

Social Media Kit: Children's Week 2018

BACKGROUND:

Children's Week is a seven-day call to action, bringing attention to key issues faced by children in America. Starting on June 10, we will kick off a campaign of educating the public, engaging policymakers, connecting advocates to resources, and demonstrating the challenges impacting children in order to drive forth the message that there is much to be done to help kids and families.

- June 10 – Children's Day #ChildrensDay
- June 11 – Education and Early Childhood #EarlyEd
- June 12 – Nutrition and Health #KidHealth
- June 13 – Investing in Kids (Budget) #InvestinKids
- June 14 – Poverty and Homelessness #ValueOurKids
- June 15 – Child Abuse and Neglect #ProtectOurKids
- June 16 – Immigration #KidsImmigration

SOCIAL MEDIA AND HASHTAG USE:

Use #ChildrensWeek2018 to participate in the campaign. Share your own resources and messaging on the issue areas of the day.

Each day has its own distinct hashtag to use along with #ChildrensWeek2018.

IMAGE BANK

[Check out our image bank of materials here.](#) We'll be updating throughout the week with additional sample images for you to use.

CHILDREN'S DAY - #CHILDRENSDAY SUNDAY, JUNE 10

KEY MESSAGES:

- Today we celebrate children, who make up a quarter of the U.S. population.
- Children can't vote, don't have Political Action Committees, Super PACs, so they are counting on all of us to make their voices heard.
- Starting today, we will kick off a campaign of educating the public, engaging policymakers, connecting advocates to resources, and demonstrating the challenges impacting children to so show more must be done to help kids and families.
- Children's Week is a seven-day call to action, bringing attention to key issues faced by children in America.

SAMPLE TWEETS

- [THUNDERCLAP] "Today, on Children's Day, we begin a seven-day call to action to take on critical issues impacting kids. Join us!
- Children can't vote and don't have Political Action Committees or Super PACs, so they are counting on all of us to make their voices heard. <http://bit.ly/2sKX1jn> #ChildrensDay #ChildrensWeek2018
- Raise your voice for kids -- join us this week as we concentrate our advocacy efforts to highlight the most important issues affecting kids in the U.S. <http://bit.ly/2sKX1jn> #ChildrensDay #ChildrensWeek2018
- How can we celebrate our kids? By making sure that they have all the resources needed to unlock their potential and our country's future. #ChildrensDay #ChildrensWeek2018
- More must be done to help children and families — that's what #ChildrensWeek2018 is all about. Today marks the beginning of our campaign to educate the public, engage policymakers, and connect advocates to resources. <http://bit.ly/2sKX1jn>

FIRST FOCUS RESOURCES

Children's Week page: <http://bit.ly/2sKX1jn>

EDUCATION & EARLY CHILDHOOD - #EARLYED MONDAY, JUNE 11

KEY MESSAGES:

K-12 Education

- For children to succeed, they need access to high quality schools. Inequitable public school funding and segregated classrooms are a major barrier that keeps low-income children from accessing the education they deserve.
- Currently, the Federal Government only provides 8 percent of all education funding. Without greater federal investment, school districts with higher levels of poverty struggle to meet the educational needs of their students.
- To make a difference in education, policymakers must do more to lower the obstacles children face outside the classroom. Kids dealing with poverty and homelessness to lack of access to healthcare, safe neighborhoods, and healthy food.

Early Childhood

- **Early Learning:** High quality early learning opportunities provide children with the foundation they need to lead healthy and successful lives
- **Child Care:** Parent's need access to affordable, quality child care. Currently, child care is unaffordable for many middle and low income families, and represents one of the most significant expenses in household budgets.
- **Health Care:** African Americans have over 3 times the rate of infant mortality due to complications from low birthweight as compared to non-Hispanic white women.
- According the Department of Health and Human Services, in 2014 African American mothers were more than 2 times as likely to receive late or no prenatal care compared to non-Hispanic white mothers.

