

Social Media Campaign

This year's Children's Grief Awareness Campaign is continuing with **Flip the Script**. "Flip the Script" is a concept often used to challenge and change common narratives or behaviors that are unhelpful or harmful. In the context of children's grief, the "Flip the Script" campaign aims to spotlight and challenge things people often say to young people who are grieving that aren't helpful. By "flipping the script," the campaign seeks to replace these unhelpful words with more supportive, empathetic alternatives, encouraging better understanding and communication about grief.

For the third year, this campaign was developed collaboratively with Dougy Center, Eluna, Experience Camps, Judi's House, and the NACG. Together, with everyone who participates in the campaign, we identify as the **National Movement for Children's Grief Awareness**, and we hope you will join us in this national social media campaign.

What does it mean to participate?

During the month of November, participating individuals or organizations will:

- **Post at least once per week** on your socials around one of the topics shared below. All posts are listed below. You can create your own graphics or use graphics shared below and on the NACG website.
- **Use the hashtags** #ChildrensGriefAwareness #FlipTheScript #CGAM2026 #childhoodgrief
- **Tag NACG in your posts** (@NACGnews, @childrengrieve on Instagram)

The form to join the National Movement for Children's Grief Awareness and commit to these three actions is [here](#). All partners will be listed on the NACG website at nacg.org/flipthescript.

What are the specific social posts that need to be shared?

- The posts for the month are laid out in table format below. The table shows the topic, post text, and link to the Canva template or link for the downloadable static graphic.
- **Scheduling and Number of Posts:** Suggested posting dates from NACG's posting schedule are included below to help guide your planning, but you're welcome to share the content at any time throughout the month. As a campaign partner, we ask that you post at least once per week using any of the topics below. Feel free to choose the topics that best fit your audience or share additional posts throughout the month.
- **Canva Template Links:** Using Canva template links allows for space to add your logo or customize the post if you would like.
- **Image Downloads:** If you do not want to edit the graphic and plan to use it as it is, you can download the images labeled not editable below.

Need help using Canva or downloading the images? Email info@nacg.org and we will be happy to assist you.

What if I want to be creative and design my own posts?

Creativity is encouraged, and if you would like to design your own graphics, we hope you will share them with us. Please use [this form to share with us](#).

We encourage you to interact with other grief organizations and partner posts throughout the month by liking, commenting or sharing posts to your story. Engaging with one another's posts helps amplify our message to a larger audience.

Social Media Posts with Tips and Graphics

Date	Topic and <i>Social Tip</i>	Social Text	Social Media Graphic Link
Sunday, Nov 1	Introduction Launch Post <i>Social Tip: Add photos from your program to the graphics.</i>	This Children's Grief Awareness Month, Flip the Script invites us to look at childhood grief through a new lens rooted in understanding, compassion, and meaningful support. The NACG and our partners will share data, education, and practical ways to support children and teens who are grieving. Join us throughout the month as we raise awareness and work to create a world where no child has to grieve alone. Learn more about the campaign and become a partner at https://nacg.org/flipthescript. @thedougycenter @elunanetwork @experiencecamps @judishouse @childrengrieve #ChildrensGriefAwareness #FlipTheScript #CGAM2026 #ChildhoodGrief #ChildrenGrieve	Access the Social Media Graphic Canva Template → Download the Social Media Graphics (not editable) →
Monday, Nov 2	Understanding Childhood Bereavement: Key Statistics <i>Social Tip: Pull your state-specific statistics from Judi's House CBEM to add or replace in the graphics provided.</i>	The numbers tell an important story: Over 6 million children in the U.S. will experience the death of a parent or sibling before age 18, and each one of them deserves understanding and support. These statistics highlight a growing need for awareness, resources, and action to support children who are grieving. This Children's Grief Awareness Month, we're flipping the script and working to ensure no child has to navigate grief alone.	Access the Social Media Graphic Canva Template → Download the Social Media Graphics (not editable) →

		Learn more about childhood bereavement statistics at https://nacg.org/data-statistics/. #ChildrensGriefAwareness #FlipTheScript #CGAM2026 #ChildhoodGrief #ChildrenGrieve	
Thursday, Nov 5	In Their Own Words: Children and Teens on Grief <i>Social Tip: Utilize feedback from children and teens in your programming to replace the quotes in the graphic.</i>	The voices of children and teens who are grieving deserve to be heard. This Children's Grief Awareness Month, we're flipping the script by centering the words and experiences of young people as they share what grief looks and feels like from their perspective. By listening to what children and teens have to say, we can better understand their needs, honor their experiences, and provide support that meets them where they are. #ChildrensGriefAwareness #FlipTheScript #CGAM2026 #ChildhoodGrief #ChildrenGrieve	Access the Social Media Graphic Canva Template → Download the Social Media Graphics (not editable) →
Monday, Nov 9	Navigating Grief During the Holidays <i>Social Tip: Replace the link with resources you may have shared on your website or to an activity for families for the holiday season.</i>	As we move into the holiday season, many families are preparing for moments of connection, celebration, and tradition. For children who are grieving, this time of year may also bring moments of remembering, missing someone, or navigating emotions that feel different from those around them. This Children's Grief Awareness Month, we're flipping the script by sharing practical ways to support children who are grieving during the holidays. From honoring memories to allowing space to remember, small moments of understanding and connection can make a meaningful difference. Download the NACG's free resource on supporting children during the holiday season at https://nacg.org/holiday. #ChildrensGriefAwareness #FlipTheScript #CGAM2026 #ChildhoodGrief #ChildrenGrieve	Access the Social Media Graphic Canva Template → Download the Social Media Graphics (not editable) →
Thursday, Nov 12	Understanding Stigmatized Death in Childhood Grief	Throughout Children's Grief Awareness Month, we're flipping the script by creating space to better understand stigmatized deaths in childhood grief, including those related to	Access the Social Media Graphic Canva Template →

