



BACKGROUND

Earlier this year, public schools and early childhood programs reported the [highest number](#) of children and youth experiencing homelessness ever recorded - **1.5 million**. This number is skyrocketing because of the COVID-19 pandemic.

There is one home that *all* youth and children have in common: school.

In the midst of the current crisis, the role of schools has never been more critical - no matter where classrooms are this fall. Schools are required to identify, enroll, and serve homeless children and youth, but distance learning and other COVID-related complications mean it is easier than ever for them to fall through the cracks. **It's vital that families and youth who are homeless know their educational rights, and how to exercise them.**

To help spread the word and give communities a starting place for engaging with this issue, [SchoolHouse Connection](#) - a national nonprofit working at the intersection of education and homelessness - announces two public service announcements aimed at reaching families, educators, and community organizations and leaders.

Using the toolkit below, we are asking you to amplify these PSAs on your digital channels and to your networks. You can customize as you see fit. Please contact Leconte Lee - leconte@schoolhouseconnection.org - with any questions.

Thank you for your support and efforts to ensure *every* child receives the education they need for a better life during this time of immense upheaval.

RESOURCES TO SHARE

SchoolHouse Connection is distributing two distinct PSAs, both driving the same messages but aimed at different audiences. Please share whichever video is most appropriate for your audiences and networks.

- For families and children: Sesame Street/Elmo PSA [HERE](#)
- For community leaders and organizations: animated PSA [HERE](#)
- Web page housing both PSAs, as well as more information and resources: letseducateeverychild.org

KEY HASHTAGS

Incorporate the following hashtags in your social content to help insert our PSA into larger conversations around back to school and homelessness.

- #BacktoSchool
- #RemoteLearning
- #DistanceLearning
- #Homelessness
- #YouthHomelessness

LOS ANGELES

SAN FRANCISCO

SEATTLE

NEW YORK

WeAreRALLY.com

SOCIAL MEDIA CONTENT

Below find ready-to-use sample language for posting on your social media channels.

TWITTER

- Elmo's got a message for you: schools help kids grow strong and healthy. Find out how to get kids enrolled in school, even if they don't have a place to live. [Letseducateeverychild.org](https://letseducateeverychild.org) @sesamecommunity **[attach Elmo video, see link above]**
- Hear what Elmo has to say about education for children experiencing #homelessness. Bonus: virtual hugs and kisses included. @sesamecommunity [Letseducateeverychild.org](https://letseducateeverychild.org) **[attach Elmo video]**
- For a better future, every child needs an education. Don't take it from us, listen to Elmo instead! @sesamecommunity [Letseducateeverychild.org](https://letseducateeverychild.org) **[attach Elmo video]**
- Education is the key to a better life, so it's crucial that families and youth experiencing #homelessness know their educational rights and how to use them. @sesamecommunity [Letseducateeverychild.org](https://letseducateeverychild.org) **[attach Elmo video]**
- Education is key to breaking cycles of #homelessness, but families & youth without a home have been among the hardest hit by school closures and the transition to #remoteteaching.

Watch this video & learn how you can be part of the solution at letseducateeverychild.org **[optional: attach a PSA video]**

- Child & youth homelessness exists everywhere. Just because it's hard to spot doesn't mean it's not there.

As we head #backtoschool, families & youth without a permanent home in all our communities need to know their educational rights. Learn more at letseducateeverychild.org **[optional: attach a PSA video]**

- You (yes, you!) can play a role in connecting families, children, & youth experiencing #homelessness with the education and resources they need for a better future.

It starts with 3 simple steps everyone can take. Learn more at letseducateeverychild.org **[optional: attach a PSA video]**

- For a better future, every child deserves an education.

But #distancelearning means it's never been easier for children, youth, and families experiencing homelessness to fall through the cracks. Learn how you can help: letseducateeverychild.org **[optional: attach a PSA video]**

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- Earlier this year, public schools ID'd a record # of students experiencing #homelessness - & COVID-19 has made the problem worse.

The good news: we can all play a role in ensuring every child has the opportunity to learn. Learn more and take action at letseducateeverychild.org [optional: attach a PSA video]

FACEBOOK/INSTAGRAM

- There are no sidelines when it comes to child and youth homelessness. It can sometimes be hard to spot, but it's a problem in all our communities. The good news? There is one home that all youth and children have in common: school.

Watch this video and check out letseducateeverychild.org to learn the 3 steps all of us can take to ensure every child has the opportunity to learn - no matter what school looks like this fall. [optional: attach a PSA video]

- Schools are the 1st responders to children and youth in need, and these students have been among the hardest hit by distance learning and building closures.

No matter what school looks like this fall, families, children and youth experiencing homelessness have educational rights - and we can have a role to play in connecting them to vital resources. Learn how you can be part of the solution at letseducateeverychild.org [optional: attach a PSA video]

- Families & youth staying in motels, temporary spaces, campgrounds, shelters, or other inadequate places have special rights at school - no matter what it looks like this fall. With COVID-19 and remote learning, it's never been easier for them to slip through the cracks, but you can be a part of the solution.

It starts with 3 simple steps everyone can take. Learn more at letseducateeverychild.org [optional: attach a PSA video]

- Earlier this year, public schools reported 1.5 million children and youth experiencing homelessness - the approximate population of Dallas & the highest number ever recorded.

COVID-19 has only made the problem worse. It's up to all of us to make sure those most vulnerable students in our community don't slip through the cracks. Learn more about how you can help at letseducateeverychild.org [optional: attach a PSA video]

- We know education is the key to a better life, so it's crucial that families and youth experiencing homelessness know their educational rights and how to use them. Check out the video below and letseducateeverychild.org to learn how you can help. [optional: attach a PSA video]

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NEWSLETTER/EMAIL TEMPLATE

Please consider adding the below boilerplate language to your organization's next newsletter or in outreach emails. This quick blurb links to our PSA landing page, where both versions of the PSA and additional resources are housed. By harnessing the power of your existing networks, we can spread this important message to even more communities across the country.

Even before the pandemic, public schools and early childhood programs reported the [highest number](#) of children and youth experiencing homelessness ever recorded - 1.5 million, approximately the population of Dallas. School is the one home that all children and youth have in common, and their role has never been more critical. Distance learning and other COVID-related complications mean it is easier than ever for vulnerable students to fall through the cracks but it's vital that families and youth who are homeless know their educational rights, and how to exercise them. Check out letseducateeverychild.org to learn more about the role you can play in ensuring every child has the opportunity to learn- no matter what school looks like this fall.

