



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:

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 **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

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 2.2 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%**.

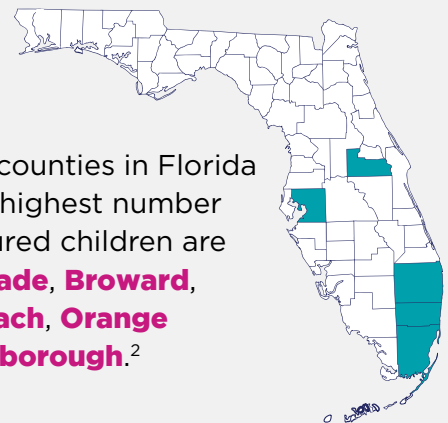
157,000+ uninsured children

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, January 2025
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.

Florida KidCare 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.

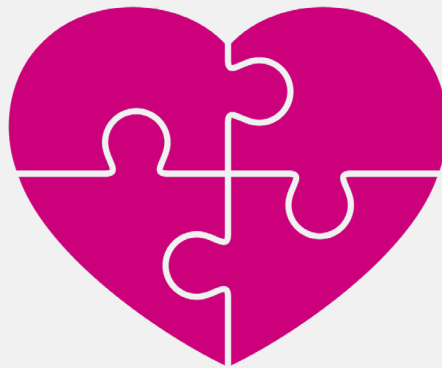
Cost

- 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.



Medicaid

Birth until the 19th birthday



MediKids

From 1 year until the 5th birthday



Florida Healthy Kids

From 5 years until the 19th birthday



Children's Medical Services (CMS) Health Plan

Birth until the 19th birthday with special health care needs

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.

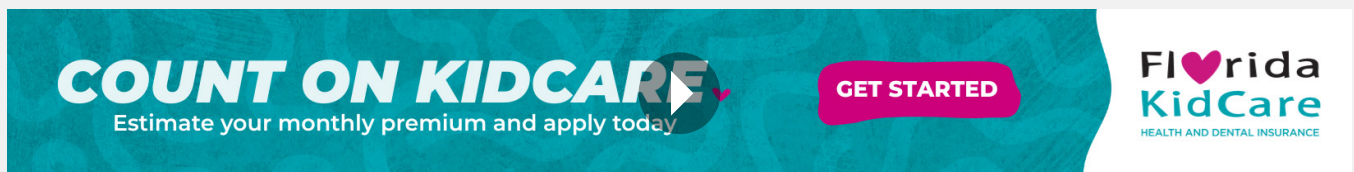
RESOURCES

Web and Email Banners

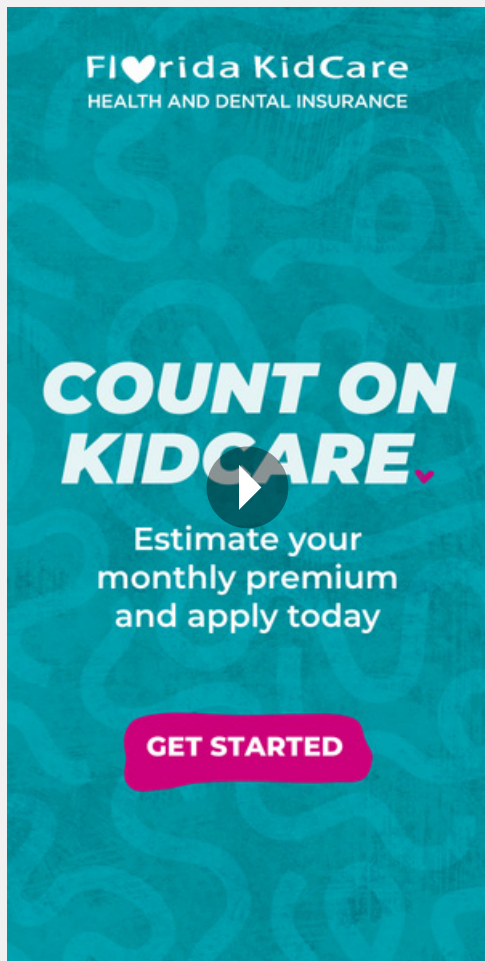
Driving interested parents and guardians to the Florida KidCare website is easy. **Simply click on the button below** to download any of the following animated web banners based on the size(s) you need, and place them on your website/email newsletter. When prompted to enter a URL link, insert: floridakidcare.org

[Download](#) banner ads.

