

# CHILDCARE

**MAKES**

JOBS

BUSINESS

ECONOMY

LEARNING

FAMILY

COMMUNITY

**LIFE**

**WORK.**



**JOIN THE CIRCLE ON May 15 & JUNE 19**  
**#PARunsOnChildcare**

**Sponsored by the PA Child Care Campaign. For more information: [pamela@dvaeyc.org](mailto:pamela@dvaeyc.org).**

# PA RUNS ON CHILDCARE

**Families and employers need and depend on child care that works!**

**Third Tuesdays, starting with May 15 & June 19**

Join the **PA RUNS ON CHILD CARE** campaign to highlight child care as a central political issue. Help show that high-quality, affordable child care is not an option—it's a necessity. We need these programs to work—for our children, our workplaces, and our livelihoods. Make your voice heard, starting with the primary election on May 15 and continuing every third Tuesday through Election Day.

## Everyone can participate!

### Company/Organization:

- Host a lunchtime rally or photo opp gathering of employees who use child care, and share the photo.
- Share **#PARunsOnChildcare** information through social media and internal communication.
- Host a **#PARunsOnChildcare** policymaker visit.

### Childcare Providers/Early Learning Professionals:

- Encourage families to talk to their employers about hosting a **#PARunsOnChildcare** demonstration or photo opp.
- Encourage families to submit/post their childcare stories on social media using event hashtags, etc.
- Share **#PARunsOnChildcare** information through social media external/internal communication.

### Families/Community Members:

- Talk to employers and request a workplace demonstration/photo gathering
- Share **#PARunsOnChildcare** information with neighbors, faith organizations, etc.
- Share this information on social media pages
- Share their family childcare story using event hashtag(s) and tagging local organizations.

### Other ways to take action:

- Change personal FB/Twitter profile photos using the **#PARunsOnChildcare** frame and share the provided visuals on your social media accounts.
- Take group photos of employees at organization/company who depend on high-quality childcare and post to social media using the hashtags and tagging ELPA/PennAEYC/DVAEYC etc.
- Tweet in sync with the movement on third Tuesdays using the hashtag **#PARunsOnChildcare**
- Sign and share the petition for increased investment in high-quality early care and education programs.
- Send your creative initiatives to update this list and multiply the impact!

### Taglines/hashtags:

- Come together for childcare
- Childcare: we CAN'T leave home without it
- Childcare makes \_\_\_\_\_ (jobs/business/economy/learning/family/community/life) work
- Got childcare?
- Pennsylvania runs on child care.

## Parents of young children know that PA runs on childcare!



### **Childcare Makes** (jobs business economy learning family community) **Life Work.**

**Families and employers need and depend on child care that works! Join our 2018 budget and election campaign, PA RUNS ON CHILD CARE,** to highlight child care as a central political issue. Help show that high-quality, affordable child care is not an option—it's a necessity. We need these programs to work—for our children, our workplaces, and our livelihoods. The more employers we have on board as supporters, the more successfully we can highlight childcare as a central political issue and advocate for more resources for this critical service.

**Join us in posting photos on May 15 and every third Tuesday through Election Day.**

- Talk to your employer and request a workplace demonstration/photo gathering (see reverse)
- Share **#PARunsOnChildcare** information on social media and with neighbors, faith organizations, etc.
- Post photos on social media every third Tuesday (May 15, June 19, etc.)

For more information, go to the DVAEYC website, [www.dvaeyc.org](http://www.dvaeyc.org), or contact Elizabeth ([elizabeth@dvaeyc.org](mailto:elizabeth@dvaeyc.org)), Pamela ([pamela@dvaeyc.org](mailto:pamela@dvaeyc.org)) or Khadijah (215-214-9697)



## WHY CHILDCARE MATTERS TO BUSINESS

Today the majority of children live in homes where both parents are working. For today's workers (many of whom are parents of young children) access to affordable, high-quality childcare is a necessity—enabling them to stay in the workforce, be their most productive while at work, and continue to learn and gain the necessary skills to succeed in a rapidly changing world.

Quality care also prepares the workforce of tomorrow, forming the bedrock for future academic, economic, and social success. And businesses that support the care needs of their workers are able to better attract and retain talent and have a more productive workforce.

Finally, the public return on investment for our communities and country is extremely strong, with returns as high as \$16 for every \$1 spent. Just think of it as a strong and wise investment with returns in the form of reduced crime and incarceration rates, increased tax revenue, more effective public schools, improved personal and public health, and more educated, skilled workers. Who wouldn't want that?

The business community has an important role to play in propelling high-quality childcare to the top of the agenda when it comes to smart public and private investments to strengthen the workforce of today and tomorrow... We must seize this opportunity to use our voices, influence, and leadership to change the way American approaches childcare.

