



FOR IMMEDIATE RELEASE: **Insert Date**

Contact: **Insert your name, email, phone**

(Insert name of program or hospital) Celebrates Child Life Month

March celebrates the work of child life specialists across the globe as they prioritize the emotional safety of children, youth, and families impacted by healthcare and other significant life experiences

(**Location**) - During the month of March, **insert name of program/hospital** is celebrating [Child Life Month](#). Hosted annually by the [Association of Child Life Professionals](#), Child Life Month recognizes and highlights the important role Certified Child Life Specialists play ensuring the emotional safety of children and families in healthcare settings. This annual observance is an excellent occasion to express appreciation to child life professionals and to make the local community aware of the benefit of child life services.

The [American Academy of Pediatrics](#) (AAP) has endorsed the important role of the Certified Child Life Specialist stating, “a child life program improves quality and decreases costs and, therefore, should be included in the value-added equation and discussion of health care cost, including with payers.” [U.S. News & World Report](#) has also recognized that expertise in child life is a vital variable in the success of pediatric care and a key quality indicator in hospital rankings.

“Thank you for recognizing the significant impact Certified Child Life Specialists play in emotionally preparing children and families for medical treatment and supporting them through difficult experiences,” said ACLP Board President Lindsay Heering, MS, CCLS. “Now, more than ever, ACLP is proud of the global contributions child life is making and the commitment shown to children and families.”

This year during child life month are weekly themes to celebrate the work of child life specialists:

- March 6-12: Professional Development
- March 13-19: Member Appreciation Week
- March 20-26: Self-Care
- March 27-31: Recognition

Read [more](#) about what is being offered each week during Child Life Month.

ACLP welcomes the public to join in the celebration by thanking a Certified Child Life Specialist on social media using #ChildLifeMonth.

Follow ACLP on Facebook and Instagram to join the festivities and to celebrate child life specialists.

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About the Association of Child Life Professionals (ACLP): ACLP is the leading professional association supporting child life professionals. Child life professionals advances psychosocial care and the emotional safety of children, youth, and families impacted by healthcare and significant life experiences. Founded as a nonprofit organization in 1982, ACLP provides members with professional development programs, resources, membership, certification, and advances best practices. More information on ACLP can be found at childlife.org.