Let's Partner Up
and Raise Awareness for
Grieving Children

Informational Resource Provided by:
The National Alliance of Grieving Children
The Power of Your Involvement
Show your community why they need to support grieving children

If anyone knows the real impact grief has on our children… it’s YOU.

You are the one who can give grieving children a voice in a society that needs to be educated about the life cycle of grief and end the silence.

You are an invaluable part of the healing process, providing grieving kids a place where they can feel “normal,” have fun, learn to cope, and reconnect with the community.

You help restore, rebuild and redefine the path of life for families experiencing a death loss and you’re best equipped to lead the way when it comes to raising awareness.
This Presentation will cover:

- The Power of Your Involvement
- What is Children’s Grief Awareness Day
- How you can help raise awareness
- Learn new ways to participate and make an impact on any level
- How to build a plan, gather resources and execute
- Ways to show your support throughout the holiday season
- Key message points
- NAGC resources via the web for event and media purposes
... a national awareness initiative established to educate the public-at-large about the needs of grieving children while encouraging communities all over the country to wear blue as an inspirational symbol of hope for families rebuilding their lives after a death loss.

This is a grassroots opportunity to call attention to the fact that children grieve differently and how as a society we can best support the needs of grieving families through community-based grief and bereavement centers.

Lead the Public Call to Action!
- Wear Blue on Thursday, November 21, 2013 to show your support for grieving children and their families.
- Help raise awareness about the painful impact that the death of a loved one has in the life of a child. Children’s Grief Awareness Day is an opportunity to make sure that children receive the support they need.
- Help a family find a grief support group. Visit www.childrengrieve.org for local grief or bereavement centers.

You make a difference every day in the lives of the children and families you serve. This can’t be done without YOU!
How can you help raise awareness?
First make a commitment to GET INVOLVED!

Whether it’s an event, working with the media or engaging audiences through social media, there are opportunities everywhere to spread the word about childhood grief.

Plan to kick off your efforts on Thursday, November 21 but keep in the mind the need to draw attention to childhood grief throughout the holiday season. Keep the momentum going and educate as many as you can into the new year!

No idea is too big or too small!

And it’s not too late to make a difference.
It’s time for all NAGC members to join forces and make sure we touch every community we can with a message of hope for all children.
We’d like to do something… but where do we start?

When planning an event you must take these 3 things into consideration:
- Resources
- Time
- Money

Decide from the following areas where you can make the biggest impact:

- Host an event, fundraiser or memorial tribute
- Pitch the media about the impact of holiday grief and how it affects children
- Increase your social media presence
- Wear Blue at local community events
- Start a Speakers Circuit
- Forge new partnerships
- Get active in Social Media
- Host a planning meeting with community leaders and educators to discuss ways better assist grieving children
Explore the possibilities

When trying to come up with a new and unique event, media or social media idea, stick to what you do best and keep the end goal in mind. Base any effort on the need to reach deeper into your community and establish a platform to further educate the public about childhood grief.

Think about the things that make your community unique! Do you live in a big football town? Is there an annual fall festival? Do you have big companies right in your backyard? Or is your community anchored by small business owners? Start generating ideas right in your own backyard and brainstorm with your Board and volunteers about ways you can partner up.

Create an event idea that won’t cause stress but provides a foundation to build on. Don’t reinvent the wheel if you don’t have to! Look at your calendar of events. Do you have an opportunity to tie an awareness component into it?

Internal vs External. Maybe there is no time or money to host an event, but could it be time to pull together your staff and volunteers for a discovery session to think of ways to further educate and partner up with your community in 2014? Start now and strategically outline a roadmap for the future.
A Snapshot of Events across the country

Child Grief Art Show
Lights of Love community-wide fundraiser
Memorial Walk
Balloon Lift tribute
Candle Lighting and Observance Ceremony
Time to Remember Observance with Staff
Public Proclamation Ceremony
Distributing Blue Awareness Ribbons at community events

Learn more about these events and many more at the NAGC website: www.childrengrieve.org

If we work together we can be the driving force behind a movement that gives our children a voice. Let’s partner up and lead the way.
Getting Started!
Action Item Hit List

Develop a Plan of Action. Establish a road map for your event, fundraiser, media or social media efforts.

Map out a Simple, Achievable Strategy. Establish the goal first. Decide on the type of event that you can execute based on timing, resources and money.

What are you trying to accomplish? Think of the end result and lay the foundation. What do you ultimately want to happen now and in the future.

Choose a type of Event. Do something that you can manage without it being a distraction to your daily operations.
Partner Up! Don’t believe that you are in this alone. Reach out and brainstorm with other organizations like non profits, schools or businesses that support children.

Plan an event with Purpose. Instead of focusing on the “wow” factor, think about the “need” factor. Take the opportunity to educate, inform and offer help.

Get Volunteers. Tap your volunteer base for event planners, media and social media experts. Find out who can open new doors or be willing to assist with marketing, outreach and fundraising.

Resources to Execute. Make a list of all the things you need to make your event happen. Also include how to market your event. Use your website, social media, eblasts, etc to get the word out!
Get Creative!

Idea Think Tank

**Letter/e-Blast Campaign.** Target schools districts, municipalities, hospitals new business partners and let them know about your center and the services you provide to the community.

**Approach the Media.** Draft a Letter to the Editor (local columnist) addressing the issue of holiday grief and how it affects our children. Encourage local media outlets to break the silence.

**Open House.** Allow the children at your center to have a voice when it comes to raising awareness about their needs. Display their work, share the things they believe have given them hope. Invite the media or community partners to see their work and share their stories.

