

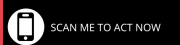


**DIGITAL
TOOL
KIT**

**CHILDREN'S DEFENSE FUND-NY
WEEK OF ACTION**

M A R C H 2 0 2 3

www.cdfny.org



Welcome to CDF-NY's "Whole Child, Whole Community Budget: A Community Vision for Prioritizing Our Children & Communities!"

WEEK OF ACTION Toolkit

Thank you for joining the Children's Defense Fund – New York (CDF-NY), fierce young advocates, impacted community leaders and state elected officials as we explain the critical budget needs of children, youth and families, and the investments New York must make NOW to put our children, youth, young adults and their families and communities first.

PURPOSE AND USE OF THE WEEK OF ACTION TOOLKIT

The CDF-NY Week of Action toolkit provides leaders like you with valuable resources to help promote the importance of advocating to our New York elected officials to pass a State budget that prioritizes marginalized children, youth, young adults, families and their communities in the areas of economic mobility, health equity, youth justice and child welfare. Within your congregations and networks, these resources will help educate and raise awareness regarding the issues marginalized children, youth, and families are facing in our State. This toolkit provides materials and resources to help you design and engage with the Week of Action campaign. Have fun. Be creative and flexible. Customize your activity to fit your needs. Together, we can make a difference by demanding that our elected officials work in the best interest of our marginalized children, youth, families and their communities.

SUGGESTED ACTIVITIES

»Host a watch party for the CDF-NY Virtual Call to Action Teach-In, which is taking place LIVE on Sunday, March 13, 2023 at 6:00pm EST on CDF-NY's YouTube channel. [Click here to visit the YouTube Channel](#)

» Complete the 7 easy engagement action activities in the CDF-NY Action Center located on the CDF-NY page at <https://cdfny.org/whole-child-whole-community/>

»Download and Share the Week of Action Video during your meeting, worship service, or on your social media accounts (located in the Media Center)

» Download and Share the Week of Action Slideshow during a staff/leadership meeting or small group meeting (located in the Media Center)

» Share the link and QR code with your attendees in your bulletins, email blasts and text blasts, encouraging them to complete the action alerts on the CDF-NY webpage located at <https://cdfny.org/whole-child-whole-community/>

[Click Here to Access the 2023 Week of Action Media Center](#)

SAMPLE SOCIAL MEDIA MESSAGE

Promote the 2023 CDF-NY Week of Action event on your organization's social media channels using the provided graphics (located in the media center). Use #WeAreChildDefendersNY and #2023CDFNYWeekofAction as your hashtags. Please tag CDF-NY in your posts: @CDFNewYork on Twitter and Instagram

Consider using the sample copy below:

Join us THIS WEEK as we demand the critical budget needs of children, youth and families, and the investments New York must make NOW to put our children, youth, young adults and their families and communities first. #WeAreChildDefendersNY #2023CDFNYWeekofAction



WEEK OF ACTION TALKING POINTS

As you begin to spread the word about the upcoming Week of Action, you may find the following talking points helpful as you speak with others.

Conversations for Your Organization

» New York's pervasive racial and ethnic disparities harm our State and must be urgently addressed through meaningful, holistic systemic change. The COVID-19 pandemic has provided irrefutable evidence of the long-standing, deeply rooted racial inequities that have caused increasingly disparate outcomes in New York State and throughout the nation for far too long. These wide-ranging and long-standing inequities, encompassing such areas as healthcare access, involvement in the child welfare and youth justice systems, economic security, educational opportunity, access to safe and healthy housing, and workforce disparities, continue to harm New York's most marginalized children, youth, families, and communities.

» The issue of housing justice is a racial equity issue. Tragically, families of color are finding themselves having to make the hard, unfair decision to leave the state or experience homelessness. For example, Black children in particular are disappearing from New York City, and many families point to one reason: raising children here has become too expensive, citing housing costs as their top issue. In New York City, where shelter capacity is at an all-time high, the largest population of those experiencing homelessness is families with children. Immorally, 95% of families with children living in shelters are Black or Hispanic. Housing affordability is not just a downstate issue. In 49 counties, more than 20 percent of rental households spend at least half of their income on rent.

Facts to Share

- » Nearly 800,000 children in New York live in poverty, meaning that one in five Black and Latinx children are more than twice as likely as white children to live in poverty.
- » Only 16% of New Yorkers aged 15 to 24 are Black, but 43% of young adults arrested in New York in 2019 were Black. Latinx youth represented 26% of those arrested but only 22% of the youth population in New York.
- » New York ranks number 1 in the nation for childhood lead poisoning. New York's childhood lead crisis disproportionately impacts children and color and children living in poverty. For example, in Buffalo, children in predominantly Black and Latino neighborhoods are 12x more likely to get lead poisoning than children in white neighborhoods.
- » Gun violence is often concentrated in high poverty zip codes in communities of color. This is evident in Rochester, which carries the second highest child poverty rate in the nation among cities with at least 100,000 people, and other counties throughout New York State.
- » There are over 16,000 children in foster care in New York. Over half of these children are Black or Latinx. Similarly, about 40,000 families with over 80,000 children have contact with the child welfare system, often as a result of a CPS investigation and/or a referral for preventive services that are intended to support family stability and prevent the need for child removal. Over 70% of those children were Black or Latinx.

2023 ACTION DATES

Action Date	Action Issue Area	Action Link
Sunday, March 12th at 6pm	CDF-NY's Whole Child, Whole Community Teach-In	CDF-NY's YouTube page: Children's Defense Fund - New York - YouTube
Monday, March 13th	Take Action for Economic Mobility	Take Action to End Child Poverty in New York by Reforming our State's Tax Code!
Tuesday, March 14th	Take Action for Housing Justice	Take Action to End Child Homelessness and to Ensure Housing Stability
Wednesday, March 15th	Take Action for Youth Mental Wellness	Take Action to Increase Youth Mental Health Services & Wellness Supports in Schools!
Thursday, March 16th	Take Action to End New York Childhood Lead Poisoning	Take Action to End Childhood Lead Exposure and Poisoning in New York!
Friday, March 17th	Take Action for Child Welfare	Support the Child & Family Wellbeing Fund
Saturday, March 18th	Take Action for Youth Justice	Take Action for Youth Justice in the NYS Budget
Sunday, March 19th	Take Action for a Whole Child, Whole Community Holistic Budget	Take Action for a 'Whole Child, Whole Community' Budget Approach to Ending Child Poverty and Ensuring Economic Mobility