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SAMPLE TWEETS

- Children need access to high quality schools to succeed. Unequal public school funding and segregated classrooms bar low-income children from the education they deserve. #EarlyEd #ChildrensWeek2018 <http://bit.ly/2HqsrRp>
- The Federal Government only provides 8 percent of all education funding while school districts with high poverty levels struggle to meet students' educational needs. Greater federal investment is necessary. #EarlyEd #ChildrensWeek2018 <http://bit.ly/2kUrhF3>
- Child care represents one of the most significant expenses in household budgets and is unaffordable for many middle and low income families. <http://bit.ly/2HqdsXy> via @ChildCareAware #EarlyEd #ChildrensWeek2018
- When children face poverty, homelessness, and lack of access to healthcare, safe neighborhoods, and healthy food, it impacts them in school. To make a difference in education, policymakers must reduce those obstacles. #EarlyEd #ChildrensWeek2018
- President Trump's proposed budget massively cuts education funding by slashing grants which aim to prevent violence and provide mental health services in schools. #EarlyEd #ChildrensWeek2018 <http://bit.ly/2kUrhF3>

FIRST FOCUS RESOURCES

- [Trump's Infrastructure Plan Leaves Children Behind \(Blog Post\)](#)
- [The President's Budget Speaks Louder than his Words on School Safety](#)
- [A Child Allowance](#) (from *Our Kids, Our Future*)
- [Paid Family Leave](#) (from *Our Kids, Our Future*)

PARTNER RESOURCES

- [Parents and the High Cost of Care](#) (Child Care Aware-Early Education)
- [School Safety Blog Tour for National Healthy Schools Day](#) (American Association of School Administrators) As part of National Healthy Schools Day today, AASA Children's Programs Department hosted a blog tour on school safety to help stimulate conversation on healthy schools and positive SEL, in response to the debate surrounding our schools in light of recent violence in Florida and elsewhere.
- [Head Start by the Numbers](#) (National Head Start Association)

NUTRITION AND HEALTH - #KIDHEALTH TUESDAY, JUNE 12

KEY MESSAGES:

HEALTH

- The Congress must protect funding for the CHIP program. The administration and Congress struck an agreement that funds and protects this vital program for children. Using funding for low-income children to pay for tax cuts for the wealthy is unacceptable.
- Medicaid has a long record of providing quality healthcare with low administrative cost for low-income families and children. As state's expand Medicaid, barriers to accessing the program, such as work requirements, only hurt women and children.
- Legislative and administrative actions that repeal, or undermine coverage under the Affordable Care Act, are a severe health threat to children with disabilities.
- As a nation, we must build on what is working for millions of children, pregnant women and their families by keeping Medicaid and CHIP strong and enrolling all eligible children, strengthening private coverage, and working toward a health care system that meets the needs of all children, pregnant women, and their families, regardless of their health or immigration status, family income, or zip code.

NUTRITION

- Hungry kids are more likely to get sick, have trouble in school, behavior problems, and experience malnutrition. Investing in kids means making sure they have enough to eat so they can succeed!
- 13 million children--1 in 6--are food insecure in America today. These kids need us to strengthen and protect Federal nutrition programs like the Supplemental Nutrition Assistance Program (SNAP) that help families put food on the table!
- Hunger and poor nutrition during early childhood has devastating consequences. Luckily, the Special Nutrition Assistance Program for Women, Infants, and Children (WIC) can help babies and children under 5 get the critical nutrition they need!

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- From school breakfast and lunch to summer meals programs, child nutrition programs keep children healthy, fed, and ready to learn. We can help by making sure these programs are well funded, widely accessible, and serving up nutritious meals that keep kids healthy.

