



# OFFICIAL TOOLKIT FOR HAIR PROFESSIONALS

## Toolkit Instructions

**Thank you for taking action because you think Kids Should Be Covered.  
Please follow these simple steps:**

- 1) Print the Toolkit in its entirety.
- 2) Read page two so you know the facts and if you have any questions, call toll-free: Rep. Hertel (844) 543-7835 or Rep. Hoadley (888) 833-6636.
- 3) Put page three in your store window so people know you think Kids Should Be Covered.
- 4) Clip out the decal image on page four and put it on your station mirror.
- 5) Make additional copies of page five, cut apart and distribute to get others involved. If you would like printed postcards a stack can be mailed to you.
- 6) Take a picture of yourself or a supportive client and post on Twitter or Instagram and say "I think **#KidsShouldBeCovered**"
- 7) Now, go have conversations with your clients, family and friends so they can sign the petition too.



# What You Should Know About Insurance Coverage for Kids Who Need Wigs

## Why hair loss matters to kids:

- About 10,000 U.S. kids age 14 and under will get a cancer diagnosis in 2015.<sup>1</sup>
- Many children undergoing cancer treatment, or as a result of other medical conditions such as alopecia or burns, will lose their hair.
- Medical insurance plans cover prosthetics for children, but not cranial hair prosthetics – wigs.
- Wigs sold in stores are usually for adult heads so they are too big for kids, and can cost hundreds or thousands of dollars.<sup>2</sup>
- Some families don't live near an organization that offers free wigs, or can't travel with their child to a city to find an organization.
- Children with hair loss often don't like what they see in the mirror, and their self-esteem can suffer.
- Sometimes they are victimized and bullied at school.
- A wig can make all the difference in the world for these kids and help them feel good about themselves again.



## Legislation to help kids has been introduced:

**House Bill 4358**, sponsored by Rep. Kevin Hertel (D-St. Clair Shores), would make sure these kids get the wigs they need. The bill would require insurers to cover human or synthetic hair replacements for children under the age of 19 who have experienced hair loss as a result of a medical condition or the treatment of a medical condition. The Bill mandates that insurance coverage for wigs cannot be less than coverage offered for any other prosthesis.

**House Bill 4357**, sponsored by Rep. Jon Hoadley (D-Kalamazoo), would mandate that Medicaid offer this same coverage for wigs for children.

This legislation is supported by Democrats and Republican representatives.

If you think “kids should be covered,” visit [www.kidsshouldbecovered.com](http://www.kidsshouldbecovered.com) and sign our petition demanding action on our bills, and download our resource kit to help us spread the word that “kids should be covered.”

[www.kidsshouldbecovered.com](http://www.kidsshouldbecovered.com) • #KidsShouldBeCovered

**I support insurance coverage for kids who need wigs.**



**I SIGNED THE PETITION**

[www.kidsshouldbecovered.com](http://www.kidsshouldbecovered.com) • [#KidsShouldBeCovered](https://twitter.com/KidsShouldBeCovered)



## **KIDS SHOULD BE COVERED! CLIP AND POST ON YOUR MIRROR**

Clipping the graphic above and placing it on your mirror will go a long way in helping to inform your clients of this important issue. Thank you for playing a part in the effort to get children with hair loss the coverage they deserve.

“Insurance companies cover all kinds of prosthetics, but they don’t all cover the costs of a wig that is as important to a child’s recovery and self-esteem as any other prosthetic. While there are a number of groups that do amazing work to provide kids with wigs, these groups can’t be everywhere, and parents can’t always take their child to the organization. It’s time we require insurance to provide coverage for wigs so that no child who needs one has to go without.”

– State Representative Kevin Hertel

“Wigs can be expensive, with prices ranging from hundreds of dollars to thousands and that can put a wig out of reach for a family already dealing with the out-of-pocket costs of an illness or a medical condition. That is why, in addition to requiring insurance companies to cover wigs for kids, we also need Medicaid to cover this cost as well. No child should go without just because their parents don’t have insurance through their job. We need to make sure all of our children are covered regardless of family income.”

– State Representative Jon Hoadley

Need more information? Representatives Kevin Hertel and Jon Hoadley can answer your questions:

Toll-Free: (844) 543-7835 or (888) 833-6636, respectively.

[www.kidsshouldbecovered.com](http://www.kidsshouldbecovered.com) • #KidsShouldBeCovered

# KIDS SHOULD BE COVERED!

## CLIP AND GIVE TO A FRIEND OR ANOTHER HAIR PROFESSIONAL

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I signed the petition.  
Now it's your turn.

House Bill 4358 requires wigs to be covered for kids by insurance.

Visit **KidsShouldBeCovered.com** for an update on HB 4358 and 4357, and to add your name in support of the petition to see that HB 4358 and 4357 become law.

Kids with hair loss deserve insurance coverage for wigs and hairpieces.

Visit: **KidsShouldBeCovered.com** to learn more.



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## SOCIAL MEDIA

Share with your friends and followers that you think **#KidsShouldBeCovered** - by using this hashtag anyone who searches for it will see the growth of this important issue.



*With or without a photo Tweet:*  
**"I think #KidsShouldBeCovered"**



*Snap a photo of yourself or your clients and say*  
**"I think #KidsShouldBeCovered"**

