



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 PREVALENCE 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 25.

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 is Good" t-shirt from Good Grief or a blue one out of your closet and wear it on November 21 to show grieving kids they have your support.
- **POST A PIC:** Print our official [Children's Grief Awareness Day sign](#), snap a pic in your "Grief is Good" or blue shirt, and share why YOU think it's important to support grieving kids on your social media!

Use the hashtag #CGADGg or send your photos to Malena@good-grief.org if your settings are on private.

- **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 21.
- **HOST AN EVENT:** Host an event to raise awareness about children's grief and to fundraise for Good Grief's families! For more info, contact Pam@good-grief.org.

WWW.GOOD-GRIEF.ORG/CGAD