

FIRST THINGS FIRST

Social Media Toolkit for Parents and Families

Instructions

In today's world, finding quality, affordable child care has become essential for Arizona families to thrive in their jobs. As parents, we know that reliable child care is more than just a service—it's the foundation that keeps us in the workforce, supports our productivity and helps build a better future for our children.

Together, we can build awareness and contribute to community-based solutions that strengthen Arizona's families and educate our children. Let's use our collective voice to address this issue head-on and advocate for a stronger Arizona. Share your voice on [Facebook](#), [Instagram](#), [LinkedIn](#) and [X \(Twitter\)](#)!

Don't forget to tag your local community leaders (elected officials, educators, philanthropists, board members and employers) and include the hashtag #ChildCareCrisisAZ. For questions about this toolkit, please contact [Julia Rodriguez](#).

Messages and Custom Graphics

To download graphics, click the preview image and download it to your device.



12-32% of Arizona's working families' income is spent on child care, with infant care costs being more than state college tuition. It's important our state and community leaders support helping to bring costs down since child care plays a critical role in our communities' success.

#ChildCareCrisisAZ #WorkforceDevelopment #EconomicGrowth #FamilySupport

Optional link: www.FirstThingsFirst.org/families-take-action



Child care challenges hold Arizona's working families back. According to a survey by First Things First:

-  90% of parents report rising costs

-  73% say options are shrinking
-  35% have left jobs due to child care
-  82% missed work

It's time for community and business leaders, state agencies and policymakers to collaborate and support solutions for working families. Together, we can break these barriers.

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90% of brain development happens in the first 5 years. Affordable, quality child care isn't just good for families—it's critical for our economy. Healthy, happy children grow into skilled workers, innovative leaders and engaged citizens. Supporting early childhood today strengthens Arizona's tomorrow.

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Reliable child care

matters for all of Arizona.



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Did you know Arizona's economy loses \$4.7 billion annually due to the child care crisis? Families, employers and Arizonians across the state are affected by loss of earnings, work absences and turnover and a decrease in tax revenue. That's why it's important to get our state and community leaders involved in this ongoing issue.

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Child care deserts

are holding Arizona back.



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According to the Center for American Progress, 48% of Arizonans live in child care deserts—areas with little to no access to child care. Investing in child care solutions isn't just family-friendly—it's essential for workforce stability and economic growth. Leaders in

business, government, and communities can join forces to drive meaningful change for working families

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Research by Nobel Prize-winning economist James Heckman shows that every \$1 invested in quality early childhood programs and care returns \$16 to Arizona's economy. Addressing the current child care crisis is important to ensure our children continue to thrive. Get your local leaders involved and support our state's children and their families.

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