back-to-school season! Applying is simple and FREE — visit floridakidcare.org or call 1-888-540-KIDS-(5437) to unlock coverage today.
- Every checkup has a superpower and together, they protect your child's overall health and well-being. Learn more at floridakidcare.org/BTS. **#CountOnKidCare**
- School tip unlocked: squinting, frequent headaches or sitting too close to screens are all signs it may be time to get your child's vision checked. Learn more at floridakidcare.org/BTS. **#CountOnKidCare**
- Power up with preventive care visits! Annual checkups, vision screenings and dental visits all play an important role in helping children start the school year strong. Learn more at floridakidcare.org/BTS. **#CountOnKidCare**

Download social media graphics and animations.



Follow on [Facebook](#) | Follow on [Twitter \(X\)](#) | Follow on [Instagram](#)

Email Draft

SUBJECT: Power Up With a Checkup Before the School Year Begins

Back-to-school season is about more than supplies and schedules — it's also an important time to make sure your child is healthy and ready to learn.

Routine preventive care visits can help identify health concerns early and support your child's growth, development, vision, dental health and emotional wellness. Annual checkups, vision screenings and dental visits all **play an important role in helping children start the school year strong.**

Florida KidCare offers affordable health and dental coverage for children from birth until the 19th birthday. Many plans include preventive care services such as annual physical exams, vision screenings and dental visits at little to no cost for eligible families.

With no application fee and year-round enrollment, the time to apply is always now.

Learn more at floridakidcare.org/BTS or apply at floridakidcare.org. Families can also call **1-888-540-KIDS (5437)** for more information.

Thank you,
[INSERT SIGNATURE]

Power Up With a Checkup: Help Your Child Start the School Year Strong

Back-to-school season is an important time to make sure children are healthy and ready to learn. Along with shopping for supplies and settling into new routines, families can support a strong start to the school year by scheduling preventive care visits.

Routine checkups help children stay on track with growth, development, vision, dental health and emotional wellness. These visits can also help identify concerns early and give families the chance to ask questions about healthy habits, sleep, nutrition and more.

Here are a few important preventive care steps to keep in mind before school starts:

Schedule an Annual Physical Exam: A yearly wellness visit allows a provider to monitor your child's overall health, growth and development.

Check Vision and Hearing: Vision and hearing play a major role in classroom learning. Screenings can help identify issues that may affect reading, focus, communication and participation at school.

Stay Up to Date on Dental Care: Routine dental visits help prevent cavities and support long-term oral health.

Make Time for a Mental Wellness Check-In: A child's emotional health matters, too. Preventive visits may include conversations about behavior, stress, friendships and overall well-being.

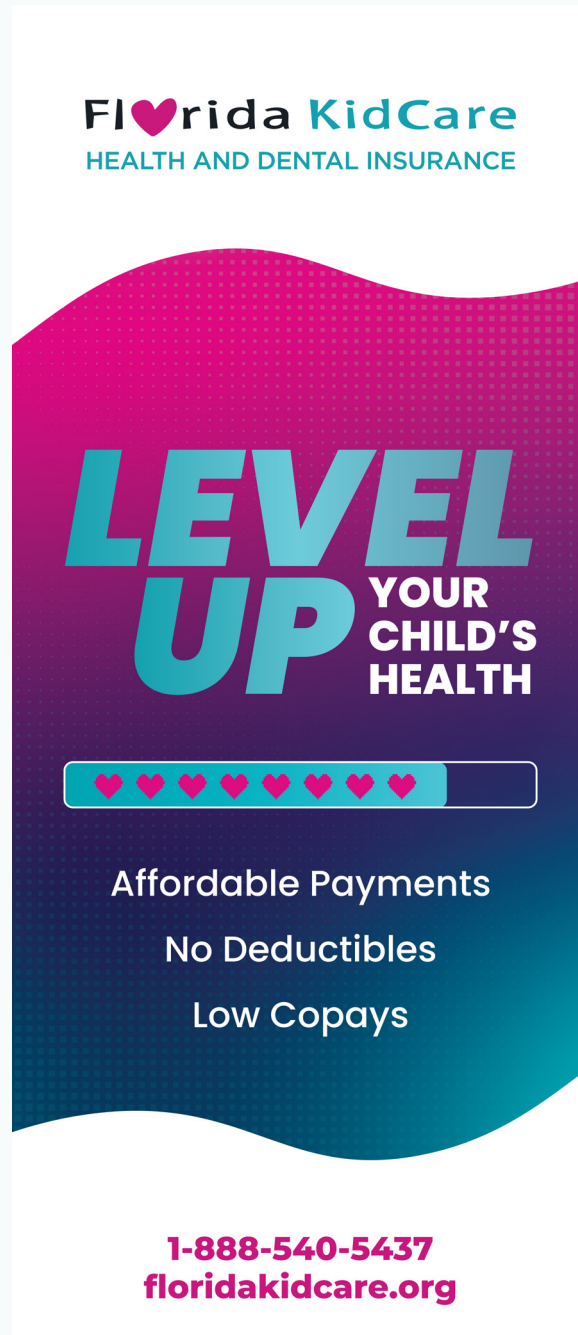
Florida KidCare offers affordable health and dental coverage for children from birth through age 18. Many plans include preventive care services at little to no cost for eligible families.

With no application fee and year-round enrollment, families can apply at any time. To learn more, visit floridakidcare.org/BTS or apply at floridakidcare.org. Families can also call **1-888-540-KIDS (5437)**.

