



**START
STRONG
PA**



Imagine a Day Without Child Care

Created by providers, for providers.

TOOLKIT

Inspired by the national movement, “A Day Without Childcare,” Imagine a Day Without Child Care is a Start Strong PA and Pre-K for PA Provider Advisory Board-led opportunity to engage in advocacy without closing your program. Supported by the Start Strong PA and Pre-K for PA campaigns, the following digital toolkit is intended to be a launching point for provider-led advocacy throughout the month of May.

This toolkit includes:

- Social media activities for your early learning program with prompts.
- Family engagement activities with templates to print out and create a family engagement station.
- An activity for families on your waiting list.

Social Media Activities for Your Early Learning Program

First find your state representative and state senator here:

<https://bit.ly/PA-Legislators>

Use your program's address in the form.

Look up your state representative and state senator on social media so you can tag them in your post. ***This is an important step to ensure our message is heard by policymakers.***

Use the following example prompts to raise awareness of *Imagine a Day Without Child Care* on social media (utilize all forms of social media):

Do you own a business? What would the impact be if all your employees called off due to no child care? #SolveChildCare #CareCantWait #DayWithoutChildCare @StartStrongPA

As an ECE professional, I deserve to be paid as such. ECE teachers earn an average of \$29,000 per year. This does NOT cover the cost of living in ANY county in PA. #SolveChildCare #CareCantWait @StartStrongPA

Now is the time to discuss and plan ways to better meet the needs of all young children, families, and early care and education professionals. Unfortunately, 50% of educators in the ECE field reported that they do not plan to, or are unsure of, whether they will remain in their jobs in the next five years. The system is not equitable. Find out more: <https://bit.ly/ECE-Wage-Study> #SolveChildCare #CareCantWait #DayWithoutChildCare @StartStrongPA

When posting on social media please make sure to tag Start Strong PA so we can amplify your posts!

Facebook, Instagram, and Twitter using @StartStrongPA

Use the following hashtags in the caption of your social media posts to help spread awareness, as shown in the example prompts above.

#RaiseChildCare

#DayWithoutChildCare

#CareCantWait

#SolveChildCare

Are you and your staff staying up to date by following SSPA?

Facebook: <https://www.facebook.com/StartStrongPA>

Instagram: <https://www.instagram.com/startstrongpa>

Twitter: <https://twitter.com/StartStrongPA>

Family Engagement Activities

Set up a family engagement station for parents/caregivers to take quick action during drop-off or pick-up. This station can include the following items designed to help your families share their stories (printable templates with instructions are attached below):

Follow Start Strong PA on social media

Facebook: <https://www.facebook.com/StartStrongPA>

Instagram: <https://www.instagram.com/startstrongpa>

Twitter: <https://twitter.com/StartStrongPA>

Sign on for their elected official

- Parents can complete a simple Action Alert directly from their phone and/or from an iPad (if you have one available for your Family Engagement Station). Ask families to scan the QR Code to complete a quick Action Alert to contact their elected officials.
- Separate action alerts will be available for families who are currently using child care as well as those who are on your waiting list.

Grab & Go Stickers (print page 9 on address labels)

- Print stickers that say “I can work because of child care” (from the provided template, using large address labels) and encourage parents to wear them during their work day.

Social Media Post Prompt (print & display page 11)

Posted from the parent's social media accounts

As a parent, I rely on child care to **[insert action]**. Without it, I wouldn't be able to **[insert outcome]**. #RaiseChildCare #CareCantWait @StartStrongPA

As a parent, I know that early childhood education (ECE) teachers are investing in my young child(ren). Likewise, PA must invest in ECE teachers. The average ECE teacher makes only \$29,000 per year. I support raising wages for ECE teachers. #DayWithoutChildCare #SolveChildCare @StartStrongPA

Find your local legislator:

<https://bit.ly/PA-Legislators>

**Where would
I be today
without
child care?**



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**Scan the QR code
below to sign
the petition and
tell your elected
official that your
family relies on
child care and
supports increased
investments in
child care wages.**



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Families, *Imagine a Day Without Child Care* and spread awareness of the importance of child care and early learning! Share your story and let people know how much you value child care and early childhood education teachers. Post from your personal social media accounts using one of the prompts below:

**As a parent, I rely on child care to [insert action].
Without it, I wouldn't be able to [insert outcome].
#RaiseChildCare #CareCantWait @StartStrongPA**

As a parent, I know that early childhood education (ECE) teachers are investing in my young child(ren). Likewise, PA must invest in ECE teachers. The average ECE teacher makes \$12.43 only \$29,000 per year. per hour. I support raising wages for ECE teachers. #DayWithoutChildCare #SolveChildCare @StartStrongPA

Tag your local legislators!

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<https://bit.ly/PA-Legislators>



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