

American Academy of Pediatrics #VoteKids Toolkit

August – November 2018

For AAP members

The national midterm elections are **Tuesday, November 6, 2018**.

All 435 seats in the U.S. House of Representatives and 35 of the 100 seats in the U.S. Senate will be contested. In addition, 36 governors, more than 6,000 state legislators, and scores of other state and local officials across the country will be elected.

While children can't vote, pediatricians and others who care for children can. From clinics to state capitals to Congress, the AAP has one message for our elected leaders: put children first. Voting with children in mind is a small act that can make a big difference.



The **American Academy of Pediatrics' #VoteKids campaign** is designed to provide you with the tools and resources you need to learn [what's at stake](#) for children, how and where to [register to vote](#), and what you can do to [speak up for children](#) at the ballot box. For all of the information on the campaign and a comprehensive list of resources, please visit aap.org/votekids.

This toolkit is a compilation of several tools designed to help you get out the vote and share why you plan to #VoteKids in November. The full suite of resources and voting information can be found on aap.org/votekids.

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#VoteKids Twibbon

Update your social media profile picture with our [banner overlay](#) (example right) to show others that you #VoteKids.



Sample Social Media Messages

Twitter

- As a pediatrician, I know what's at stake for children in this election. That's why I'm going to #VoteKids! Join me: <https://youtu.be/-Re6sUeW4s8>
- I'm going to #VoteKids this November to give children a voice that they deserve. Join me: <https://aap.org/votekids>
As a pediatrician, I'm going to #VoteKids in November because kids can't vote, but I can. Join me: <https://aap.org/votekids>
- As a pediatrician, I will #VoteKids this November so my patients can have elected representatives who are invested in their future. <https://aap.org/votekids>
- As a pediatrician, I #VoteKids because voting is a small act that can make a big difference for children throughout the country. <https://aap.org/votekids>
- I'm going to #VoteKids this November because 78 children, teens, and young adults are injured or killed by guns every day. We can and must do more to #EndGunViolence. Join me: <https://www.aap.org/en-us/Vote/Pages/Whats-at-Stake.aspx>
- I'm a pediatrician and I am going to #VoteKids because I want to #EndGunViolence. Join me in this election to vote for candidates who want to keep our kids and community safe. <https://www.aap.org/en-us/Vote/Pages/Whats-at-Stake.aspx>
- As a pediatrician, I care for the health and well-being for all children—no matter where they or their parents were born. This election, I am voting for candidates that support the health and well-being of immigrant children and families. #VoteKids <https://www.aap.org/en-us/Vote/Pages/Whats-at-Stake.aspx>
- This election, I am going to #VoteKids because all children should be able to access the care they need, when they need it. <https://www.aap.org/en-us/Vote/Pages/Whats-at-Stake.aspx>

Encourage others to update their profile photos in support of #VoteKids

- I updated my profile photo because I'm going to #VoteKids this November. Join me! <http://twibbon.com/support/votekids>
- I care for kids and I #VoteKids! Join me and update your profile photo to ensure kids are prioritized this election. <http://twibbon.com/support/votekids>
- Now through the election, join me to show your support for kids and update your profile photo to #VoteKids <http://twibbon.com/support/votekids>

- Make sure kids are seen in addition to being heard this election. Join me in changing your profile photo <http://twibbon.com/support/votekids> #VoteKids
- I'm proud to #VoteKids this election. Change your profile picture to show your support too! <http://twibbon.com/support/votekids>

