

# 40 WAYS PCCY is Looking Out for Children Facing this COVID-19 Crisis

**LED the charge** with a #TeachOurKids campaign to get the School District of Philadelphia to purchase computers needed to support in-home instruction for every child during the crisis

01

**LAUNCHED the first** family focused COVID-19 Community Toolkit directing parents to critical resources across the region

02

**CREATED the plan** for the state, in coalition with our partners, to keep the child care system from imploding

03

**CONVENED school** leaders across the state to focus attention on the looming massive school budget cuts and developed an advocacy plan to fight to protect schools

04

**CREATED a** vibrant "Arts Ed At Home" Toolkit together with arts teachers to engage parents, guardians, and teachers in hands on arts projects with children

05

**GAVE immigrant** parents access to health, nutrition and housing protection information by translating critical resources into 10 languages

06

**REACHED more** than 56,000 people via Twitter with valuable information to access health care insurance during the crisis

07

**ANNOUNCED four** Town Hall meetings with middle and high school students so they can tell lawmakers why learning in traditional classrooms matters and urge them to fund the schools

08

**RECONFIGURED our** Helpline services, on a dime, to assist adults as well as children with getting health insurance

09

**EMBARKED on an** eight-week campaign, with partners across the state, connecting child care providers with their lawmakers to ask for more relief so centers can sustain operations and be ready to open once the crisis is over

10

**HOSTED weekly** webinars for health care organizations and providers serving children through the crisis that helped remove policy and system barriers to health care

11

**BUILT the "Read to Me"** video series of everyday people reading books to young children enabling their parent or guardian to take a little break in their day

12

**SUSTAINED child care** services for more than 4,000 children by opening a pop-up technical assistance clinic to help child care providers successfully apply for and receive federal COVID relief

13

**PARTNERED with** United Way of Bucks County to deliver more than 15,000 diapers to Bucks County Housing Group Penndel Food Pantry, Emergency Relief Association of Lower Bucks County and Harvest Ministries

14

**REACHED out** to 114 immigrant-serving organizations to share critical health insurance, employment and eviction-related information in multiple languages so that ALL parents can care for their children

15

**PRODUCED a Tip Sheet** for child care providers to ensure that they use their PPP funds in ways that guarantee their federal loans are fully forgivable

16

**PERSUADED the state to** accelerate its communication with all CHIP families so that NO CHILD LOSES INSURANCE during the crisis

17

**EDUCATED our** 20,000 e-news subscribers by focusing our weekly newsletter on the many ways COVID-19 is affecting children

18

**SPREAD the word** to nearly 30,000 people on Facebook about PCCY's COVID-19 Toolkit, public health insurance assistance, and news affecting students in Southeast PA

19

**RAN radio ads** on iHeartMedia (donated by a board member) to let families know that when faced with unemployment or loss of income, they can work with PCCY to make sure their child is insured

20

**ORGANIZED seven** virtual meetings with parents that we recruited to kick off the fight against looming education funding cuts that will devastate public education

21

We are proud of the contribution we could make to those in need... and we won't stop until this crisis is over because there is so much more we must do to protect and support the children of this region.



public citizens for children + youth

Join us by donating to support our work today!

**PITCHED** reporters on covering the delays in schools shifting to home-based instruction and the need for districts to purchase computers so students could learn

22

**CREATED** a critical resource that maps out low-cost health centers with a track record of caring for immigrant families that are open for business during the COVID-19 crisis – translated and disseminated in 5 languages

23

**SUPPORTED** the 22 PCCY-funded Picasso Projects by working with teachers to keep the art projects alive throughout the crisis

24

**PRODUCED** simple information to protect families from eviction in 10 languages

25

**PUBLISHED** the first listing of food distribution sites across the region

26

**RELEASED** regularly updated information on changing WIC guidelines, in partnership with the Foundation for Delaware County, so that young parents could access supplies critical for the health and well-being of their babies

27

**COMPILED** and disseminated a list of sites offering free baby formula, diapers, food and other vital supplies

28

**GATHERED** and posted easy-to-do education activities at home for school-aged children

29

**DELIVERED** 20,000 diapers to Mighty Writers sites in Philly and Chester County

30

**SURVEYED** hundreds of school districts to assess their shift to online instruction and helped reporters understand that many school districts were way ahead of those in our region

31

**PROVIDED** donated books to 150 kids with their school lunches

32

**EDUCATED** reporters on the depth of the child care crisis and helped providers make their case to reporters

33

**LEARNED** that while Twitter and FB are the preferred social media channels for our work, nearly 20k people learned about our coronavirus work through Instagram

34

**HELPED** write a Q & A guide, as a partner in the Start Strong campaign, for lawmakers to help essential workers access child care

35

**PUBLISHED** three commentaries in local newspapers highlighting the need for more resources to ensure students return to schools that are better prepared to offer quality instruction

36

**ADDED** heft to national efforts with our own campaign engaging students on social media thanking healthcare and other frontline workers

37

**ENGAGED** the press on any opportunity we saw to document the impact of COVID-19 on children, leaning dozens of print and radio stories toward kids

38

**TRANSLATED** and disseminated info to self-employed & gig workers about how to apply for the new unemployment benefits

39

**HELD** more than 200 virtual calls and meetings to keep our supporters in the loop, our allies working together and our staff connected, and then we hosted two virtual staff happy hours!

40