



Social Media Toolkit

TOP TAKEAWAYS

- The families of nearly 25 million children are unable to access an afterschool program in America today. For every child in an afterschool program, three more are waiting to get in.
- There are stark inequities, with Black, Latinx and low-income families increasingly unable to afford or access the afterschool programs their children need.
- Parents recognize the benefits afterschool programs provide, and an overwhelming majority supports public funding for them.
- But we aren't investing nearly enough in these programs today. We need to do better, to make an afterschool program available to every student. Our recovery from COVID-19 depends on it.

[America After 3PM Social Graphics](#)

Sample Posts on National Trends:

Visit the AA3PM Dashboard for more national and state-level data to add to your posts: aa3pm.co/data

- New #AA3PM report reveals that demand for afterschool has never been higher. As children face learning loss & isolation from the pandemic, afterschool programs have a key role to play in recovery. Check out the full report: <https://aa3pm.co/2020>
 - [Suggested graphic](#)
- Nationwide, the unmet demand for afterschool programs has grown by 60% since 2004 - from 15.3M children waiting for a program then to 24.6M today. Youth can't wait any longer when we know #AfterschoolWorks. Read more #AA3PM data: <https://aa3pm.co/2020>
 - [Suggested graphic](#)
- A lack of affordable afterschool programs is hitting America's families hard. For every child in a program, 3 are waiting to get in. Learn what's happening in #AA3PM. <https://aa3pm.co/2020>
 - [Suggested graphic](#)
- #AfterschoolWorks for working parents. More than 8 in 10 parents surveyed said that afterschool helps parents keep their jobs in new #AA3PM report. Learn more about the benefits of afterschool: <https://aa3pm.co/2020>
 - [Suggested graphic](#)
- Parents report programs help children build social skills, reduce screen time, and have more opportunities for physical activity - benefits that have become all the more important during COVID. Check out the full #AA3PM report: <https://aa3pm.co/2020>
 - [Suggested graphic](#)
- New #AA3PM report shows that afterschool programs deliver on the concerns parents care about most - caring staff and a safe environment that supports their needs. <https://aa3pm.co/2020>
 - [Suggested graphic](#)
- COVID-19 has laid bare deep inequities. New #AA3PM data shows that the same communities impacted most by COVID are also most likely to miss out on afterschool programs. Read the full #AA3PM report: <https://aa3pm.co/2020>
 - [Suggested graphic](#)
- Overwhelmingly, parents recognize that #AfterschoolWorks because of the many benefits it provides - from helping kids engage with peers, to reducing screen time, improving interest in #STEM, and avoiding risky behaviors. #AA3PM <https://aa3pm.co/2020>
 - [Suggested graphic](#)

- Afterschool programs are rising to the moment during the COVID-19 crisis, yet 3 in 5 programs report they are in jeopardy of closing permanently or laying off staff. Our kids need more investment, not less! <https://aa3pm.co/2020>
 - [Suggested graphic](#)

- NOTE ON COVID -

How relevant is this study, given how much the world has changed? What does the pandemic and economic devastation mean for future demand?

This pre-pandemic study has major implications for a post-pandemic world. Without question, the pandemic is making things harder. Many students are falling behind academically, struggling with social and emotional development, and experiencing hunger, hardship and trauma.

Quality afterschool programs have a long history of helping with all that, like supporting academics and learning, but also supporting the whole child and helping struggling families. These data confirm the important roles that programs play for families and young people. Afterschool programs have been stepping up during the pandemic to meet the growing needs of students and families, even as programs face higher costs, dwindling budgets, and uncertain futures themselves.

If we want to help children thrive and help parents get and keep jobs, we need to bolster afterschool programs and increase their capacity. All our children and youth need to have access to the enrichment opportunities and resources afterschool programs provide. The imperative to do better, and not to leave any students behind, is urgent. Building back better requires supporting afterschool, which will allow us to emerge from the pandemic strong.

Sample Social Post By Topic

Contents

[Unmet Demand](#) | [Parent Satisfaction/Benefits of Afterschool](#) | [Inequities/Barriers Exist](#) | [Support for Afterschool](#) | [Parent Views during COVID](#)

Unmet Demand

Suggested graphics: [Demand is skyrocketing](#) | [1 in 3 waiting to get in](#) | [24.6 million](#)

- Nationwide, the unmet demand for afterschool programs has grown by 60% since 2004 - leaving nearly 25 million children waiting for a program today. Youth can't wait any longer when we know #AfterschoolWorks. Read more #AA3PM data <https://aa3pm.co/2020>
- Unmet demand for afterschool programs has skyrocketed, leaving nearly 25 million children waiting to get into an afterschool program. New #AA3PM report reveals the struggles families are facing nationwide. <https://aa3pm.co/2020>
- A lack of affordable afterschool programs is hitting America's families hard. For every child in a program, 3 are waiting to get in. Learn what's happening in #AA3PM. <https://aa3pm.co/2020>

Parent Satisfaction

Suggested graphics: [Parent satisfaction](#) | [afterschool benefits](#)

- New #AA3PM report shows that afterschool programs deliver on the concerns parents care about most - caring staff and a safe environment that supports their needs. <https://aa3pm.co/2020>
- 83% of parents surveyed said they trust afterschool programs to give parents peace of mind while working after 3PM, knowing their child is in a safe, supportive environment. #AA3PM <https://aa3pm.co/2020>
- #AfterschoolWorks for working parents. More than 8 in 10 parents surveyed said that afterschool helps parents keep their jobs in new #AA3PM report. Learn more about the benefits of afterschool: <https://aa3pm.co/2020>

