



covering kids<sup>TM</sup>  
& families



# About *Covering Kids & Families*

- National program of the Robert Wood Johnson Foundation (RWJF)
- Statewide and local coalitions in all 50 states and the District of Columbia
- Coalitions include health professionals, educators, businesses, public officials and faith-based organizations



# The Issue

- Nearly 46 million uninsured Americans
- 8.4 million uninsured are children
  - About 21 percent of Hispanic children are uninsured
  - About 9 percent of African-American children are uninsured
  - About 6 percent of non-Hispanic white children are uninsured



# Consequences of Being An Uninsured Child

Uninsured children are less likely than insured children to receive:

- Proper medical care for childhood illnesses such as sore throats, earaches and asthma
- Medical attention when they are injured
- Well-child visits



# Health Care Coverage Programs for Children

- Provide coverage to uninsured children in low to moderate-income families
- Medicaid and SCHIP programs are available in all 50 states and the District of Columbia
- Income eligibility based on family size and annual household income varies by state
  - [INSERT STATES WHERE COMPANY IS LOCATED – STATE, PROGRAM NAMES AND INCOME ELIGIBILITY]



# Health Care Coverage Benefits

Typical program benefits include:

- Doctor Visits
- Immunizations
- Hospitalization
- Prescription Drugs

... and many any other benefits!

*Comprehensive benefit packages vary by state.*



# Robert Wood Johnson Foundation

- Largest health care foundation in the U.S.
- Mission is to improve the health and health care of all Americans
- Awarded more than \$556 million in 2002; about \$133 million was awarded to improve access to care



# About *Covering Kids & Families*

- National program of the Robert Wood Johnson Foundation (RWJF)
- Statewide and local coalitions in all 50 states and the District of Columbia
- Annual nationwide campaign that focuses on reaching Latino and African-American families



# Back-to-School Campaign Five-Year Results

More than 6,400  
outreach and  
enrollment activities  
organized nationwide

Reached more than 11 million  
professionals through organizational  
outreach

Nearly 690 million people reached  
through nearly \$40 million in added  
value from our corporate partners

Audience of more than 489  
million people reached  
through radio, television and  
print media

More than 180 national  
organizations helped spread  
the message

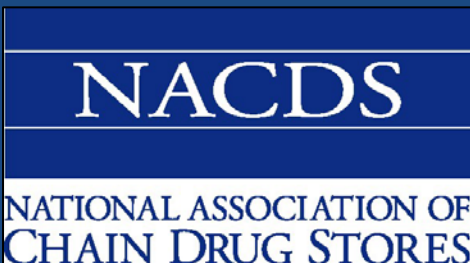
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# Nearly 690 Million People Reached Through Corporate Partners



Nearly \$40 Million in  
Total Added Value






# Corporate Highlights


## Capital One billing statements



## CVS Extra Care mailer

**September Savings** 

**Protect the precious.**  
Get healthcare coverage for your children.  
You work hard to take care of your kids. Now there's help. Many uninsured children are eligible for low-cost or free healthcare coverage — even if their parents work. Call toll-free 1 (877) KIDS-NOW to find out if your child is eligible.



**Earn \$1 in Extra Bucks®** for every 2 prescriptions purchased.\*

**\$21 BONUS coupons** just for you.

**CVS/pharmacy**  
Life to the fullest.™

\*Excludes pharmacy items paid for in whole or in part by state and/or federal healthcare programs and prescriptions purchased in CA, MA, NJ and NY.

## Giant Food milk cartons



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# *2005 Covering Kids & Families* **Back-to-School Campaign**

- Sixth annual nationwide campaign
- Launched nationally on Tuesday, August 2, locally on [DATE]
- Outreach and enrollment activities during August and September
- Campaign elements include:
  - Public service advertising
  - Media outreach
  - Corporate partnerships
  - Organizational partnerships
  - Grassroots outreach activities

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**INSERT 2005 SIZZLE REEL**

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