

#KidsAreEssential Launch Toolkit

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A child's earliest experiences set the foundation for life-long success. What occurs during the first few years of life—beginning prenatally—has a substantial impact on both short and long-term outcomes in learning, behavior, and physical and mental health.

But right now, families—particularly those with infants and toddlers—are facing converging crises. COVID-19, ongoing racial injustice, and severe economic instability nationwide threaten the success of our children and our future. For many families, lack of access to basic needs like food, health care, child care, and housing is already a challenge — made worse by COVID-19, and felt more acutely in families of color and those living in poverty or with lower incomes.

But child development doesn't stop when crises happen. We can't stop either.

In this moment of unprecedented hardship, we can help our kids thrive or allow them to struggle. Our country is at its best when we recognize that children, particularly our youngest, are our greatest resource. They must be our highest priority and they need our investment now. This is our chance to make a powerful and sustained public commitment to our youngest generation. Their promise is our future.

#KidsAreEssential is designed to educate policymakers at all levels of government on the importance of investing in children and their families as early as possible, and address the economic and health disparities that were made worse by the pandemic.

Our ask: that you use this toolkit to help us announce the launch of #KidsAreEssential by sharing the graphics, video, and website on your social media and via email. Please see below for guidance on how best to use the toolkit.

How to use this guide

**Please note that all resources are intended for public education and are not intended to influence legislation.*

Encourage others to join the #KidsAreEssential initiative

Use the content in this guide to reach out to your supporters or personal networks via social media and email and ask them to join the #KidsAreEssential initiative.

Join the conversation

Whether you're posting on your personal social media channels or an organization's, join the conversation and encourage your followers to do the same by using our hashtag, #KidsAreEssential on all your social posts.

Steer audiences to the website

Be sure to link kidsareessential.org in all social media posts and emails so that people can learn more about the initiative and join the conversation.

Personalize the content

Feel free to personalize, adjust, or edit the messages provided to match your individual or organizations' voice. **The graphics can be applied to any of the sample social media captions.**

Using #KidsAreEssential Assets With Your Organization and Campaign Efforts

The #KidsAreEssential creative assets are intended for partners to easily incorporate into their educational and outreach strategies. We encourage you to use them in combination with your organization's and affiliated campaign efforts, adding relevant hashtags, messages, taglines, and logos.

Tag Partner Organizations

When appropriate, feel free to mention and tag participating organizations in social media posts to increase engagement and amplify the message. Be sure to 'like' other organizations' posts about #KidsAreEssential and retweet as you see fit.

ZERO TO THREE

Twitter: [@ZEROTOTHREE](https://twitter.com/ZEROTOTHREE)

Facebook: [ZERO TO THREE](https://www.facebook.com/ZERO-TO-THREE)

Instagram: [@ZEROTOTHREE](https://www.instagram.com/ZEROTOTHREE)

Center for Community Change

Twitter: [@communitychange](#)

Facebook: [@communitychange](#)

Instagram: [@communitychange](#)

Children's Defense Fund

Twitter: [@ChildDefender](#)

Facebook: [@childrensdefensefund](#)

Instagram: [@childdefender1973](#)

The Education Trust

Twitter: [@EdTrust](#)

Facebook: [@edtrust](#)

Instagram: [@edtrust](#)

Food Research and Action Center

Twitter: [@fractweets](#)

Facebook: [@foodresearchandactioncenter](#)

Instagram: [@fracgram](#)

MomsRising

Twitter: [@MomsRising](#)

Facebook: [@MomsRising.org](#)

Instagram: [@momsrising](#)

National Women's Law Center

Twitter: [@nwlc](#)

Facebook: [@nwlc](#)

Instagram: [@nationalwomenslawcenter](#)

Unidos US

Twitter: [@WeAreUnidosUS](#)

Facebook: [@weareunidosus](#)

Instagram: [@weareuniosus](#)

Council for a Strong America

Twitter: [@strongnationUSA](https://twitter.com/strongnationUSA)

Facebook: [@strongnationUSA](https://www.facebook.com/strongnationUSA)

Caring Across Generations

Twitter: [@CaringAcrossGen](https://twitter.com/CaringAcrossGen)