SAMPLE TWEETS

- SNAP is the first line of defense against child hunger — 19 million children rely on the program to put food on the table. #KidHealth #ChildrensWeek2018 <http://bit.ly/2JnOV7j>
- 13 million children — 1 in 6 — are food insecure in America. Investing in kids means making sure they have enough to eat. #KidHealth #ChildrensWeek2018 <http://bit.ly/2Hta8ek>
- Medicaid provides quality healthcare with low administrative cost for low income families. Barriers to accessing the program, such as work requirements, only hurt women and children. <http://bit.ly/2rO3tqj> #KidHealth #ChildrensWeek2018
- Medicaid covers approximately 37 million children and an additional 8.9 million are enrolled in CHIP. Together, the programs insure more than 1 in 3 children in the United States. <http://bit.ly/2HgiMCN>
- From school breakfast and lunch to summer meals programs, child nutrition programs keep children healthy. We can help ensure these programs are well funded, widely accessible, and serving up nutritious meals. #KidHealth #ChildrensWeek2018 <http://bit.ly/2JqINeO>
- Legislative and administrative attacks on Medicaid, and attempts to repeal or undermine the Affordable Care Act, are a severe health threat to children with disabilities. #KidHealth #ChildrensWeek2018 <http://bit.ly/2kYi7HL>
- An initiative at @Teeth_Matter aims to improve the overall health of children and their families by analyzing multigenerational barriers to oral healthcare. #KidHealth #ChildrensWeek2018 <http://bit.ly/2IadWCx>
- Any changes to our health care system must further improve coverage for children and pregnant women. Children's health care advocates have outlined this set of guiding principles for future health care policies: <http://bit.ly/2M5LRi7> #KidHealth #ChildrensWeek2018

FIRST FOCUS RESOURCES

Nutrition

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- [The Impact of the President's 2019 Budget Proposal on Child Nutrition Assistance](#)
- [Strengthening and Protecting SNAP \(First Focus Fact Sheet\)](#)
- [Children's Group Letter Opposing the House 2018 Farm Bill](#)
- [Child Food Insecurity Blog](#)

Health

- [Guest Blog from CDHP: A New Effort to Boost Children's Oral Health and Family Success](#)
- [How to Improve Health Care for All Children \(Guiding Principles for Health Care Policy\)](#)
- [Medicaid Fact Sheet](#)
- [Work Requirements for Medicaid: Bad for Kids](#)
- [The Danger of Administrative Attacks on Medicaid](#)
- [Why is Medicaid So Critical? Let's Get Personal](#)

PARTNER RESOURCES

Nutrition

- [Children in WIC Fact Sheet \(National WIC Association\)](#)
- [2017: School Governance and Leadership: Feeding Hungry Minds: Stories from the Field \(AASA\)](#)

Health

- [Happy, Healthy and Ready to Learn: Insure All Children" \(AASA\)](#)

INVESTING IN KIDS (BUDGET) - #INVESTINKIDS WEDNESDAY, JUNE 13

KEY MESSAGES:

- Even though they comprise 25% of the population, kids receive less than 8 % of the Federal Budget.
- Valuing our kids means investing in programs that serve children across every category of wellbeing. From health and nutrition to education and child welfare, children's programs shouldn't be used as bargaining chips in federal spending decisions.
- To invest in kids, Congress must uphold the Bipartisan Budget Agreement so that discretionary programs serving children can recover from years of cuts and sequestration. This includes rejecting any attempt to rescind funds that serve children!
- FY 2020 is around the corner, and we're headed towards a crisis as allowable discretionary spending on domestic programs is set to plummet by \$55 billion. If we don't raise the Budget Caps for FY 2020 and FY 2021, children's programs are at risk.
- If CBTA is dropping: Children should be front and center when it comes to federal budget decisions. That's why we are proud to endorse the Children's Budget Transparency Act, which will allow policymakers and the public to track the ups and downs of federal spending on children.
- In the wake of recent tax legislation that disproportionately benefits the wealthy and creates a huge loss in revenue, cutting mandatory programs that serve our nation's children in the name of deficit reduction compounds the trend of divestment in our nation's children.

SAMPLE TWEETS

- For Partners -- Tweet your photos from the hill event (in front of offices; tag CBC members)
- Even though they comprise 25% of the population, kids receive less than 8% of the Federal Budget. Our Children's Budget 2017 takes a comprehensive look of where that 8% goes. #InvestInKids #ChildrensWeek2018 <http://bit.ly/2JCbQiw>
- To #InvestInKids and recover from years of cuts, policymakers must uphold the Bipartisan Budget Agreement and stop playing politics with funding for children's programs. #ChildrensWeek2018 <http://bit.ly/2M56bjy>

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- Cutting mandatory Children's Programs to reduce deficit following revenue-reducing tax legislation follows a trend of disinvesting in our nation's children. Join us in urging policymakers to #InvestInKids. #ChildrensWeek2018.