728 x 90



300 x 600



300 x 250



300 x 50



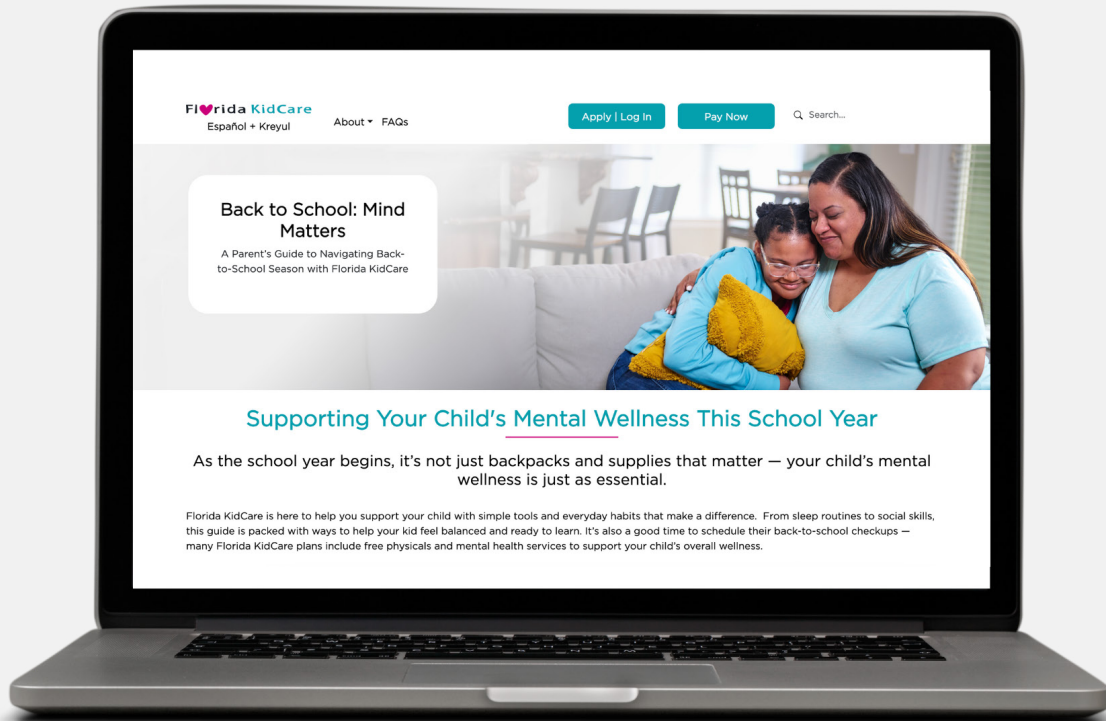
320 x 50



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:

- Daily Habits for Mental Wellness
- After-School Unwind Strategies
- Navigating Social Media and Mental Wellness
- Cyberbullying & Digital Safety
- ... and more!



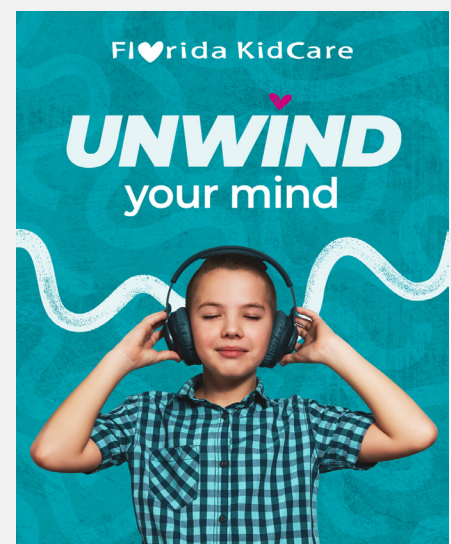
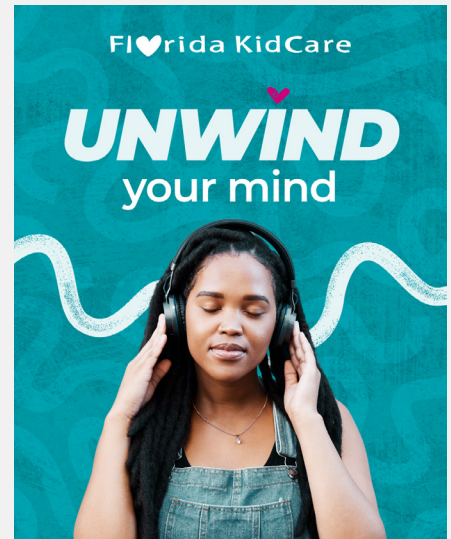
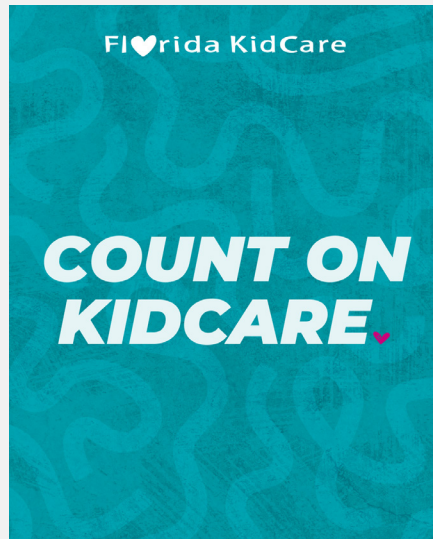
Social Media Assets

