

CHILDCARE

MAKES

JOBS

BUSINESS

ECONOMY

LEARNING

FAMILY

COMMUNITY

LIFE

WORK.



PENNSYLVANIA RUNS ON CHILDCARE.

JOIN THE CIRCLE ON JUNE 19

#ComeTogetherForChildCare

Sponsored by the PA Child Care Campaign. For more information: pamela@dvaeyc.org.

PENNSYLVANIA RUNS ON CHILDCARE – JUNE 19, 2018

Families and employers need and depend on child care that works! Join PENNSYLVANIA RUNS ON CHILD CARE on June 19 2018 to highlight child care as a central political issue. Help show that high-quality, affordable child care is not an option—it's a necessity. We need these programs to work—for our children, our workplaces, and our livelihoods.

Everyone can participate!

Company/Organization:

- Sign up to host a #ComeTogetherForChildcare demonstration on June 19.
- Or host a “photo opp” gathering of employees who use child care, and share the photo.
- Share **Pennsylvania Runs on Childcare** and #ComeTogetherForChildcare information through social media and internal communication.
- Host a #ComeTogetherForChildcare policymaker visit.

Childcare Providers/Early Learning Professionals:

- Encourage families to talk to their employers about participating in #ComeTogetherForChildcare demonstrations.
- Encourage families to submit/post their childcare stories on social media using event hashtags, etc.
- Share **Pennsylvania Runs on Childcare** and #ComeTogetherForChildcare information through social media external/internal communication.

Families/Community Members:

- Talk to employers and request a workplace demonstration/photo gathering
- Share **Pennsylvania Runs on Childcare** and #ComeTogetherForChildcare information with neighbors, faith organizations, etc.
- Share this information on social media pages
- Share their family childcare story using event hashtag(s) and tagging local organizations.

Other ways to take action:

- Wear the colors and a sign of support for the movement.
- Change personal FB/Twitter profile photos using the #ChildCareWorks frame and share the provided visuals on your social media accounts.
- Take group photos of employees at organization/company who depend on high-quality childcare and post to social media using the hashtags #ComeTogetherForChildcare, #ChildCareWorks, and #Can'tLeaveHomeWithoutIt and tagging ELPA/PennAEYC/etc.
- Tweet in sync with the movement on 6/19 using the hashtags #ComeTogetherForChildcare, #ChildCareWorks
- Sign and share the petition for increased investment in high-quality early care and education programs.
- Send your creative initiatives to update this list and multiply the impact!

Taglines/hashtags:

- Childcare: we CAN'T leave home without it
- Childcare makes _____ (jobs/business/economy/learning/family/community/life) work
- Got childcare?
- Pennsylvania runs on child care.

Parents of young children know that PA runs on childcare!



CHILDCARE MAKES JOBS BUSINESS ECONOMY LEARNING FAMILY COMMUNITY **LIFE WORK.**

Families and employers need and depend on child care that works! Join our spring 2018 campaign, **PENNSYLVANIA RUNS ON CHILD CARE** culminating on June 19, to highlight child care as a central political issue. Help show that high-quality, affordable child care is not an option—it's a necessity. We need these programs to work—for our children, our workplaces, and our livelihoods.

The more employers we have on board as supporters, the more successfully we can highlight childcare as a central political issue and advocate for more resources for this critical service.

You can help make a difference this spring!

- Talk to your employer and request a workplace demonstration/photo gathering (see reverse)
- Share **Pennsylvania Runs on Childcare** and #ComeTogetherForChildcare information with neighbors, faith organizations, etc.
- Share this information on social media pages

For more information, go to the DVAEYC website, www.dvaeyc.org, or contact Elizabeth (elizabeth@dvaeyc.org), Pamela (pamela@dvaeyc.org) or Khadijah (215-214-9697)



WHY CHILDCARE MATTERS TO BUSINESS

Today the majority of children live in homes where both parents are working. For today's workers (many of whom are parents of young children) access to affordable, high-quality childcare is a necessity—enabling them to stay in the workforce, be their most productive while at work, and continue to learn and gain the necessary skills to succeed in a rapidly changing world.

Quality care also prepares the workforce of tomorrow, forming the bedrock for future academic, economic, and social success. And businesses that support the care needs of their workers are able to better attract and retain talent and have a more productive workforce.

Finally, the public return on investment for our communities and country is extremely strong, with returns as high as \$16 for every \$1 spent. Just think of it as a strong and wise investment with returns in the form of reduced crime and incarceration rates, increased tax revenue, more effective public schools, improved personal and public health, and more educated, skilled workers. Who wouldn't want that?

The business community has an important role to play in propelling high-quality childcare to the top of the agenda when it comes to smart public and private investments to strengthen the workforce of today and tomorrow... We must seize this opportunity to use our voices, influence, and leadership to change the way American approaches childcare.

"Leading the Way: A Guide for Business Engagement in Early Education", US Chamber of Commerce Foundation, 2017, p.2.

AS AN EMPLOYER, YOU CAN HELP THIS SPRING

Families and employers need and depend on child care that works! Join PENNSYLVANIA RUNS ON CHILD CARE for a spring campaign culminating June 19 2018 to highlight child care as a central political issue. Help show that high-quality, affordable child care is not an option—it's a necessity.

- Sign up to host a #ComeTogetherForChildcare event on June 19. Give all your employees who depend on childcare a chance during the workday to come together to be seen. Activities can range from a simple group photo op to a big media event.
- Or host a photo op gathering this spring of employees who use child care, share the photo, and be prepared to share again on June 19.
- Share **Pennsylvania Runs on Childcare** and #ComeTogetherForChildcare information through social media and internal communication in your business.
- Host a #ComeTogetherForChildcare policymaker visit.

PENNSYLVANIA RUNS ON CHILDCARE!

Sponsored by the Delaware Valley Association for the Education of Young Children www.dvaeyc.com
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