



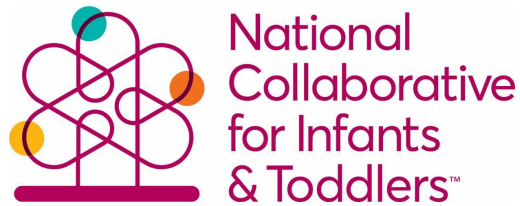
PBS NEWSHOUR SERIES: RAISING OUR FUTURE: AMERICA'S CHILD CARE DILEMMA – JULY 12-16

Background

The PBS NewsHour has produced an upcoming week-long series on child care in the United States. It is anticipated that infants and toddlers and the particular needs/challenges in providing access to affordable, high quality care for them will be woven throughout the series. The series is scheduled to run in five segments over the course of the week of July 12th.

Each segment will have a specific focus that will be covered in a 7-10 minute package:

- **Segment 1 (Oregon):** The first “scene setter” segment of the series examines America’s dramatically changed child care landscape as the country emerges from the pandemic and what’s at stake in this critical moment. Weaving together interviews with national experts, and compelling personal stories from families and providers in Oregon, the report goes beyond the headlines to reveal long-standing inequities and problems with America’s patchwork child care system. The report also looks back at historical touchpoints that have impacted public policy and investment in early care and education for decades.
- **Segment 2 (Mississippi):** The NewsHour team travels on to Mississippi where the lack of affordable, quality child care has long been a significant hurdle for working families, especially low-income single mothers. Using the story of one mother who has experienced significant child care challenges, the report looks at why government child care assistance has been difficult for parents to access in Mississippi and around the country. The reporters then visit an innovative program in Biloxi which has been transforming the lives of single mothers by providing job training and free, easy-to-access child care.
- **Segment 3 (Nebraska):** In the absence of a universal child care system, some communities around the country have been trying to figure out how to address child care shortages which are impacting local economies. In this segment, the NewsHour team visits a small community where residents took action and created one of the country’s few infant and toddler programs owned and operated by a public school district. The team then travels to another Nebraska town where community and business leaders have developed financial incentives to increase the number of child care slots.



- Segment 4 (Fort Belvoir, Virginia): As Congress contemplates a major new role for the federal government in child care, some experts say they should look to the military child care system which has been called a “model for the nation.” In this report, the NewsHour team visits Fort Belvoir in Virginia where service members can access affordable, quality child care and providers earn fair wages and benefits. And, in one of the more compelling moments in the series, the head of child care policy for the military, reveals her family’s own struggles with child care.
- Segment 5 (Around the Country): In the final report of the series, the NewsHour team looks at the key question confronting the country and political leaders: What now? Should the country move toward long-term child care reform? Hearing from average Americans and national thought leaders, the report explores some of the policies now being considered and brings to light some of the many views about how we might move forward.

Several NCIT members collaborated to put together this **pre-broadcast toolkit** to promote viewership of the series among our members, colleagues and stakeholders and continue our collective efforts to bring attention to the needs for better access, affordability and quality in infant/toddler care.

We’ve incorporated here a number of the messages and assets created under the #kidsareessential banner that are easily adapted to this effort.

Please share your outreach plans, ideas and successes via the [NCIT XChange](#).

Pre-broadcast toolkit

[Background](#)

[Pre-broadcast toolkit](#)

[Suggested activities for the Week of July 5th](#)

[Topline messages](#)

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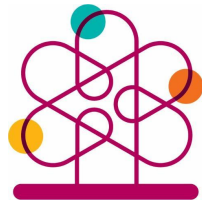
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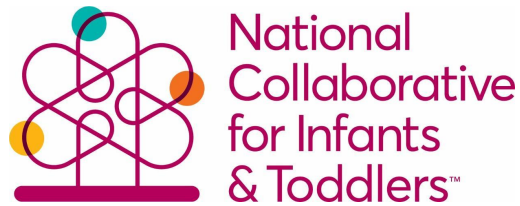


