



FACT SHEET

WHAT IS CHILDREN'S GRIEF AWARENESS DAY?

Children's Grief Awareness Day is observed annually on the third Thursday before Thanksgiving in November to help raise awareness, reduce stigma, and increase understanding around childhood bereavement.

THE PREVALANCE OF GRIEF

The New York Life Foundation estimates 1 in 7 children will experience the death of a parent or sibling and 90% will experience the death of a relative or friend, all before the age of 20.

THE IMPACT OF GRIEF

Research shows that grieving children are vulnerable to risks factors including isolation and loneliness, which are frequently experienced. Loneliness and grief have been shown to directly impact a child's overall health and wellbeing and puts them at risk for poor performance in school, depression, anxiety, obesity, addiction, and a myriad of unhealthy coping responses.

WHAT THE COMMUNITY CAN DO

Isolation and loneliness are some of the most frequently experienced effects of grief and loss, and the most tangible way the community can make a difference in the life of a grieving child. By raising awareness, showing support, and reaching out to personal relationships everyone can break down the barriers of isolation that exist for grieving children and families everywhere.

GET INVOLVED!

- **ROCK A SHIRT:** Order an official "Grief = Love" t-shirt from Good Grief or grab any blue one out of your closet and wear it on November 15 to show solidarity.
- **POST A PIC:** Download and print our official Children's Grief Awareness Day Sign, take a pic, and share on your social media platforms.
- **SPREAD THE WORD:** We want your support to go viral, but this is a grassroots effort. We need you to get your family, friends, and community to show their support for grieving children on November 15.

