

A New Report from Child Care Aware® of America

DEMANDING CHANGE

*Repairing our
Child Care System*



Social Media Toolkit

Content embargoed until Tuesday, February 8.

#DemandingChildCareChange

New Report from Child Care Aware of America

Demanding Change: Repairing our Child Care System

NOTE: This is a responsive toolkit and is subject to updates.

[Explore the interactive website and report](#)

Highlights:

- The report contains sections on child care supply, demand, affordability and the child care workforce.
- 16,000 child care providers permanently closed during the pandemic; the national average price increased by 5%.
- ACCESSIBILITY: New survey data showing that nearly 16,000 child care providers (8,900 child care centers and 7,000 licensed family child care programs) permanently closed from December 2019 to March 2021 in 37 states for which data was available. This represents a 9% decrease in child care providers.
- PRICE: Among the report's findings on the price of child care:
 - The survey data also shows that the national annual average price of child care in 2020 was around \$10,174, a 5% increase from 2019 and at a rate faster than the increase in the price for consumer goods over the same period of time.

- Recently, there have been many stories in the media about increasing inflation. To determine how national average child care prices compared to inflation, we compared them to the rate of inflation for the past few years.
- For the past two years, the price of child care has exceeded the annual inflation rate. In 2019, child care prices exceeded the inflation rate slightly (0.12%).
- However, in 2020, these prices exceeded annual inflation by nearly 4%.
- **QUALITY:** The report also highlights the importance of quality in child care. While it is imperative to grow the child care system, it is equally important to ensure that we increase access to high-quality settings.

Follow CCAoA on Social Media:

- Child Care Aware of America on Facebook: <https://www.facebook.com/ChildCareAware>
- Child Care Aware of America on Twitter: <https://twitter.com/childcareaware>
- CEO Lynette M. Fraga on Twitter: https://twitter.com/lynette_fraga
- Child Care Aware of America on Instagram: <https://www.instagram.com/usachildcare/>
- Child Care Aware of America on LinkedIn: <https://www.linkedin.com/company/childcareaware>

Social Media Graphics:

- [Access folder of social media graphics](#)

Primary Hashtag:

- **#DemandingChildCareChange**



Content is tailored for Twitter, including Child Care Aware of America's handle and other accounts tagged. Adjust accordingly for other platforms.

GENERAL ANNOUNCEMENT

- The @childcareaware annual survey data of CCR&Rs is out! Explore the #DemandingChildCareChange report to learn about what the #childcare sector needs. https://www.childcareaware.org/demanding-change-repairing-our-child-care-system/?utm_campaign=Demanding%20Change%20Report%202021&utm_source=toolkit&utm_content=20220201_reportrelease_toolkit
- Explore the new #DemandingChildCareChange report from @childcareaware to find out how critical issues facing our country are impacting the #childcare sector https://www.childcareaware.org/demanding-change-repairing-our-child-care-system/?utm_campaign=Demanding%20Change%20Report%202021&utm_source=toolkit&utm_content=20220201_reportrelease_toolkit

- @ChildCareAware’s #DemandingChildCareChange report offers new data on child care supply, demand, affordability and the #childcare workforce.
https://www.childcareaware.org/demanding-change-repairing-our-child-care-system/?utm_campaign=Demanding%20Change%20Report%202021&utm_source=toolkit&utm_content=20220201_reportrelease_toolkit
- The new @childcareaware report #DemandingChildCareChange highlights that while we need to grow the #childcare system, it is just as important to ensure that we increase access to high-quality settings.
https://www.childcareaware.org/demanding-change-repairing-our-child-care-system/?utm_campaign=Demanding%20Change%20Report%202021&utm_source=toolkit&utm_content=20220201_reportrelease_toolkit