	May include: Homicide, Suicide, Substance-Use Related, Ambiguous Social Tip: Consider including a staff perspective or educational insight about supporting children after a stigmatized death, or tag community partners or organizations that provide related support.	homicide, suicide, substance use, and other complex circumstances. These experiences may bring additional layers of grief, questions, emotions, or challenges. Supporting children after a stigmatized death begins with listening without judgment, creating safe spaces for honest conversations, and recognizing that every child's grief is unique. By approaching these experiences with compassion and understanding, we can help children feel seen, supported, and less alone. For resources on supporting children following a stigmatized death, visit https://nacg.org/stigmatized-deaths. #ChildrensGriefAwareness #FlipTheScript #CGAM2026 #ChildhoodGrief #ChildrenGrieve	Download the Social Media Graphics (not editable) →
Monday, Nov 16	Supporting Students Who Are Grieving Social Tip: Reach out to your local schools or after-school programs to collaborate on this post.	For many children and teens, school is where they spend a significant part of their day, which means educators and school communities play an important role in supporting students who are grieving. This Children's Grief Awareness Month, we're flipping the script by recognizing that grief extends into the classroom. A student who is grieving may experience changes in focus, emotions, behavior, relationships, or academic performance as they navigate a death. Creating a safe and supportive environment, listening with compassion, offering flexibility, and reminding students they are not alone can make a meaningful difference. Find the NACG's library of free school resources at https://nacg.org/schools/. Connect young people to support in your community at https://nacg.org/find-support/.	Access the Social Media Graphic Canva Template → Download the Social Media Graphics (not editable) →

		#ChildrensGriefAwareness #FlipTheScript #CGAM2026 #ChildhoodGrief #ChildrenGrieve	
Wed, Nov 18	Turn Support Into Action: Practical Ways to Support Children Who Are Grieving <i>Social Tip: Consider asking your audience questions to engage in posts. Example: "What are some ways you would have liked others to show up for you in your grief?"</i>	Supporting a child who is grieving doesn't always mean finding the perfect words or offering solutions. Sometimes, the most powerful thing we can do is pause and listen. This Children's Grief Awareness Month, we're flipping the script by turning compassion into action. Small, intentional acts of support can help children feel seen, heard, and understood as they navigate their grief. For a free resource guide from the NACG on listening, visit https://bit.ly/3THtPKi. #ChildrensGriefAwareness #FlipTheScript #CGAM2026 #ChildhoodGrief #ChildrenGrieve	Access the Social Media Graphic Canva Template → Download the Social Media Graphics (not editable) →
Monday, Nov 23	Common Myths About Children's Grief <i>Social Tip: Create a short video by asking staff or volunteers to share a common myth about children's grief and explain the truth behind it.</i>	What we believe about children's grief shapes how we understand, respond to, and support children who are grieving. This Children's Grief Awareness Month, we're flipping the script by challenging common myths about childhood grief and creating space for more compassionate, informed support. When we better understand how children experience grief, we can provide the connection, care, and support they need. Want to better understand childhood grief? View the NACG's library of free resources at https://bit.ly/nacg-resources. #ChildrensGriefAwareness #FlipTheScript #CGAM2026 #ChildhoodGrief #ChildrenGrieve	Access the Social Media Graphic Canva Template → Download the Social Media Graphics (not editable) →
Monday, Nov 30	Supporting Bereaved Children Across Diverse Communities <i>May include: Rural/Urban, Indigenous,</i>	Grief is a universal experience, but the way we experience, express, and navigate grief can be shaped by our identities, cultures, communities, and circumstances. This Children's Grief Awareness Month, we're flipping the script on how we understand childhood bereavement by recognizing every child's grief is influenced by their unique	Access the Social Media Graphic Canva Template → Download the Social Media Graphics (not editable) →

	LGBTQIA+, BIPOC, Latinx, Disabilities Social Tip: Create graphics for how to support one or each of these communities or provide local resources who support these populations.	experiences and the communities to which they belong. From rural and urban communities to Indigenous, LGBTQIA+, BIPOC, Latinx, and disability communities, there are important considerations that can shape how children process a death and how we provide meaningful support. When we take time to understand these differences, we create more inclusive spaces where every child who is grieving can feel seen, supported, and valued. #ChildrensGriefAwareness #FlipTheScript #CGAM2026 #ChildhoodGrief #ChildrenGrieve	
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