- Overwhelmingly, parents recognize that #AfterschoolWorks because of the many benefits it provides - from helping kids engage with peers, to reducing screen time, improving interest in #STEM, and avoiding risky behaviors. #AA3PM <https://aa3pm.co/2020>

Inequities/Barriers to High-Quality Afterschool

Suggested graphics: [Families struggle to afford afterschool](#) | [Unmet demand](#) | [Participation dropped](#) | [1 in 3 waiting to get in](#)

- New #AA3PM data finds more families than ever are struggling to afford & find an afterschool program. Black & Latinx children are disproportionately affected. >50% of these parents nationwide say they would enroll their child if a program were available. <https://aa3pm.co/2020>
- Families in the highest income bracket spend on average 5x more on out-of-school-time activities than families in the lowest income bracket, leading to a widening opportunity gap. Learn more about afterschool in America from #AA3PM: <https://aa3pm.co/2020>
- We know #AfterschoolWorks, but kids from families in the lowest income neighborhoods are more likely to miss out on these high-quality programs due to cost, access, and lack of available programs. Read the #AA3PM report for more on the afterschool demand crisis: <https://aa3pm.co/2020>

Support for Afterschool

Suggested graphics: [Bipartisan support](#) | [Parent satisfaction](#) | [Afterschool benefits](#)

- Over 87% of all parents surveyed in the new #AA3PM report support public funding of afterschool programs to expand opportunities for students because they know #AfterschoolWorks! <https://aa3pm.co/2020>
- More parents than ever say that they are in favor of expanding public funding for afterschool programs. Every child has an opportunity to learn & grow in a high-quality program giving parents peace of mind while working. #AfterschoolWorks #AA3PM <https://aa3pm.co/2020>

Parents Views of Afterschool During COVID

Suggested graphics: [Bipartisan support](#) | [Parent satisfaction](#) | [Afterschool benefits](#)

- Now more than ever, children & families are relying on their afterschool programs to support virtual learning, overcome COVID learning loss, and help parents return to work. New #AA3PM report shows how #AfterschoolWorks for families during COVID. <https://aa3pm.co/2020>
- Afterschool programs are rising to the moment during the COVID-19 crisis, yet 3 in 5 programs report they are in jeopardy of closing permanently or laying off staff. Our kids need more investment, not less! aa3pm.co/

Black and Latinx Fact Sheets

- Just Released: New #AA3PM fact sheets uncovering the state of afterschool for Black and Latinx families. Based on responses from parents, Black and Latinx families face the greatest barriers to accessing afterschool programs. Check out all the data on our #AA3PM dashboard: <http://www.afterschoolalliance.org/AA3PM/data/topic/Black%20Communities/overview>
- New #AA3PM survey finds that unmet demand for afterschool programs remains high in the Black community – more than half of all Black children who are not enrolled in an afterschool program would be in a program were one available. <http://afterschoolalliance.org/AA3PM/data/topic/Black%20Communities/overview>
- #AA3PM report finds that 4 million children in the Black community do not have access to an afterschool program and reveals deep inequities in out-of-school time resources. <http://afterschoolalliance.org/AA3PM/data/topic/Black%20Communities/overview>
- While parents in the Black community recognize the many benefits of afterschool programs – for both students and working families – they face greater barriers to participating, , citing cost, transportation, , and access as roadblocks. <http://afterschoolalliance.org/AA3PM/data/topic/Black%20Communities/overview>
- 58% of Black parents say their child doesn't have a safe way to get to/come home from afterschool programs in new #AA3PM report, remaining a chief concern among black families who want to access afterschool programs for their children. Learn more: <http://afterschoolalliance.org/AA3PM/data/topic/Black%20Communities/overview>
- #AA3PM report finds that 6.5 million children in the Latinx community do not have access to an afterschool program and face greater barriers to accessing programs –revealing deep inequities in out-of-school time resources. More details at: <http://afterschoolalliance.org/AA3PM/data/topic/Latinx%20Communities/overview>
- New #AA3PM report finds that 1 million more Latinx children are without access to an afterschool program than in 2014. We need to reverse the trend and make sure every

child has access to an affordable, high-quality afterschool program. <http://afterschoolalliance.org/AA3PM/data/topic/Latinx%20Communities/overview>

- Latinx and Black parents agree – afterschool programs keep kids safe, provide opportunities to engage with peers & reduce screen time, and help children gain interest/skills in #STEM programs! Read more #AA3PM findings from Latinx families: <http://afterschoolalliance.org/AA3PM/data/topic/Black%20Communities/overview>

Middle School

- We need to think about our kids' recovery now. 2 in 3 parents of middle school students are concerned about their child staying on track in school. Afterschool programs can be a vital lifeline for our youth now & a critical part of an all-hands-on-deck recovery. #AA3PM
http://www.afterschoolalliance.org/afterschoolsnack/America-After-3PM-Middle-School-Youth_02-03-2021.cfm
- 5 in 6 parents of middle school students agree that young people deserve access to quality afterschool and summer programs. But we are far from meeting the need. For every 1 middle school student in afterschool, 3 more are waiting to get in. #AA3PM [LINK]
- Parents agree that afterschool programs can help their middle school student build critical life skills that will help them succeed in high school – like building confidence and learning responsible decision making. Skills kids will need now more than ever. #AA3PM [LINK]
- Facing unprecedented challenges, afterschool programs like [NAME] responded to meet the needs of students & families, like supporting remote learning & delivering meals. 70% of parents of middle schoolers say they now appreciate afterschool providers more than ever. #AA3PM [LINK]
- #AA3PM data finds a majority of parents agree that afterschool programs help young people become more interested in school & reduces unproductive screen time. Yet still, for every 1 middle school student in an afterschool program, 3 more are waiting to get in. [LINK]