

# HAWK-I

**Strategy:** We were hired to launch the new HAWK-I insurance program. The challenge was that the working poor did not want charity and were offended when it was offered. We had to help them understand that by applying for the health insurance, they were only getting their kids what they deserved – a chance to be healthy.

**Big Idea:** Rather than focusing on a scare tactic or sick children, we opted to spotlight healthy, happy kids and paint the picture in parents' minds of the life their child deserved.

**How'd we do?** The materials, without any substantive changes, are still in use across the state today, 10 years later.

*"We couldn't have asked for a more insightful, thoughtful communications partner. We all want to thank you for your outstanding efforts – the campaign is more than we could have hoped for."*

— HAWK-I Steering Committee

Kids. Wet puppy kisses. Giggles.

Every kid should be happy. And healthy. That way, they can spend their days making birthday cake messes, splashing in rain puddles and giggling through wet puppy kisses. They can spend their days just being kids.

Healthy Kids and Well in Iowa (HAWK-I) is a program designed to give kids that chance by making sure they have enough health care coverage. Many kids will qualify for this insurance.

Call 1-800-257-8563 to find out if your children are eligible. And make sure they're covered. So they can concentrate on just being a kid.

**hawk·i**  
**healthy**  
**kids in iowa**

No-cost or low-cost health care coverage helps you take care of your kids.

Call now.

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1-800-257-8563  
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