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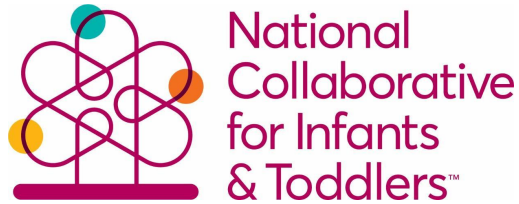


Suggested activities for the Week of July 5th

- Promote the broadcast via your networks via social media
- Develop calendar of airdate reminder eblasts targeted to sector media allies
- Promote the broadcast via newsletters and member/stakeholder communications
- Contact your local [PBS affiliate](#) to pitch covering local child care stories in tandem with the series
- Contact your local media outlets to pitch a story on the series and state/local efforts to build child care for I/T

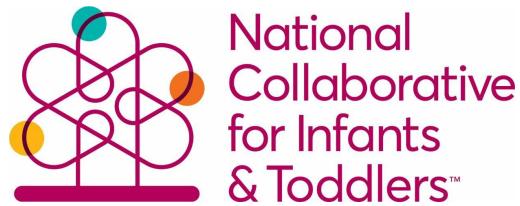
Topline messages

- The science is clear. Early childhood experiences – particularly those before the age of three - deeply affect the development of the brain and body impacting all future learning and health.
- All families need access to quality, affordable, equitable child care that offers their kids safe environments, nurturing relationships and positive learning experiences.
- The pandemic has exacerbated the preexisting child care crisis. Unable to stay afloat, child care centers and schools have had to shut their doors, forcing parents to choose between caring for their kids or keeping their jobs. Support for child care is support for our current and future workforce.
- High-quality child care for infants and toddlers is particularly inaccessible and unaffordable for families. It is more than three times as scarce as care for preschoolers.
- For too long, policymakers have underfunded and undervalued the child care system.
- Child care is a public good and essential to sustaining our economic recovery. It fuels our country's economic engine by helping parents work, and builds the workforce of the future.
- As child care rebuilds following the pandemic, a robust public investment is critical for a sustainable and accessible system, and to ensure that families have the support they need to build a strong foundation for a healthy future
- Home-based care is an essential part of the nation's child care system providing families a uniquely tailored experience



Outreach materials/resources

- PBS NewsHour series landing page (link to come)
- Center for American Progress
 - [Cost of Child Care](#)
 - Child Care Deserts [Interactive Map](#)
- First Five Years Fund
 - [Policy Brief](#) (key messages and stats)
- National Association of Counties
 - Counties for Kids [Toolkit](#)
- Ready Nation
 - Economic Damage of I/T Child Care Crisis
 - [Infographic](#)
 - [Toolkit](#)
- ZERO TO THREE
 - *Think Babies* [Child Care Fact Sheet](#)
 - [State of Child Care for Babies](#)
 - [Talking Points – I/T workforce](#)
 - [Comparing state data on cost and access](#)
 - [Infographic on quality I/T care](#)



Local Media Pitches

NOTE: Many local PBS stations might not have their own news shows, but it's worth doing a little research to identify a news director or station manager who would be the appropriate person for this. The outreach should be sent out by Thursday, 7/8.

Dear XXXX,

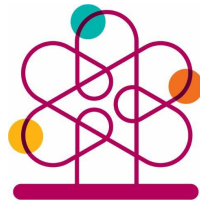
My name is XXXX and I work as XXXX at XXXX. Early childhood education and child care have been a major concern throughout the COVID-19 pandemic. Now as the country reopens, we are seeing that finding high-quality child care to support working parents is a challenge as many providers closed their doors or struggle to find qualified workers. PBS NewsHour is planning a major week-long series on child care next week. While that series will be national in nature, I encourage you to piggyback on NewsHour's coverage by tackling the issue from a local perspective. I'm happy to be a resource for reporting and can connect you with data, providers, and parents who can speak to their experience, particularly regarding:

How the pandemic has exacerbated a preexisting child care crisis that forces parents to choose between caring for their kids or keeping their jobs.