Facebook

- Children can't vote, but I can! That's why this November, I'm going to #VoteKids <https://aap.org/votekids>
- As a pediatrician, I know what's at stake for children in this election. That's why I'm going to #VoteKids this November. Join me: <https://aap.org/votekids>
- I #VoteKids because voting is a small act that can make a big difference for children. Don't forget to cast your ballot this November! <https://aap.org/votekids>
- I'm a pediatrician and I care for all children. That means that I #VoteKids! Join me and update your profile photo to ensure kids are prioritized this election: <http://twibbon.com/support/votekids>
- As a pediatrician, I care for the health and well-being for all children—no matter where they or their parents were born. This election, I am voting for candidates that support the health and well-being of immigrant children and families. Join me and #VoteKids <https://www.aap.org/en-us/Vote/Pages/Whats-at-Stake.aspx>
- 78 children, teens, and young adults are injured or killed by guns every day. I'm going to #VoteKids this November because, as a pediatrician, I know what's at stake for children in this election. We can and must do more to #EndGunViolence. <https://www.aap.org/en-us/Vote/Pages/Whats-at-Stake.aspx>
- Children who have access to health care grow up to lead healthier and more productive lives. This election, I am going to #VoteKids because all children should be able to access the care they need, when they need it. <https://www.aap.org/en-us/Vote/Pages/Whats-at-Stake.aspx>

Polling Time Infographics

Download [state-by-state infographics](#) (example below) with polling times on Election Day. These downloadable infographics are available for both Facebook and Twitter.

VOTE

KIDS

American Academy of Pediatrics
DEDICATED TO THE HEALTH OF ALL CHILDREN®

Polls in Maine are open until 8:00 pm

November 6, 2018

Poll open times vary between 6:00 am and 10:00 am. Contact your election office for polling place hours: maine.gov/portal/government/edemocracy/voter_lookup.php

Be sure to have required ID before going to the polls.

Rx to Vote

Download our Rx to Vote to engage patients and parents: English and Spanish

- Pediatricians can give parents a [prescription to vote](#) for children this November. Download our [Rx to Vote](#) and hand it out to parents during check-ups. [Click here](#) for the Spanish version.
- Pediatricians can give young voters a [prescription to vote](#) this November. Download our [Young Voter Rx to Vote](#) and hand it out to patients during check-ups. [Click here](#) for the Spanish version.

Op-ed Guidelines

Please consider **writing an op-ed to your local newspaper explaining why it is important to #VoteKids in November**. Op-eds are an effective medium to communicate your opinion about a timely issue in a local or national media outlet. Op-eds are typically 500-600 words in length, though it is always important to check with the individual publication for specific length requirements (most have guidelines listed on their websites).

Important note: Rather than copy and pasting from this document, please view the messages below as example framing, as AAP strongly recommends you tailor the language to **make it your own and add personal stories or perspectives** on why children deserve to be a meaningful part of the election conversation and why you plan to #VoteKids.

Personalizing your piece: We encourage you to pick a child health issue or two that resonates most with you and use that to anchor your op-ed. This [AAP webpage](#) has resources with additional information, statistics and state-specific data on several key child health issues that you can weave into your piece.

Key messages:

Below are key messages to help guide your op-ed draft:

- There is a lot at stake for children in this midterm election.
- While children cannot vote or speak up for themselves, we can, and I plan to use my voice and my vote this November to make sure their needs are prioritized by our elected leaders.
- Through the #VoteKids campaign, led by the American Academy of Pediatrics, pediatricians are using their voices to speak for children at the ballot box and encouraging others to do the same.
- I #VoteKids because *{insert why you plan to #VoteKids}*, and I ask you to join me!
- *{Share state-specific data on why it is important to vote on behalf of the needs of children in your state. Add personal stories or perspectives about why you plan to #VoteKids and why others should too}.*
- We must put children at the top of our national agenda. I urge our elected leaders to invest in programs and policies that keep our children, families and communities safe and healthy.
- Voting for kids is a small act that can make a big difference for children and for the country.
- We owe it to our children and future generations to vote with their needs in mind.

Submitting your op-ed:

Once you have initiated a draft op-ed, please contact Devin Miller (dmiller@aap.org) in the AAP Washington

Office who can provide any suggestions or feedback, answer any additional questions or provide assistance with pitching.

Please note that many op-eds are considered “exclusive;” you can only submit your piece to one newspaper at a time. Should one publication decline to publish your piece, you can resubmit to another, but you should avoid sending your op-ed to several newspapers at once.