**Can’t hit the 21st?** Plan something for the holidays. The goal here is to make sure our communities know that childhood grief is a daily struggle. Focus on getting that message out via the media, an open house or a memorial tribute!
Support your Community. Get a team of volunteers, board members and families and Wear Blue at walk, race, football game or host a booth at a fall festival. Be unified and make your presence known.

Grassroots Marketing. Package your marketing materials with an info sheet about how to help grieving children with a family oriented holiday activity and visit schools, doctors offices, hospital or the Boys & Girls Club and the YMCA. Don’t forget to WEAR BLUE!

Speakers Circuit. Where can you or your staff go and speak this holiday season? Or can you develop a plan to pursue speaking engagements in 2014 to garner more visibility for your center and the work you do?

Host an outing with your Families. Is there a community wide Christmas lighting event, an annual holiday musical, an outdoor ice skating ring or a staple event in your community that you’d like to bring all of your families together to attend? If so think about the logistics, organize it, publicize it!
Start something to Build Upon!

This is a marathon... not a sprint! Don’t get overwhelmed and try to plan something that you can’t grow over time. Decide on executing something you can comfortably do with a vision for the future in mind.

Even if it’s one reporter at one media outlet. **Reach out and share the truth** about grieving children today.

If it’s one community partner you’ve wanted to forge a relationship with. **Invite them to your center and build a plan for the future.**

Does your website need a face life? **Or do you need one?** Develop an online presence to educate your community.

**Start a blog** that addresses childhood grief and promote it to key audiences like teachers, first responders, hospitals, counselors, etc!

Take the time to **retrain your volunteers** and better equip them work with children.

Recruit more volunteers! **Develop a plan** to find more people to help you serve more children.

**Get Social!** Join a social media network and leverage the news and information the NAGC or your fellow members are passing along to their communities to educate yours!
Resources on the Web

The NAGC has created a landing page with resources and tools to help you with your planning for Children’s Grief Awareness Day and beyond!

✓ Visit: www.childrengrieve.org

✓ Click on the Children’s Grief Awareness Day header

✓ Browse through the page and learn what other centers are doing

✓ Reach out to them and brainstorm ideas

✓ Check out the information about working with the media and learn how you can join the NAGC’s social media campaign

✓ Use this page throughout the holiday season! It will be updated with new information and resources to support you and your efforts

Let’s all be on the same page when it comes to childhood grief. The next slide will breakdown simple key messages you can use with the media, business or community partners.
More families are grappling with the loss of a loved one than is commonly thought, yet shockingly little has been reported on the subject. In particular, surveys of parents and grieving children that parents face big challenges in helping their kids cope with grief, a burden complicated by a lack of community awareness about bereavement as well as resources responding to the grief of kids and parents alike.

### Parents Struggling With their Own Grief Find It Challenging to Help Their Kids Cope with Loss
- Grief’s impact profound, enduring: Nine of 10 bereaved parents say death of their spouse/partner is worst thing that has ever happened to them.
- While coping with their own grief, parents are struggling to help their kids: 76% say hard to know what is “normal” kid behavior versus what is grief-related, nearly six of 10 agree hard to know what their child needs from them, nearly half worry daily about how kids are coping.

### Grief’s Emotional Toll Just One of Broad Range of Challenges Faced by Parents and Their Kids
- Since the death of their spouse/partner, nearly three quarters of parents say they have needed help with household maintenance.
- More than half (54%) report needing assistance with financial management; 63% say they wish they had a professional financial advisor at the time of the death.
- 88% “really appreciate it” when someone gives them spontaneous or unsolicited support.
- 75% say it’s hard to show their kids how to do things their spouse would have shown them.

### Isolation, Lack of Resources Complicate Matters – Parents Say More Societal Understanding/Support = A Big Difference
- Among adults who had a partner/spouse die, 63% strongly agree that they felt different from other adults after their spouse died.
- 69% agree that some of their friends or co-workers seemed uncomfortable around them after their loss.
- 76% believe there are not enough resources for parents whose spouse/partner died.
- Nearly 4 in 10 bereaved parents say their child’s school was not well prepared to help their child with their grief.
- Parents say that greater societal understanding and support is a key “grief resource” for them and their kids.
- Above all, bereaved need to feel part of caring communities who acknowledge their loss, help with practical matters, encourage bereaved to share their experiences; 8 of 10 bereaved parents say don’t need “special treatment; I just want to be treated normally.”

### Local Bereavement Centers Have a Critical Role to Play in Supporting Bereaved Kids and Parents Alike
- Bereavement centers are an invaluable part of the healing process, providing grieving kids a place where they can feel “normal,” have fun, learn to cope, and reconnect with the community.
- Your area bereavement center is a great source of information, perspective, sharing and support for kids and families in grief. Consider donating or volunteering – or both.
- NAGC Website – [www.childrengrieve.org](http://www.childrengrieve.org) – offers basic resources for kids/families in grief, their loved ones and other concerned parties. Site includes tip sheets, articles, teachers’ guide, bereavement center locator.
- NYL Foundation Website, AChildInGrief.com, offers broad range of informational/educational resources for parents, kids, educators, public re: grief.
Let the NAGC Know what your doing

Share your thoughts and ideas or plans for this year and the future when it comes to raising awareness about childhood grief!

Connect with the NAGC:
http://www.childrengrieve.org/connect-us-1
Facebook
NAGCnews
Twitter
#nagcnews

Thank you for helping to Educate and Heal
We Applaud you for tireless work that you do
We Believe you are instrumental in rebuilding and Inspiring communities
You are the Voice of Hope for those that grieve