- *Why families need access to quality, affordable, equitable child care that offers their kids safe environments, nurturing relationships and positive learning experiences.*
- *The science of brain development and the importance of the early years.*
- *How policymakers have underfunded and undervalued early childhood education and educators.*
- *How child care fuels our country's economic engine by helping working parents, and building the workforce of the future.*
- *The need for a robust public investment in a sustainable and accessible child care system.*

This is a critical issue and is relevant to so many families and businesses in our local area. Please don't hesitate to be in touch. I'm reachable at E-MAIL and PHONE.

Best regards,

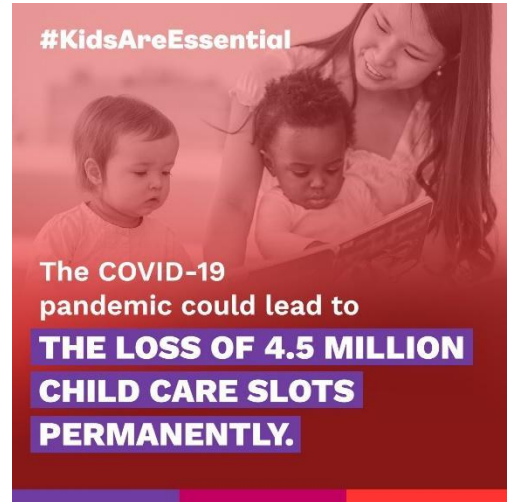


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Social Media Assets



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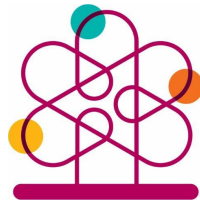
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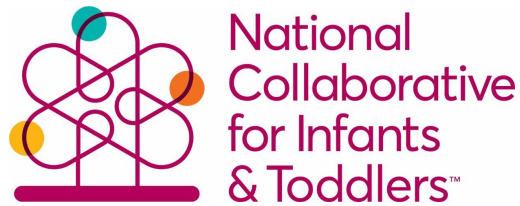


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Additional child care social media graphics are available from [ZERO TO THREE](#) and [Think Babies](#).



Hashtags

You are welcome to add your own hashtags to any social media post, below is a list of hashtags in current use on posts related to the child care conversation:

- #BuildChildCare
- #SolveChildCare
- #ChildCareNow
- #KidsAreEssential
- #ChildCareisEssential
- #Movement4Childcare
- #ThinkBabies

Sample Social Media Posts

Feel free to use the sample posts below or craft your own using local contexts, priorities and data points. You can also use the “Watch for...” tweet and add your local PBS station name and broadcast time.

Twitter

Report from @Ready_Nation shows a \$57B annual impact on US economy due to the infant/toddler child care crisis – Learn more next week on @NewsHour - #buildchildcare #kidsareessential

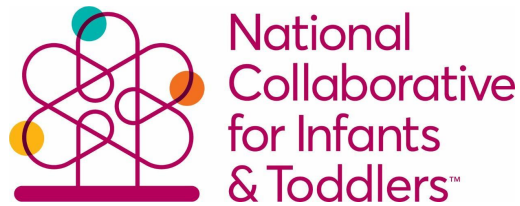
#Childcare allows families to work and offers babies the nurturing learning environment they need for healthy development. Learn more next week on @NewsHour about how our country can #ThinkBabies and #solvechildcare.