Facebook: [@caringacrossgeneration](https://www.facebook.com/caringacrossgeneration)

Social Media Graphics

[Download all of the Twitter graphics](#)

[Download all of the Facebook/Instagram graphics](#)

#KidsAreEssential

Don't let our current
struggles become our
**KIDS' STRUGGLES IN
THE FUTURE.**



[Download for Twitter](#)

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We are in a time of
**UNPRECEDENTED CRISIS
FOR OUR CHILDREN AND
THEIR FAMILIES.**

#KidsAreEssential

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#KidsAreEssential Video



If you want to download the video to upload to your social channels, [click here.](#)

Sample Social Media Captions

**Please note that all resources are intended for public education and are not intended to influence legislation.*

- 1) We can't allow the converging crises of #COVID19, racial injustice, and economic instability to threaten our kids' futures. We're launching #KidsAreEssential because right now, kids must be our greatest priority. Learn more at kidsareessential.org
- 2) Child development doesn't stop when crises happen. Kids can't wait any longer for a strong and sustained public investment in their future. #KidsAreEssential in the #COVID19 pandemic and beyond. Join us at kidsareessential.org
- 3) #KidsAreEssential in and out of crisis. Our society needs to invest in kids and their families as early as possible. It's time to address the economic, racial, and health disparities that were made worse by the pandemic. Take action—today. Join us: kidsareessential.org
- 4) #COVID19 has exacerbated centuries of glaring racial disparities in our systems. 1 in 5 Black and Latinx families lack food during the pandemic. Kids and families of color need critical support during the pandemic and beyond. Join us: kidsareessential.org. #KidsAreEssential
- 5) No family should have to choose between paying for groceries or paying their bills. But during #COVID19, 2 in 5 families are struggling to afford food, housing, and health care. In order to thrive, families need support. Learn more: kidsareessential.org. #KidsAreEssential
- 6) Caring for your sick child or loved ones with #COVID19 shouldn't cost you a paycheck. #KidsAreEssential supports #PaidLeave to prioritize kids and their families in this critical moment. Join us: kidsareessential.org
- 7) Quality #childcare sets children—particularly infants and toddlers—up for future learning and lasting success. It is key to our economic recovery now and building the workforce of our future. Visit kidsareessential.org today. #KidsAreEssential

- 8) Mothers—specifically Black mothers and mothers of color—need support before, during, and after pregnancy. Public programs have failed them for too long. We need an equitable focus on maternal health in #COVID19 and beyond. Join us today: kidsareessential.org. #KidsAreEssential
- 9) #COVID19 has taken a toll on the emotional and mental well-being of our nation's youngest. We must invest in our country's #mentalhealth system so that we can prevent and treat issues as early as possible. #KidsAreEssential. Set them up for success. Visit kidsareessential.org

Email announcing #KidsAreEssential launch

**Note: This is a sample email to send to your personal network or via your organization's email list that announces the launch of #KidsAreEssential. The purpose of this email is to introduce the effort, encourage others to learn more, and draw them to the website. Please feel free to adapt this email to match your or your organization's voice as you see fit.*

NAME,

Our country is at a tipping point, and our children's futures are at stake. As the nation attempts to recover and rebuild from COVID-19, we must focus on the needs of children and their families—particularly in the prenatal to three period— or we risk creating a generation of children further behind than any other in recent history. **That is why we're launching [#KidsAreEssential](https://kidsareessential.org).**

Child development doesn't stop when crises happen. We can't stop either. We must ensure that our nation is equipped to support children and their families with the critical resources they need to survive the pandemic and thrive in the years beyond it. This is our opportunity to shape the future of millions of families - and our nation as a whole. We need your help.

#KidsAreEssential, a group of organizations committed to the success of children, calls on our leaders to invest in children and their families as early as possible, and address the economic, racial, and health disparities that were made worse by the pandemic.

The attached toolkit will be used to help announce the launch of #KidsAreEssential. **Our ask: share it with your networks and communities to promote the effort and encourage others to add their voice.**

Let's recognize young children as our greatest resource and treat them as our highest priority. **Their success is our future. Are you ready? [Join us.](#)**

Thank you,
SIGN OFF