Pop-Up Banner – 33.5x79”

Click on the button below to download this pop-up banner design to have printed at your local print shop and use at community events and activities as supporting visuals.

[Download](#) pop-up banner.



Educational Handouts – 8.5x11”

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

Download handouts.

LEVEL UP YOUR CHILD'S HEALTH

Just like in a video game, **leveling up your health means building strong habits over time.** Small daily choices can help children feel energized, focused and ready to learn.

Use this tracker to help your child build healthy habits and power up for the school year.

LEVEL 1: SLEEP POWER ♥

Sleep helps your child stay focused, regulate emotions and retain information.

- ☐ Go to bed at the same time each night ☐ Aim for 9–12 hours of sleep for school-aged children ☐ Turn off screens at least 30 minutes before bedtime

LEVEL 2: FUEL YOUR BODY ♥ ♥

Nutritious foods help support brain development and provide energy throughout the day.

- ☐ Eat fruits and veggies daily ☐ Choose whole grains and lean proteins ☐ Drink water regularly throughout the day

LEVEL 3: MOVE YOUR BODY ♥ ♥ ♥

Physical activity supports strong muscles, healthy hearts and a positive mood.

- ☐ Play outside and enjoy some fresh air ☐ Participate in sports or active hobbies ☐ Aim for at least an hour of activity each day

LEVEL 4: CHECKUP CHAMPION ♥ ♥ ♥ ♥

Preventive care helps keep your child healthy and identifies concerns early.

- ☐ Schedule yearly wellness visits ☐ Keep vision and dental checkups up to date ☐ Talk to your doctor about any health concerns

1-888-540-5437 | floridakidcare.org

Florida KidCare

WHY VISION SCREENINGS MATTER FOR KIDS



Clear vision plays an important role in how kids learn, read and participate in class. In fact, experts estimate that about **80% of learning during a child's early school years happens visually**, making healthy eyesight essential for academic success. Routine vision screenings help identify problems early, so children can receive care before issues impact school performance.

What Vision Screenings Check

Vision screenings help identify potential issues such as:

- ♥ Difficulty seeing clearly at a distance
- ♥ Trouble focusing on objects up close
- ♥ Eye coordination or tracking problems
- ♥ Signs that a child may need glasses or further evaluation

Signs Your Child May Need a Vision Screening

Vision issues aren't always obvious. Watch out for signs such as:

- ♥ Squinting when reading or looking at the board
- ♥ Sitting very close to screens or books
- ♥ Frequent headaches or eye strain
- ♥ Difficulty concentrating on schoolwork

When Should Kids Have Vision Screenings?



Infancy

Vision evaluation during well-child visits



Ages 3–5

At least one formal vision screening



School Age

Every 1–2 years or as recommended

If concerns arise at any time, a pediatrician or eye specialist may recommend additional evaluation.

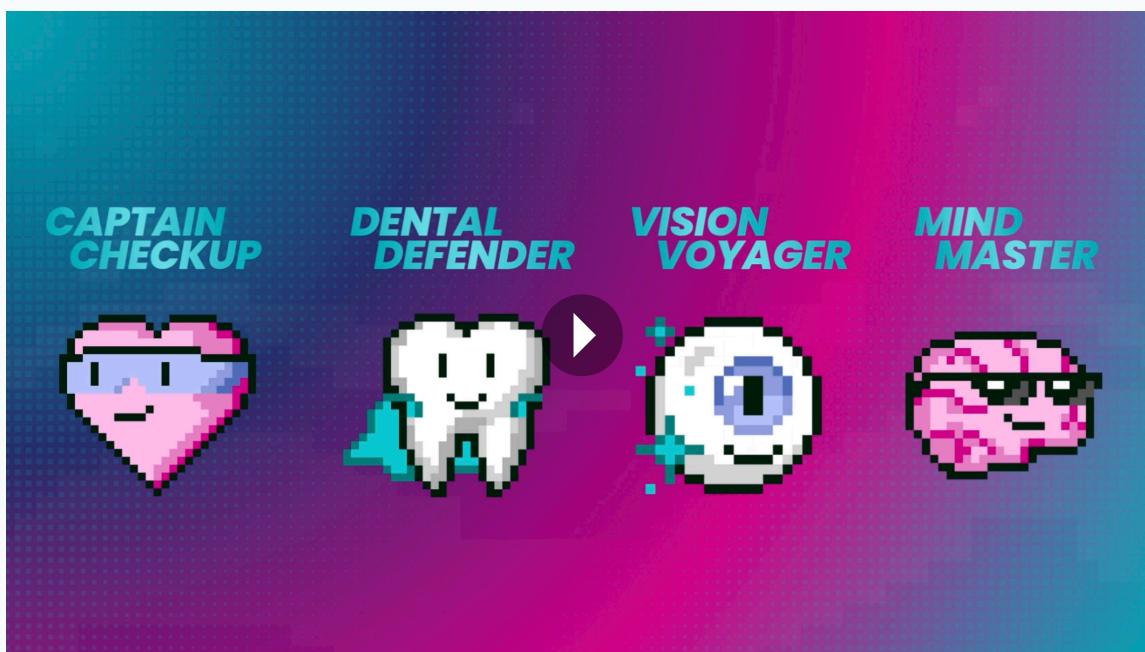
1-888-540-5437 | floridakidcare.org

Florida KidCare

:30 Promotional Video

Click on the button below to download and share this promotional video on your online and social media channels.

Download video.



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!**