Research from @heckmanequation shows important lifelong outcomes from high-quality early care – learn more about what communities are doing to provide this strong start next week on @NewsHour – buildchildcare #kidsareessential

The science is clear. The lifelong impact of early experiences on babies’ brains and bodies makes access to high-quality child care essential. Learn more about where we stand as a nation in providing this care all next week on @NewsHour – #buildchildcare #kidsareessential

According to @NWLC more than 1 in 8 (12.9%) child care jobs are still lost over a year into the pandemic – time to solve the #childcare crisis – learn more next week on @NewsHour - #buildchildcare #kidsareessential

Compared to 36 peer nations, the US ranks 35th with regard to public spending on early childhood education and care – – learn more how the US can address the #childcare crisis next week on @NewsHour - #buildchildcare #kidsareessential



New @UNICEF report ranks the US 40th out of 41 wealthy countries with regard to parental leave and child care policies - – learn more how the US can address the #childcare crisis next week on @NewsHour - #buildchildcare #kidsareessential

Data from @CAPEarlyEd show annual child care often exceeds the annual cost of college tuition and is one of the largest expenses in a family's budget - learn more how the US can address the #childcare crisis next week on @NewsHour - #buildchildcare #kidsareessential

The cost of paying for child care sits squarely on the shoulders of working families according to report from @CAPEarlyEd - The gap between the price of high-quality care and what parents can afford is growing. <https://t.co/zl15loYrDD?amp=1> Hear more about this crisis next week on @NewsHour - #buildchildcare #kidsareessential

Quality, affordable #ChildCare builds the future for babies and our country. But research from @ZEROTOTHREE shows that only 4% of infants & toddlers living in families with low or moderate incomes receive #childcare assistance. #StateofBabies Learn more next week on @NewsHour

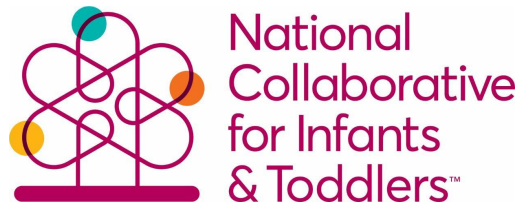
Public funding to help families access child care is insufficient as only 1 in 7 eligible children actually receives a #childcare subsidy – learn more about this national crisis next week on @NewsHour - #buildchildcare #kidsareessential

Watch for a @NewsHour week-long special on America's Child Care Crisis July 12-16 – tune in to your local [PBS station](#) for broadcast or catch episodes anytime on [You Tube](#) #buildchildcare #kidsareessential

Facebook

Our nation's child care infrastructure is in crisis. Accessible, affordable, high-quality child care allows families to work, and offers babies the nurturing learning environment they need for healthy development. It also helps build a future for our families, our economy and our nation. Learn more about the current child care crisis through a five-part @newshour series beginning Monday, July 12. Find your local PBS station [here](#), or stream it on the PBS NewsHour [YouTube channel](#). #childcare #kidsareessential

Recent reports from @americanprogress and @ReadyNation illustrate the impact of child care costs to the U.S. economy and American families. Learn more about the nation's current child care crisis through a five-part @newshour series beginning Monday, July 12. Find your local PBS station [here](#), or stream it on the PBS NewsHour [YouTube channel](#). #childcare #kidsareessential



Using State-level data

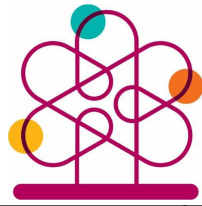
Recent reports from our partners Center for American Progress, Ready Nation and ZERO TO THREE included state level data that you use in your customized social media posts. Use the table below to customize the following tweets for your state:

Data from @CAPEarlyEd show annual child care costs are often one of the largest expenses in a family's budget with infant care in **<STATE NAME>** costing **<AMOUNT>** each month. Hear more about this crisis next week on @NewsHour - #buildchildcare #kidsareessential

Report from @Ready_Nation shows a **<AMOUNT>** annual impact on the **<STATE NAME>** economy resulting from the infant/toddler child care crisis – Learn more about this crisis next week on @NewsHour - #buildchildcare #kidsareessential

#StateofBabies Yearbook shows that only **<PERCENTAGE>** of low- and moderate income families receive a federal subsidy to help make #childcare affordable. Learn more about this crisis next week on @NewsHour - #buildchildcare #kidsareessential #thinkbabies