FIRST FOCUS RESOURCES

- [Children's Budget 2017 Book](#)
- [Adequate Funding for U.S. Census Bureau \(Letter\)](#)
- [Children's Budget Coalition FY19 Letter \(Letter\)](#)
- [Continuing Resolutions Leave Kids Hanging in the Balance](#)

PARTNER RESOURCES

- Youth Development Institute of Puerto Rico's [Children's Budget 2018](#)
- AASA: AASA is a lead partner of the Middle School Kindness Challenge, which is spearheaded by Stand for Children. The Challenge is a free, online tool that helps schools and districts foster social and emotional development and improve school climate. The Challenge is open to any schools serving children in grades 4-8.
<http://www.aasa.org/middleschoolkindness.aspx>

EVENTS

Children's Budget Coalition Hill Day - Members of the children's budget coalition will be having meeting on the Hill on this day -- stay tuned and promote each other's posts.

POVERTY & HOMELESSNESS - #VALUEOURKIDS THURSDAY, JUNE 14

KEY MESSAGES:

- One of the biggest challenges facing our nation today is the persistently high number of children living in poverty.
- Nearly 1 in 5 children are living in families with incomes below the poverty line.
- Children disproportionately experience poverty in the U.S., while only comprising 23.1 percent of the total population in the U.S., they make up 33.6 percent of the population living in poverty.
- We need a national commitment in the United States to cut the child poverty rate and reduce racial and ethnic disparities. One important example to look to is in the United Kingdom, which established a national child poverty target and then implemented a mixture of policies including investments for children, measures to make work pay, and efforts to increase financial support for families.
- 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.

SAMPLE TWEETS

- “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.” <http://bit.ly/2wooMn9> #ChildrensWeek2018 #ValueOurKids
- Children of color experience poverty at nearly three times the rate of white children. To #ValueOurKids, we need solutions: <http://bit.ly/2wooMn9> #ChildrensWeek2018
- In the coming decades, the ratio of seniors to those of working age will be twice as great as it was in the 20th century. It is more critical now than ever to invest in our children, who will make up our future workforce. #ValueOurKids: <http://bit.ly/2wooMn9> #ChildrensWeek2018

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- In the United States, there are millions of children living in poverty each day and trying to thrive but are faced with barriers at every stage of their development. #ValueOurKids #ChildrensWeek2018
- #ValueOurKids by making child poverty reduction a top priority: <http://bit.ly/2wooMn9> #ChildrensWeek2018
- Nearly 1 in 5 children live below the poverty line. The Child Poverty Reduction Act of 2017 would work to #ValueOurKids and change that statistic. #ChildrensWeek2018 <http://bit.ly/2M7KOOt>
- Unstable housing conditions pose health and safety risks to children and families. To #ValueOurKids, affordable housing needs to be more, not less, accessible to families. #ChildrensWeek2018 <http://bit.ly/2reqWQ9>
- Join @CPAG_USA for the launch of their webinar series focusing on solutions to addressing early childhood poverty. How can we best #ValueOurKids? Learn more and register: <http://bit.ly/2M6fNe0>

FIRST FOCUS RESOURCES

- [Our Kids, Our Future: Solutions to Child Poverty in the U.S.](#)
- [Fact sheet and letter of support on AHEAD Act](#)
- [Fact sheet and letter of support on Equal Opportunity for Residential Representation Act](#)
- [First Focus Campaign for Children action page on the Child Poverty Reduction Act](#)
- [First Focus Campaign for Children action page on the Homeless Children and Youth Act](#)
- [New HUD Proposals Are the Wrong Direction for Children](#)
- [House TANF Bill Does Not Go Far Enough in Reducing Child Poverty Events](#)
- [Children's Week CPAG webinar on solutions to Child Poverty – Register Here](#)

CHILD ABUSE & NEGLECT - #PROTECTOURKIDS FRIDAY, JUNE 15

KEY MESSAGES:

- Preventing child abuse and neglect starts with investing in stronger families. And, when abuse or neglect happens, children need swift but thoughtful action that gives them the best possible chance to grow up in a safe, nurturing home and build successful, adult lives.
- Congress should implement recommendations from the Commission to Eliminate Child Abuse and Neglect Fatalities.
- Parental substance and opioid abuse have long been identified as factors that lead to children entering the child welfare system. It is critical that children and youth are not an afterthought when developing policies to address our nation's opioid crisis.
- It's time for Congress to act with meaningful school safety and gun control legislation aimed at preventing gun violence in schools and communities. We call on Congress, the President, and adults across our nation to stand with the children to say Not One More child will be lost to gun violence.
- Low-income children are at greater risk of experiencing child maltreatment, especially child neglect.
- According to the National Incidence Study of Child Abuse and Neglect, children in a low socioeconomic household experienced maltreatment at 5x the rate of other children and were 3x as likely to be abused.
- Child neglect and maltreatment cause significant trauma and adverse effects in the lives of children. Children who experience maltreatment are at risk of impaired brain development, poor mental and emotional health, and can face social difficulties. This in turn can lead to a higher risk of juvenile delinquency, substance abuse, sexual abuse, pregnancy and abusive behavior.

SAMPLE TWEETS

- 38% of children enter foster care due to a parent's drug or alcohol use. Children and the consequences they face cannot be an afterthought in addressing the opioid crisis.
#ProtectOurKids #ChildrensWeek2018 <http://bit.ly/2JAJQ132>

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- From online sexual abuse to mass school shootings — policymakers aren't doing enough to #ProtectOurKids from threats of danger and violence. #ChildrensWeek2018 <https://bit.ly/2LvV1Du>
- Children who experience maltreatment, such as abuse and neglect, are susceptible to long-term physical, mental and societal consequences. We must #ProtectOurKids from these consequences and the risks associated with them. #ChildrensWeek2018 <https://bit.ly/2qoVblX>
- #ProtectOurKids from maltreatment and abuse. #ChildrensWeek2018 + *Infographic: children in a low socioeconomic household experienced maltreatment at 5x the rate of other children and were 3x as likely to be abused.* <http://bit.ly/2M5VnBY>
- We must incentivize potential adoptive parents to adopt children with special health care needs, not make it more difficult or unnecessarily expensive: <http://bit.ly/2LtmOo> #ProtectOurKids #ChildrensWeek2018

FIRST FOCUS RESOURCES

- [Increasing the Minimum Wage is Good for Child Well-Being](#)
- [This Foster Care Month, Pass Laws to Improve the Lives of Foster Children](#)
- [Campaign Reduces Barriers for Foster Youth Who Want to Drive](#)
- [Eliminating Child Labor at Home and Abroad](#)
- [Health Bill Would Threaten Care for Kids in Foster Care](#)
- [Fact Sheet: Family First Prevention Services Act](#)
- [Fact Sheet: Health Insurance for Former Foster Youth Act](#)
- [Letter: The National Adoption and Foster Care Home Study Act](#)
- [Letter: The Timely Mental Health Act](#)
- [Reframing the Opioid Epidemic: Lawmakers Must Put Children First – Op-ed by Richa Mathur](#)
- [House Hearing Highlights Needs of Children in Opioid Crisis](#)

PARTNER RESOURCES

- [NaCo, Faces of the Social Services Block Grant](#)
- [CWLA, The Nation's Children 2018](#)