It's easy to send parents to FloridaKidCare.org. 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!

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

Click on the button below to download any of the following graphics, based on what messaging you choose to promote.

[Download](#) social media graphics and animations.



Social Media Assets

Sample Captions for Facebook:

- Florida families can **#CountOnKidCare** to support their child's mental wellness during the school year! Applying is simple and FREE — visit floridakidcare.org or call 1-888-540-KIDS-(5437) to get started.
- From counseling to checkups, @Florida KidCare helps families balance back-to-school season and mental wellness. Learn more: floridakidcare.org **#CountOnKidCare #MindMatters**
- As the school year begins, it's not just backpacks and supplies that matter — your child's mental wellness is just as important. Learn more: floridakidcare.org/BTS **#CountOnKidCare #MindMatters**
- Social media can be a scroll-er coaster ... @Florida KidCare's new back-to-school guide helps kids use social media in more mindful ways. Learn more: floridakidcare.org/BTS **#CountOnKidCare #MindMatters**

Sample Captions for X (Twitter):

- Florida families can **#CountOnKidCare** to support their child's mental wellness during the school year! Applying is simple and FREE — visit floridakidcare.org or call 1-888-540-KIDS-(5437) to get started.
- From counseling to checkups, @FLKidCare helps families balance back-to-school season and mental wellness. Learn more: floridakidcare.org **#CountOnKidCare #MindMatters**
- As the school year begins, it's not just backpacks and supplies that matter — your child's mental wellness is just as important. Learn more: floridakidcare.org/BTS **#CountOnKidCare #MindMatters**
- Social media can be a scroll-er coaster ... @FLKidCare's new back-to-school guide helps kids use social media in more mindful ways. Learn more: floridakidcare.org/BTS **#CountOnKidCare #MindMatters**

Sample Captions for Instagram:

- Florida families can **#CountOnKidCare** to support their child's mental wellness during the school year! Applying is simple and FREE — visit floridakidcare.org or call 1-888-540-KIDS-(5437) to get started.
- From counseling to checkups, @FLKidCare helps families balance back-to-school season and mental wellness. Learn more: floridakidcare.org **#CountOnKidCare #MindMatters**
- As the school year begins, it's not just backpacks and supplies that matter — your child's mental wellness is just as important. Learn more: floridakidcare.org/BTS **#CountOnKidCare #MindMatters**
- Social media can be a scroll-er coaster ... @FLKidCare's new back-to-school guide helps kids use social media in more mindful ways. Learn more: floridakidcare.org/BTS **#CountOnKidCare #MindMatters**

Email Draft

SUBJECT: Support your child's mental wellness with affordable health insurance through Florida KidCare

A healthy mind is just as important as a healthy body — especially for students. With emotional wellness playing a key role in how children learn, grow and connect, it's essential to make sure they have access to the care they need as 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 offers access to doctors, dentists and mental health professionals through 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 or give them a call at **1-888-540-KIDS (5437)**.

Thank you,
[INSERT SIGNATURE]

Newsletter Article

Daily Habits for Mental Wellness

Helping kids develop healthy daily habits can strengthen their emotional well-being and set them up for success — both in school and in life. A mix of movement, rest, nutrition and mindful activities creates balance and helps children manage stress.

Here are three simple ways to support mental wellness every day:

1. Create a Consistent Sleep Schedule

A well-rested child can cope with emotions and challenges more effectively. Kids need 9-12 hours of sleep, depending on their age. A calming bedtime routine can help them wind down.

