

Key Messages and Social Media Guidelines

Summary:

The [Childhood Bereavement Estimation Model \(CBEM\)](#) was developed by [Judi's House/JAG Institute](#), in partnership with the [New York Life Foundation](#), to approximate childhood bereavement rates due to the death of a parent or sibling. In November, Judi's House/JAG Institute released its 2021 Key Topic examining childhood bereavement rates by race and ethnicity. The CBEM provides advocates with information to enlist community-wide backing for strengthening access to loss-specific grief care that can help families understand and cope with death.

Customize key messages and social media posts with relevant data by accessing the CBEM Key Topic national and state [reports](#), in addition to supplemental CBEM [data tables](#).



Key Messages: CBEM by Race & Ethnicity

1. The Childhood Bereavement Estimation Model (CBEM), developed by Denver-based [Judi's House/JAG Institute](#), approximates rates of U.S. children and youth who will experience the death of a parent or sibling by the time they reach young adulthood.
2. Nationally, 1 in 14 children, or 5.3 million, will experience the death of a parent or sibling by age 18 based on 2021 Childhood Bereavement Estimation Model results. By age 25, that number more than doubles to 13.3 million.
3. According to Judi's House/JAG Institute's November 2021 CBEM Race & Ethnicity Key Topic release, Black/African American children are 1.5 times more likely to be bereaved than the national average. Similarly, American Indian/Alaska Native children are bereaved at rates above the national average.
4. Childhood bereavement rates by race and ethnicity fluctuate based on geography. For example, 1 in 5 American Indian children in South Dakota will experience the death of a parent or sibling by age 18 compared to 1 in 13 children across the state.
5. National directories of childhood grief providers indicate an absence of resources in certain states, leaving youth at risk of mental health concerns, academic problems, and early mortality.
6. Childhood bereavement will affect [STATE CBEM RACE/ETHNICITY RATE BY AGE 18] % of [RACE OR ETHNIC CATEGORY] children and youth in our community by the time they reach adulthood. According to 2021 CBEM results, this is [HIGHER/LOWER] than the [STATE] rate of [STATE CBEM RATE % BY AGE 18].
7. Childhood Bereavement Estimation Model (CBEM) prevalence rates vary within states by race and ethnicity. In [YOUR STATE], 1 in [STATE CBEM RACE/ETHNICITY 1 IN # BEREAVED BY AGE 18] [RACE OR ETHNIC CATEGORY] children will experience the death of a parent or sibling by age 18.

Key Messages: Childhood Grief

1. Long overlooked, childhood bereavement is a critical issue and an increasingly important national priority. The death of a parent or other important person in a child's life has been noted to be one of the most frequently reported disruptive childhood experiences.
2. Childhood grief has profound impacts on youth, families, and communities. Understanding the magnitude of childhood bereavement is imperative to motivate action that ensures adequate resources are available to those needing care.
3. Research shows bereaved children are at increased risk of disrupted development. Unaddressed childhood grief and trauma can lead to short- and long-term difficulties including poor academic performance, mental health issues, and early mortality.
4. Each day, bereaved youth turn to peers and adults for assistance in managing complex grief reactions. Data from the Childhood Bereavement Estimation Model (CBEM) reinforces the need for access to grief-focused education and programming that helps communities respond compassionately and confidently.

Social Media Guidelines

Summary:

Social media is a fundamental resource for bringing information and connection to billions of users. Integrated messaging is essential to generating increased awareness about the significance of childhood bereavement. Connect with a range of audiences invested in children's well-being through curated CBEM social media graphics and sample language found below. Strengthen the conversation! When posting use **#CBEM** and **#ChildhoodGrief**.

Follow and tag Judi's House/JAG Institute on these social platforms:

- **Facebook:** [@JudisHouseDenver](#)
- **Instagram:** [@JudisHouse](#)
- **Twitter:** [@JudisHouse](#)
- **YouTube:** [YouTube.com/JudisHouseDenver](#)

Suggested Social Media Posts:

1. The #CBEM, developed by [JUDIS HOUSE TAG], estimates that Black/African American children are 1.5 times more likely to be bereaved than the national average. Similarly, American Indian/Alaska Native children are bereaved at rates higher than the national average. Learn more about #childhoodgrief in our communities at judishouse.org/cbem-race-ethnicity.
2. Did you know in [STATE NAME] [STATE CBEM RACE/ETHNICITY RATE BY AGE 18] [RACE AND ETHNIC CATEGORY] children will become bereaved by age 18? That is [HIGHER/LOWER] than the CBEM State Rate of [STATE CBEM RATE BY AGE 18]. Learn more about #childhoodgrief at judishouse.org/cbem-race-ethnicity.
3. We can't stop bereavement from happening, but as a grief champion, we know what to do when it occurs. Join us in providing necessary care to children experiencing grief. Donate today and learn more at judishouse.org/cbem.
4. Grief is as diverse as our nation. We must advocate for quality grief care services that can address the staggeringly disproportionate rates of bereavement among youth. [ORGANIZATION NAME] needs your support to help every child, regardless of background, feel supported as they navigate the ups and downs of loss.



Judi's House/JAG Institute is a research-based nonprofit in Denver devoted solely to supporting grieving children and their families.



NEW YORK LIFE
FOUNDATION

Judi's House/JAG Institute partnered with the New York Life Foundation to create the Childhood Bereavement Estimation Model.