



CHILDREN'S ALLIANCE

Speaking Out for Washington's Children Since 1983

Washington Apple Health for Kids

In July 2008, Apple Health for Kids was chosen as the new program name for the unified coverage created under the Cover All Kids law, uniting the various children's health coverage options into one streamlined program for all children. The unified coverage offers preventive care, mental health care, dental care, and vision screenings so that kids can get all the services they need when they need them.

Apple Health for Kids was launched through a statewide media and marketing campaign to let families know about the new, affordable state health insurance option available for their children.



The campaign included public service announcements, launch of a new Apple Health website, and a bus tour that made stops at fairs and events in fifteen cities, integrating the message about free or low-cost health coverage into community gatherings.

Under Apple Health for Kids, more families than ever qualify for free or low cost health insurance for their children—meeting a critical need during these tough economic times. In January 2009 the income limits will increase so that all families earning up to 300% of the Federal Poverty Level are eligible for coverage:

Income eligibility guidelines <i>Effective January 2009</i>		
Family Size	Family income per month	Annual income
1	\$2,601	\$31,212
2	\$3,501	\$42,012
3	\$4,401	\$52,812
4	\$5,301	\$63,612
5	\$6,201	\$74,412
6	\$7,101	\$85,212

Families seeking free or low-cost health insurance for their children can get information and application forms by calling a statewide toll-free number, **1-877-KIDS-NOW (1-877-543-7669)** or going online at **applehealthforkids.wa.gov**. Families can also apply online for Apple Health for Kids and other programs at **www.ParentHelp123.org**.

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