2. Encourage Healthy Eating Habits

Whole foods, including fruits, vegetables, lean proteins and whole grains, provide the nutrients kids need for brain health and sustained energy levels.

3. Prioritize Daily Movement

Daily movement through sports, dancing, playing outside or other activities releases endorphins, which help reduce stress and elevate mood.

Join the millions of families who count on Florida KidCare for free physicals and mental health services to support your child's overall wellness during the school year. Services are delivered through quality plans that offer a choice of local doctors, dentists, specialists, hospitals, pharmacies and other health care providers.

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.

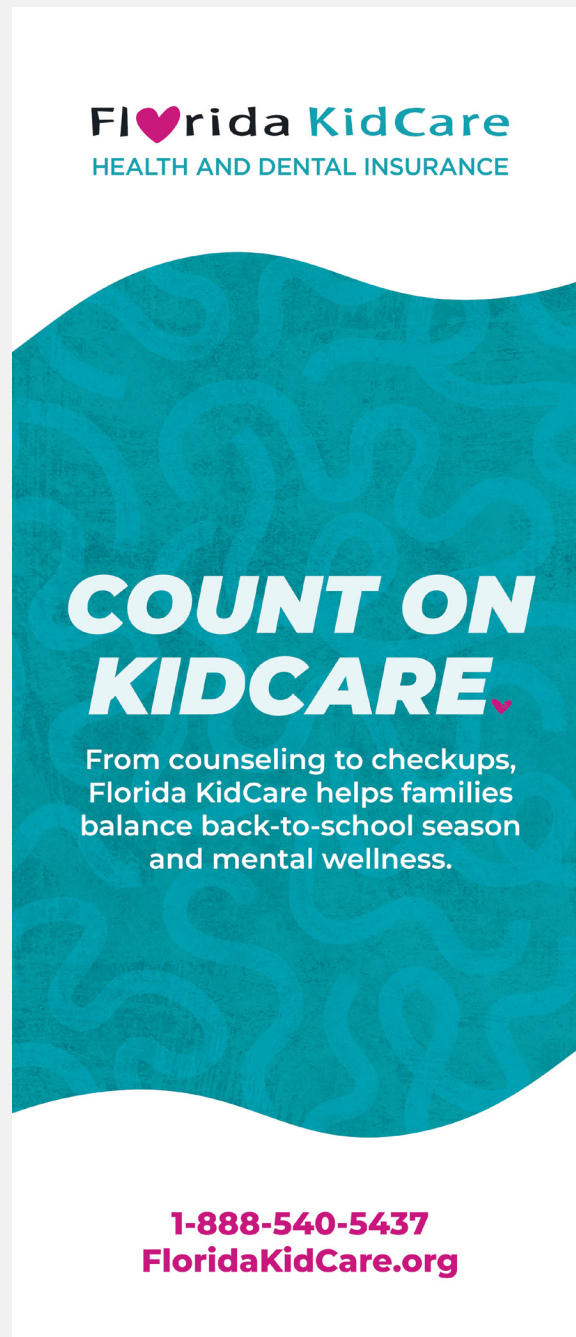
With no application fee and year-round enrollment, NOW is the time to apply! Simply fill out the application, and Florida KidCare will match your child with the right option.

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

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.

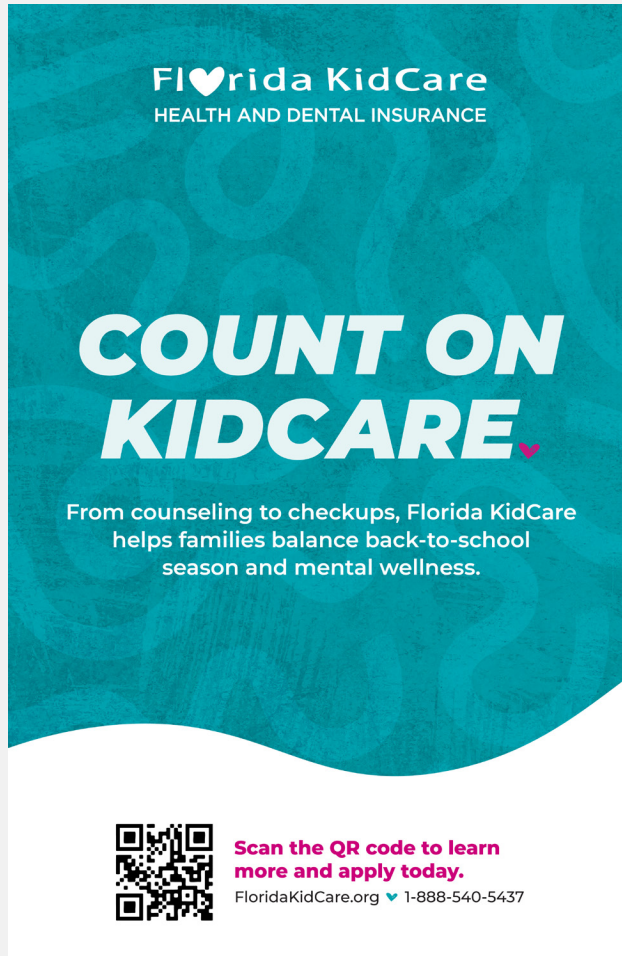
[Download](#) pop-up banner.