IMMIGRATION - #KIDSIMMIGRATION SATURDAY, JUNE 16

KEY MESSAGES

- “Punishing parents who are trying to save their children’s lives and punishing children for being brought to safety by their parents by separating them, is fundamentally cruel and un-American.” – Michele Brane, Director of Migrant Rights and Justice program at the Women’s Refugee Commission
- According to a report by the Center for Law and Social Policy (CLASP), even the possibility of separation from a parent can cause health problems for a child—such as depression, anxiety, and toxic stress—which can lead to long-term developmental delays that seriously hinder a child’s ability to succeed in adulthood.
- Immigration policies should be modified to prioritize the unity of families and allow judicial discretion for parents and primary caregivers of minor children. It is vital that Congress passes legislation that keeps children safe, secure, and in the care of loving family members.
- In an effort to combat the stress felt by families who are separated due to immigration enforcement, Representative Roybal-Allard and Representative Torres of California introduced the Help Separated Families Act of 2018 (H.R. 5414) and the HELP Separated Children Act (H.R. 5950).
- U.S. Immigration and Customs Enforcement (ICE) must consider the best interests of the children in all detention, release, and transfer decisions affecting their parents.
- The Trump administration issued a zero-tolerance policy for families crossing the U.S. border. According to the Washington Post, 1,887 new children are now in the custody of the Department of Health and Human Services (HHS) since the enactment of this policy last month.
- The administration’s decision to end TPS will have a significant impact on hundreds of thousands of children and families who call the United States home.
- More than 273,000 U.S. citizen children whose parents are TPS recipients now face an uncertain future and fear separation from their parents.
- Parents must contemplate returning to a country with their children at a time when there is a mass exodus of children and young people fleeing gang violence. Other families may choose to stay in the U.S. and risk working without legal authorization. This means that

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after decades of providing for their families they will be forced to look over their shoulders and fear separation from their loved ones on a daily basis.

- First Focus Campaign for Children supports the passage of the bipartisan Dream Act, which would create a path for permanent status for undocumented immigrants who came to the United States as children.
- DACA has been a beacon of hope to many young undocumented immigrants who were brought into the country as children. The program's recipients represent some of the country's most innovative, giving, and talented individuals our nation has to offer.

SAMPLE TWEETS

- Even the possibility of separation from a parent can cause health problems such as depression, anxiety, and toxic stress in children. #EndFamilySeparation #KidsImmigration #ChildrensWeek2018 *include quote graphic* <http://bit.ly/2JsL7BG>
- Immigration policies should prioritize family unity and allow judicial discretion for parents and primary caregivers of children. It is vital that Congress pass legislation that keeps children safe, secure, and in the care of loving family. #KidImmigration #ChildrensWeek2018 <http://bit.ly/2LrphPR>
- More than 273,000 U.S. citizen children whose parents are TPS recipients now face an uncertain future and fear separation from their parents. #KidImmigration #ChildrensWeek2018 <http://bit.ly/2Jrf3hE>
- #DACA has been a beacon of hope for many young undocumented immigrants who were brought to the country as children. DACA recipients are some of the nation's most innovative, gifted, and talented individuals. #KidImmigration #ChildrensWeek2018 <http://bit.ly/2LvgsEz>
- Instead of returning to countries riddled with gang violence, many immigrant parents risk working in the United States without authorization — forced to look over their shoulders and fear separation from their loved ones on a daily basis. #KidImmigration #ChildrensWeek2018 <http://bit.ly/2JsdaS9>

FIRST FOCUS RESOURCES

- CPAG Compendium Paper: [Reducing Poverty for Children of Immigrants](#)
- [Separating Children From Their Families Is Cruel and Un-American](#)
- [Terminating TPS will Force Families to Make Desperate Decisions](#)

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- [Annie E. Casey Foundation Releases Race for Results: Building a Path to Opportunity for All Children](#)
- [Trump Administration Rescinds Program for Children Seeking Safety](#)
- [Trump Administration Ends DACA, Creating Uncertainty for Hundreds of Thousands of Children and Families](#)
- [Statement on the Administration's Decision to End Deferred Action for Childhood Arrivals](#)
- [Ending Temporary Protected Status \(TPS\) will Harm Hundreds of Thousands of U.S. Children](#)
- [Fact Sheet: The DREAM Act of 2017](#)
- [Letter of Support: DREAM Act of 2017](#)
- [S.2468 - Fair Day in Court for Kids Act](#)
- [White House Immigration Principles Violate Children's Human Rights](#)

PARTNER RESOURCES

- [Our Children's Fear: Immigration Policy's Effects on Young Children](#) (CLASP report)
- [Immigration Policy's Harmful Impacts on Early Care and Education](#) (CLASP report)
- [AASA: Blog post on DACA by Stand for Children on our department blog, The Total Child "Guest Blog Post: DACA Students And Resources For Superintendents & Schools"](#)
<http://aasa.org/totalchild.aspx?id=40804&blogid=83505>