ADVOCACY

- @ChildcareAware’s #DemandingChildCareChange report explores the high price of child care, and sheds light on the continued need for public investment. Parents need affordable care, and providers need to sustain their programs. Take action:
https://www.childcareaware.org/demanding-change-repairing-our-child-care-system/?utm_campaign=Demanding%20Change%20Report%202021&utm_source=toolkit&utm_content=20220201_reportrelease_toolkit
- Child care professionals from all settings are overworked and underpaid, the new #DemandingChildCareChange report points out. Tell Congress to make investments in #childcare:
https://www.childcareaware.org/demanding-change-repairing-our-child-care-system/?utm_campaign=Demanding%20Change%20Report%202021&utm_source=toolkit&utm_content=20220201_reportrelease_toolkit
- The #childcare sector is experiencing a massive staffing shortage, exacerbating the crisis of child care affordability and accessibility. We need large-scale investments to reverse this trend. #DemandingChildCareChange
https://www.childcareaware.org/demanding-change-repairing-our-child-care-system/?utm_campaign=Demanding%20Change%20Report%202021&utm_source=toolkit&utm_content=20220201_reportrelease_toolkit

CHILD CARE SUPPLY

- Quality #childcare is nurturing, culturally and linguistically responsive, and accessible for families of all socioeconomic levels. #DemandingChildCareChange
https://www.childcareaware.org/demanding-change-repairing-our-child-care-system/?utm_campaign=Demanding%20Change%20Report%202021&utm_source=toolkit&utm_content=20220201_reportrelease_toolkit
- #Childcare availability is critical to ensure that women – many whom left the workforce during the pandemic – can return to the workforce to support their families and contribute to the economy. #DemandingChildCareChange
https://www.childcareaware.org/demanding-change-repairing-our-child-care-system/?utm_campaign=Demanding%20Change%20Report%202021&utm_source=toolkit&utm_content=20220201_reportrelease_toolkit

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- Child and Adult Care Food Programs are a critical partner for #childcare providers, especially during the pandemic. Explore our case study and GIS maps.
#DemandingChildCareChange
https://www.childcareaware.org/demanding-change-repairing-our-child-care-system/?utm_campaign=Demanding%20Change%20Report%202021&utm_source=toolkit&utm_content=20220201_reportrelease_toolkit

CHILD CARE DEMAND

- Demand for #childcare varied greatly during the pandemic, but using Google Trends Interest Scores (GTIS) are one way researchers are attempting to track demand.
#DemandingChildCareChange
https://www.childcareaware.org/demanding-change-repairing-our-child-care-system/?utm_campaign=Demanding%20Change%20Report%202021&utm_source=toolkit&utm_content=20220201_reportrelease_toolkit
- NEW: Case study on child care demand using Google Trends Interest Scores (GTIS) data from communities in Oregon, Minnesota and Texas. #DemandingChildCareChange
https://www.childcareaware.org/demanding-change-repairing-our-child-care-system/?utm_campaign=Demanding%20Change%20Report%202021&utm_source=toolkit&utm_content=20220201_reportrelease_toolkit

CHILD CARE AFFORDABILITY

- According to @BPC_Bipartisan, if #childcare programs charged families for the true cost of care, most would not be able to afford it. Read the report:
https://www.childcareaware.org/demanding-change-repairing-our-child-care-system/?utm_campaign=Demanding%20Change%20Report%202021&utm_source=toolkit&utm_content=20220201_reportrelease_toolkit
- For a median income married couple, more than 10% of household income goes to #childcare – that's above the 7% allocation recommended by the US Department of Health and Human Services.
https://www.childcareaware.org/demanding-change-repairing-our-child-care-system/?utm_campaign=Demanding%20Change%20Report%202021&utm_source=toolkit&utm_content=20220201_reportrelease_toolkit
- A median income single parent spends more than 35% of household income on #childcare – that's well above the 7% allocation recommended by the US Department of Health and Human Services
https://www.childcareaware.org/demanding-change-repairing-our-child-care-system/?utm_campaign=Demanding%20Change%20Report%202021&utm_source=toolkit&utm_content=20220201_reportrelease_toolkit

CHILD CARE WORKFORCE

- Explore data about the #childcare workforce in the new @childcareaware #DemandingChildCareChange report.

https://www.childcareaware.org/demanding-change-repairing-our-child-care-system/?utm_campaign=Demanding%20Change%20Report%202021&utm_source=toolkit&utm_content=20220201_reportrelease_toolkit

- One way to pay #childcare subsidies? Through enrollment, not attendance. Explore this concept in our new #DemandingChildCareChange report:
https://www.childcareaware.org/demanding-change-repairing-our-child-care-system/?utm_campaign=Demanding%20Change%20Report%202021&utm_source=toolkit&utm_content=20220201_reportrelease_toolkit