Posters - 11x17"

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


[Download](#) posters.




FLORIDA KidCare
HEALTH AND DENTAL INSURANCE

COUNT ON KIDCARE

From counseling to checkups, Florida KidCare helps families balance back-to-school season and mental wellness.




Scan the QR code to learn more and apply today.
FloridaKidCare.org ♥ 1-888-540-5437



FLORIDA KidCare
HEALTH AND DENTAL INSURANCE

Social media can be a **SCROLL-ER COASTER**



Create "Tech-Free" Zones
Encourage screen-free time during meals, before bed and during family activities to help your child stay present and reduce overstimulation.

Follow Positive Influences
Encourage your child to follow online accounts that inspire, educate and uplift them rather than those that cause stress or self-doubt.

Set Screen Time Boundaries
Too much time on social media can lead to anxiety and sleep disruption. Using app timers or scheduling breaks can help maintain balance.

Encourage Open Conversations
Make sure your child knows they can talk to you about anything they see online that makes them uncomfortable. Judgment-free discussions help build trust and confidence.

FloridaKidCare.org ♥ 1-888-540-5437

Coloring Sheet - 8.5x11"

Click on the button below to download this interactive coloring sheet to have printed at your local print shop and use at community events and activities as supporting collateral.

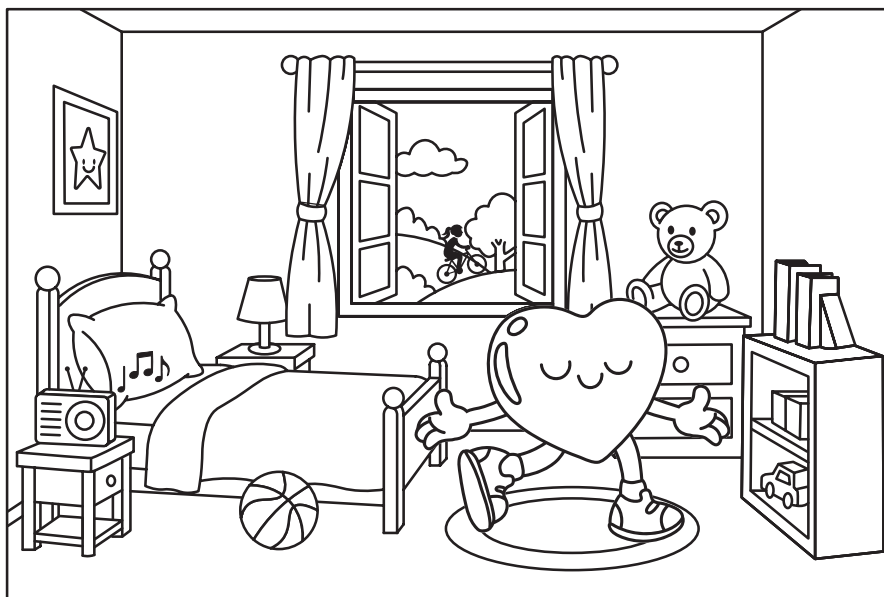
Download coloring sheet.

Fl♡rida KidCare

Unwind After School with Florida KidCare!

Try one or more of these activities to help you relax and recharge:

- ♥ Color or Draw for 10 Minutes
Psst... we've already checked this one off — you're doing it right now!
- ♥ Pick a playlist that makes you feel happy and relaxed
- ♥ Stretch your arms, legs and back to shake off the school day
- ♥ Take a walk, ride your bike or just enjoy the outdoors!



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

Fl♡rida KidCare
HEALTH AND DENTAL INSURANCE

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!**