*"Leading the Way: A Guide for Business Engagement in Early Education", US Chamber of Commerce Foundation, 2017, p.2.*

## YOU CAN HELP HIGHLIGHT THE IMPORTANCE OF CHILDCARE

**Families and employers need and depend on child care that works! Join PA RUNS ON CHILD CARE for a 2018 budget and election campaign** to highlight child care as a central political issue. Help show that high-quality, affordable child care is not an option—it's a necessity.

- Host a lunchtime rally or photo opp. Give all your employees who depend on childcare a chance during the workday to come together to be seen. Activities can range from a simple group photo op to a big media event.
- Host a photo op gathering this spring of employees who use child care, and post the photo on May 15, June 19 or subsequent third Tuesdays through the fall election.
- Share **#PARunsOnChildcare** and information through social media and internal communication in your business.
- Host a **#PARunsOnChildcare** policymaker visit.

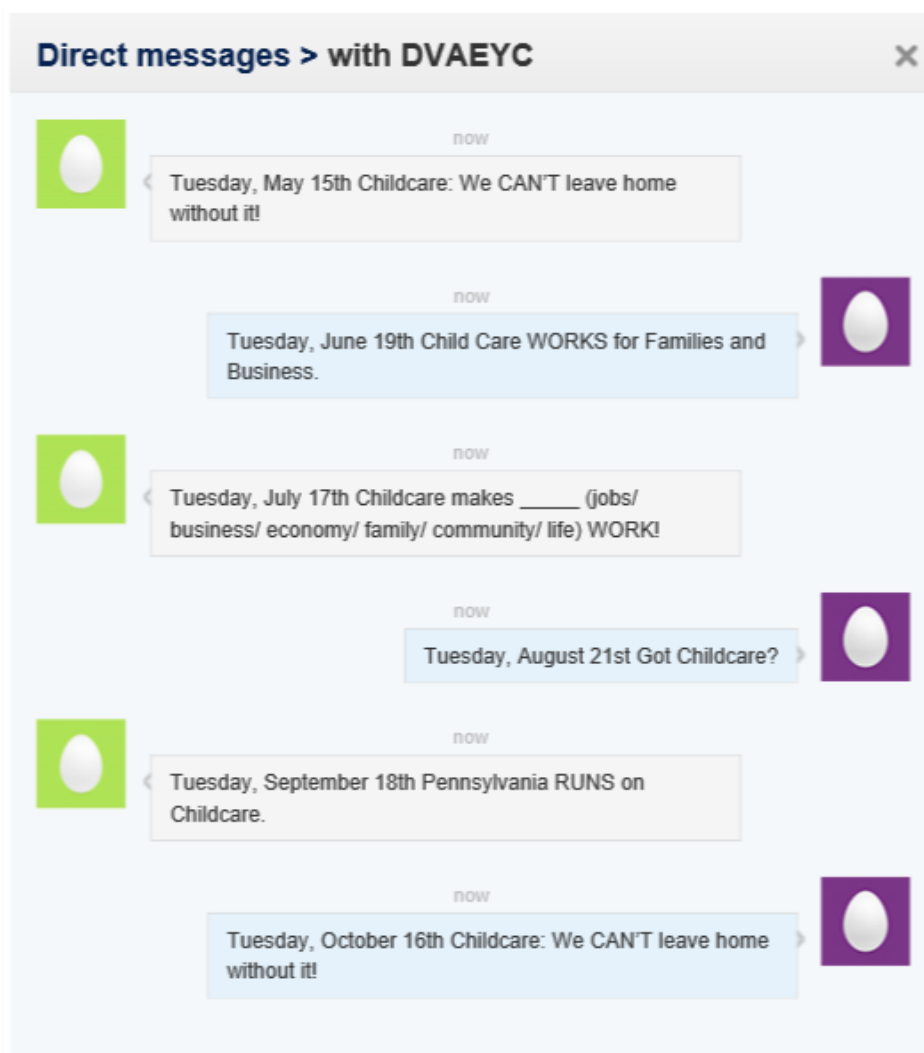
## PA RUNS ON CHILDCARE!

Sponsored by the Delaware Valley Association for the Education of Young Children [www.dvaeyc.com](http://www.dvaeyc.com)  
For more information: Elizabeth Farwell ([elizabeth@dvaeyc.org](mailto:elizabeth@dvaeyc.org)) or Pamela Haines ([pamela@dvaeyc.org](mailto:pamela@dvaeyc.org))

# #PARunsOnChildcare

Pennsylvanians need high-quality, affordable childcare—for our children, our workplaces, and our livelihoods. In this election year, businesses and parent employees are highlighting the importance of childcare...

**What to do:** 1) gather colleagues who rely on childcare to work, 2) take a photo of the group, 3) post on social media with the hashtag “#PARunsONChildcare” and a message about the benefits of childcare. See below for suggested language for posts.



For more information or to get involved, visit:  
<http://www.dvaeyc.org/wp-content/uploads/2016/02/PA-Runs-on-Childcare-2.pdf>

Or scan this code!

