



RAISE CA STRONG

PARTNER COMMUNICATIONS TOOLKIT



Unaffordable Childcare A GROWING CRISIS



Access to affordable childcare is a huge problem in California. Over 10,000 childcare providers closed during the pandemic, leaving too few spots for all the infants and children who need care. And for those who have childcare, costs are so high that even parents with higher incomes don't earn enough to make childcare affordable, much less low-income parents. Many families are unable to find childcare that meets their needs, and end up missing work or dropping out of the workforce altogether. This crisis is taking a toll on parents and children, and significantly impacting California's workforce, business community and economy.

WHAT WE'RE TRYING TO DO:



HOW WE'LL GET CALIFORNIANS TO CARE:



- Gain universal support in California for increased state investments in childcare among parents, the business community, and state and local leaders.
- Inspire California parents and business owners to take an active step, like sign a petition, endorse our movement on social media or simply have a conversation with a neighbor about why childcare matters.
- Offer undeniable facts that point out how unaffordable childcare is impacting Californians with and without children. We want to unify families, the business community and policy makers under a single umbrella to believe in the benefits of increasing state investments in childcare.

WHO WE'RE TRYING TO REACH:



- **Parents:** Childcare access and cost is an acute source of stress for this group. They may feel alone in their struggle and powerless to change it. Even those who are less affected personally care about issues impacting parents.
- **Business Community:** They don't believe childcare issues affect them or that it is their responsibility to pay for it. But they do care about a strong economy and their business success.
- **State & Local Leaders:** Childcare is not top-of-mind because they may believe it will only impact a small percentage of constituents, and they need policies that are statewide.

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TALKING POINTS



The U.S. Department of Health and Human Services defines affordable childcare as costing a family no more than 7% of family income. By that metric, only 6.9% of California families can afford the average childcare for an infant. That means 93% of California families cannot afford childcare. This significantly impacts families, businesses and the economy.

WHAT WE WANT TO SAY:



- Childcare provides children with a safe, nurturing place to learn and develop while their parents can work, setting them up for future success in school and life.
- When children have access to early childhood education they are more likely to lead healthy, productive lives later on: They are 60% more likely to attend college, 70% less likely to be involved in the criminal justice system, and more likely to have better health outcomes.
- Childcare costs have doubled over the last 20 years, while wages have stayed nearly the same.
- The average cost of infant care in California is about \$17k per year, which is more than the cost of in-state college tuition.
- Right now, over 2.4 million California parents (93% of families) cannot afford childcare.
- There are potentially 700,000 children in California that cannot access childcare.
- Affordable childcare would reduce missed workdays by 30%, and cut employee turnover by 60%.
- Providing more affordable childcare would increase economic activity in California by over \$60 billion.
- In collaboration with our early learning partners, this public education campaign aims to raise awareness for California parents and caregivers about the childcare crisis we are facing as a state.
- When children have access to childcare during the first 5 years of life, research tells us they have better overall life outcomes.



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RAISE CA STRONG SOCIAL MEDIA TOOLKIT



#RAISECASTRONG

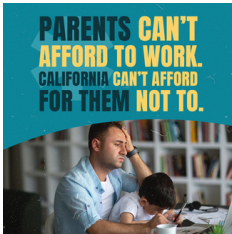
Hashtags to incorporate:

#RaiseCAStrong #UnaffordableIsUnacceptable #AffordableChildcareCA
#SupportCAFamilies #InvestInOurKids #Childcare

ASSETS*

FACEBOOK COPY:

INSTAGRAM COPY:



If you struggle to afford childcare, you're not alone. Approximately 93% of California families are struggling too. Together we can fix this crisis: RaiseCAStrong.com.

If you struggle to afford childcare, you're not alone. Approximately 93% of California families are struggling too. Together we can fix this crisis. Visit @raisecastrong to get involved.



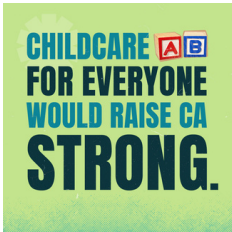
Childcare is unaffordable for 93% of California families. Without affordable childcare, it's hard to get to work. Get involved at RaiseCAStrong.com.

Childcare is unaffordable for 93% of California families. Without affordable childcare, it's hard to get to work. Get involved by following @raisecastrong.



It's time for California to invest in childcare so that families, businesses, and the state's economy can thrive. Learn more at RaiseCAStrong.com.

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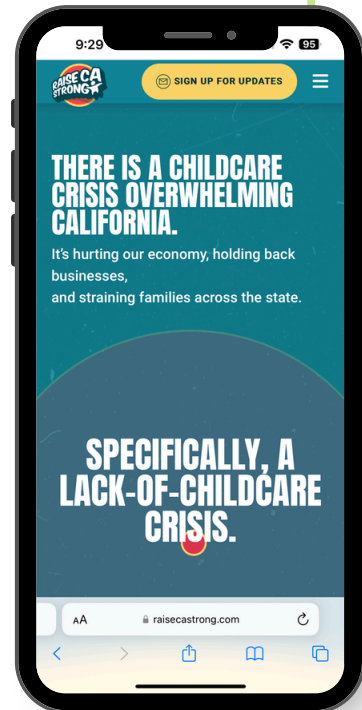
Approximately 93% of families in California struggle to afford childcare. It's time to fix this statewide crisis. Learn more at RaiseCAStrong.com.

Approximately 93% of families in California struggle to afford childcare. It's time to fix this statewide crisis. Learn more with @raisecastrong.



That's unacceptable. 🚫 It's time to fix California's childcare crisis—our families, businesses, and economy depend on it. Get involved at RaiseCAStrong.com

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RAISE CA STRONG SOCIAL MEDIA TOOLKIT



#RAISECASTRONG

BEST PRACTICES

HOW YOU CAN SUPPORT

1. Easily follow us on social by clicking below:

FOLLOW US ON
FACEBOOK



Raise CA Strong

FOLLOW US ON
INSTAGRAM



@raisecastrong

2. Like, share, and save our posts!

3. Tag us in your posts!

BEST TIMES TO POST

Mondays

11am to noon

Tuesdays

10am to 2pm

3 to 4pm

Wednesdays

9am to 3pm

Thursdays

9am to 2pm

Fridays

10 to 11am

Best days



Tuesdays

Wednesdays

Thursdays

Worst days



Sundays



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