BACKGROUND AND KEY MESSAGES

Despite continual reports over steady growth and declining unemployment in our economy, last week the U.S. Census Bureau reported that 17.5 percent of children (12.8 million) were living in poverty in 2017 (the official poverty line for a family of four with two children is $24,858).

Despite reports from this Administration to the contrary, child poverty remains high in the U.S. and children experience child poverty at a rate that is 62 percent higher than adults.

Good news: the U.S. Census Bureau data also tells us that the child poverty rate would be much higher without effective anti-poverty programs such as refundable tax credits and the Supplemental Nutrition Assistance Program (SNAP).

We know what works to end child poverty, we just need the political will to do something about it.

SOCIAL MEDIA AND HASHTAG USE

The U.S. Child Poverty Action Group will hold a tweetstorm on Thursday, September 20th at 2 p.m. EDT to discuss the release of the 2017 U.S. Census poverty data, policy solutions to fight and end child poverty, and invite others to join in this campaign to end child poverty. Retweet, like, and share your own message to participate.

To promote a greater understanding of the new census data and policy solutions in ending child poverty, use #ENDCHILDPOVERTY and, if space allows, use the CPAG campaign hashtag of #VALUEOURKIDS.

IMAGE BANK

Check out our bank of image materials here: https://www.dropbox.com/sh/w5ma1f8q4trkqcu/AAD53bqAGFXdsHUqRUEbhkXda?dl=0

CPAG RESOURCES

SAMPLE TWEETS RELATING TO CENSUS DATA

- Even with news of economic growth and declining unemployment rates, @uscensusbureau reports that 17.5 percent of children in the U.S. were living in poverty in 2017. Let’s #ValueOurKids and work together to #EndChildPoverty: http://bit.ly/2CVia2u

- While children make up 22.7 percent of the U.S. population, they account for 32.3 percent of the population living in poverty. Here’s some ideas to #EndChildPoverty: http://bit.ly/2CVia2u #ValueOurKids

- @uscensusbureau reports that 8% of children were living in extreme poverty, which equals a household income of just over $12,400 a year for a family of four. We need a national strategy to #EndChildPoverty.

- @uscensusbureau reports that in 2017, children of color continued to experience poverty at nearly three times the rate of white children. To truly #ValueOurKids, we need solutions to child poverty that address our country’s long history of structural racism and discrimination. #EndChildPoverty

- 18 million children in the U.S. live in a family with at least one immigrant parent. These children face systemic barriers to escaping poverty, including the threat of the expansion of the public charge rule: https://politi.co/2Q4nVNZ. #EndChildPoverty

- @uscensusbureau reports that nearly 20% of young children under 3 are living in poverty. In order to #EndChildPoverty, we need to ensure that young children have sufficient resources while they are undergoing critical stages of brain development.

- 12.8 million children are living in poverty in the U.S. and trying to thrive but are facing barriers at every stage of their development. Urge lawmakers to #ValueOurKids by making child poverty reduction a top priority: https://bit.ly/2zuEBpq

- Economic gains are not reaching low-income households with children. The @urbaninstitute finds that 40% of non-elderly households had trouble meeting at least one basic need in 2017: https://urbn.is/2oh2xZ9. #EndChildPoverty
Important reminder: poverty, for even a short time, can have detrimental effects on healthy child development. Let’s work together on solutions to #EndChildPoverty and #ValueOurKids: http://bit.ly/2Cvia2u

According to @urbaninstitute, children living in poverty were four times more likely to be in fair or poor health and nine times more likely to experience food insecurity. Here are some policy ideas from @CPAG_USA to #EndChildPoverty: http://bit.ly/2CVia2u.

THREAD:

In most low-income households with children, there is at least one family member who is working. #ValueOurKids
Yet due to low wages, skyrocketing rents and the high cost of everyday goods, parents still struggle to make ends meet and turn to key assistance programs to supplement resources for their families. #ValueOurKids

The latest @uscensusbureau data shows us that these critical anti-poverty programs such as SNAP and refundable tax credits lifted millions of children out of poverty in 2017. We know what works to #EndChildPoverty, now we need to take action: https://bit.ly/2zuEBpq

The U.S. continues to experience higher rates of child poverty than other industrialized nations because we fail to prioritize it. #EndChildPoverty #ValueOurKids

THREAD:

The latest @uscensusbureau data confirms that increasing access to resources such as income supports, nutrition assistance, early childhood education, health care, and quality education reduces child poverty.

We know how to #EndChildPoverty, we just need the political will to do it. #ValueOurKids
SAMPLE TWEETS RELATING TO ECONOMIC ARGUMENT FOR ENDING CHILD POVERTY

• Child poverty costs our nation over $1 trillion a year, representing 5.4% of our GDP. This is due to a loss of economic productivity, and costs to society due to increased crime, poor health, child homelessness and maltreatment: https://bit.ly/2Da1DYH. #EndChildPoverty

• In the coming decades, there will be far fewer works to support our economy and replace those who are retiring. It is therefore now more critical than ever to #Investinkids, who will make up our future workforce and tax base. #ValueOurKids

• THREAD:

Everyone–regardless of socioeconomic status–benefits from strategies that lift children out of poverty. Solutions to child poverty are tied to economic gains that result in a strong and educated workforce. #EndChildPoverty

These solutions benefit businesses, communities and, not least of all, children and families. #EndChildPoverty #ValueOurKids

• Children in households who received the Earned Income Tax Credit earned more as adults, helping to break the cycle of generational poverty: https://bit.ly/2DagqTd. #EndChildPoverty #ValueOurKids

• The long-term viability of our economy is dependent upon the well-being of our children and youth. Now is the time to #EndChildPoverty.

SAMPLE TWEETS AROUND SPECIFIC POLICY SOLUTIONS TO #ENDCHILDPOVERTY

• A national child poverty target would provide a tool for advocates, the media, and the public to hold the government accountable for identifying and implementing effective interventions to reduce child poverty: https://bit.ly/2D6Tvbm #EndChildPoverty
• THREAD:

• Research shows that money matters for child development and academic achievement, yet just under 25 percent of all poor families that are eligible for cash assistance receive it.

• Let’s strengthen the Temporary Assistance for Needy Families (TANF) program to reach more families: https://bit.ly/2D7qgWb, #EndChildPoverty

• Establishing a child allowance in the U.S. would ensure that all children live in households with enough resources to meet their basic needs and support their healthy development: https://bit.ly/2KJhbWK #EndChildPoverty #ValueOurKids

• Let’s strengthen family tax credits such as the Earned Income Tax Credit and Child Tax Credit to reach more households with children and young adults: https://bit.ly/2MKJkZI #EndChildPoverty #ValueOurKids

• We need a universal paid leave program in the U.S. so parents don’t face the impossible choice between staying home to care for and bond with their newborn and losing necessary income for economic security: https://bit.ly/2xjH6M4 #EndChildPoverty #ValueOurKids

• Let’s ensure all children have continuous health coverage that meets their physical, oral, and behavioral healthcare needs: https://bit.ly/2DbcTUZ #EndChildPoverty #ValueOurKids

• Compensated and supported early childhood educators are essential components of quality early learning programs and one of the solutions to the crisis of child poverty: https://bit.ly/2v9onUL #EndChildPoverty #ValueOurKids

EVERGREEN SAMPLE TWEET:

• The U.S. Child Poverty Action Group (@CPAG_USA) is a partnership of national organizations who are dedicated to cutting the U.S. child poverty rate in half within a decade. Join us: https://www.childpovertyusa.org/take-action/. #EndChildPoverty #ValueOurKids