State	Total Cost of Infant Care (Center-based) Source	Annual Economic Impact of I/T Child Care Crisis Source	Percent of Low/Moderate Income Families in Subsidized Care (CCDF funded) Source
Alabama	\$2,056	\$607M	6.4
Alaska	\$3,193	\$145M	3.7
Arizona	\$2,098	\$984M	4
Arkansas	\$1,947	\$348M	2.3
California	\$3,105	\$6.8B	1.8
Colorado	\$2,416	\$2.2B	3.8
Connecticut	\$3,406	\$765M	5.9
Delaware	\$2,702	\$205M	9.3
District of Columbia	\$2,601	\$381M	3.5
Florida	\$2,239	\$2.9B	6.2
Georgia	\$2,250	\$1.7B	2.6
Hawaii	\$2,143	\$255M	3.4
Idaho	\$1,997	\$225M	4.2
Illinois	\$2,800	\$2.4B	3.5
Indiana	\$2,076	\$1B	2.1
Iowa	\$2,199	\$518M	6.3



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Kansas	\$2,666	\$469M	3.3
Kentucky	\$2,315	\$573M	4.8
Louisiana	\$1,983	\$1.3B	4.9
Maine	\$2,512	\$180M	4.8
Maryland	\$3,259	\$1.1B	2.4
Massachusetts	\$3,422	\$1.6B	4.7
Michigan	\$2,267	\$1.4B	4.5
Minnesota	\$2,497	\$1B	3.4
Mississippi	\$1,872	\$308M	4.9
Missouri	\$2,257	\$873M	6.5
Montana	\$2,158	\$141M	4.2
Nebraska	\$2,292	\$346M	4.7
Nevada	\$2,583	\$474M	3.1
New Hampshire	\$2,622	\$233M	5.7
New Jersey	\$2,916	\$1.7B	5.8
New Mexico	\$2,154	\$570M	9.6
New York	\$2,950	\$4.6B	5.8
North Carolina	\$2,080	\$1.7B	3.4
North Dakota	\$2,475	\$152M	3.7
Ohio	\$2,335	\$1.7B	4.5
Oklahoma	\$1,944	\$537M	8.1
Oregon	\$3,016	\$674M	3.9
Pennsylvania	\$2,604	\$2.2B	7.9
Rhode Island	\$3,302	\$165M	6.2
South Carolina	\$1,911	\$658M	3.2
South Dakota	\$1,934	\$146M	4.2
Tennessee	\$2,064	\$1B	4.9
Texas	\$2,073	\$4.9B	3.8
Utah	\$2,300	\$512M	2.6
Vermont	\$2,487	\$90M	5.2
Virginia	\$2,558	\$1.5B	2.1
Washington	\$2,923	\$1.6B	5.2
West Virginia	\$2,290	\$210M	5.6
Wisconsin	\$2,380	\$1.1B	3.5
Wyoming	\$2,441	\$107M	5.8
United States	\$2,397	\$57B	4.2



Sample Email copy to Allies/Coalitions/Membership

As our economy recovers, we know that our child care infrastructure remains in crisis. We must invest in our care system with our children's futures at stake. Accessible, affordable, high-quality child care allows families to work and offers babies the nurturing learning environment they need for healthy development. It helps build a future for our families, our economy and our nation.

The PBS NewsHour, one of the nation's most trusted nightly news sources, has produced an upcoming week-long series on child care in the United States entitled *Raising Our Future: America's Child Care Dilemma*. The series is scheduled to run in five segments over the course of the week of July 12th.

Each segment will have a specific focus that will be covered in a 7-10 minute package and we anticipate that the particular needs of infants and toddlers will be woven throughout the series. Learn more at the series [web page](#) and join us in promoting the series and its resources as part of our efforts to expand an understanding of this critical issue.

Let's recognize young children as our greatest resource and add your voice to the growing urgency around the need to address this very real crisis.

Thank you.