



BE A CHILD CARE CHAMPION

2024 AUGUST WORK PERIOD TOOLKIT

Families across the U.S. are struggling with child care. As you plan your August Work Period, First Five Years Fund has put together a few ways you can highlight your work as a Child Care Champion while back in your district. Some important FAQs:

- There are [23 million children](#) ages 5 and under in the United States today.
- Of those kids, an estimated [15 million](#) need some form of care so their parents can go to work or attend school.
- The reality is we don't have enough child care spots in this country to care for that many kids.
- And of the options that do exist, the average price tag is well over [\\$14,000](#) per year or over \$1,100 per month, per child.
- One [recent study](#) even estimated that working parents with young kids are spending 24% of their income on child care.
- This means working families are having to make incredibly tough choices. And employers are navigating this right alongside working parents.

[CLICK HERE FOR YOUR STATE](#)

Get child care info specifically tailored to your state!

First Five Years Fund has a new series of state fact sheets with specific details about child care and early learning in your state. These contain information about how many young children need child care, the cost of child care, how federal funds are distributed, etc.



1. Highlight your work as a child care champion in your weekly newsletter

In STATE, XX% of kids five and under have all available parents in the workforce. Parents rely on child care so they can go to work while ensuring their kids have a safe place to learn and grow. I've spoken with families who have young kids in our district - they need access to affordable child care.

That's why I fought to protect and prioritize federal child care programs. This Congress has increased funding for early learning programs by over \$1 billion, which will help increase access to child care.

That's why I recently sponsored (Child Care Bill). This bill will (insert bill description) and makes a real difference for families and households. [Use our 2024 State Fact Sheets to get state-specific info!](#)

2. Hone Your Message

- XX number of kids ages 5 and under in [YOUR STATE HERE] today have all available parents in the workforce.
- The average cost of child care in [STATE] is \$XX,XXX.
- Child care challenges are costing our state's economy an estimated \$XX a year.
- That's why I support federal child care programs which serve XX kids under five in our state every year.

[Use our 2024 State Fact Sheets to get state-specific info!](#)

3. Tweet About It!

I'm working to make child care more affordable because it:

- Gives children a safe place to learn, grow, and thrive
- Allows parents to work
- Helps local employers

And much more!

[Click here for an I Heart Child Care graphic/printable sign.](#)

4. Connect Directly With Your Constituents

- Host a parent roundtable
- Visit a child care center
- Meet with your local Chamber of Commerce or small business owners to talk about child care challenges

[Fill out this form if you're interested in getting in touch with a local provider and FFYF can help you connect with partners in the state!](#)

5. Engage with the Media

- Call a local reporter and talk to them about what your boss is doing around child care, including their commitment to protecting and prioritizing funding for child care and early learning programs.
- Pen an op-ed for your local news outlet about how your office is supporting kids and working families. ([You can find a draft of an op-ed here!](#))
- Invite a reporter to tour your local child care facility with you.

6. Join the Bipartisan Pre-K & Child Care Caucus

For years, the House Bipartisan Pre-K and Child Care Caucus has served as a forum to bring members from across the aisle together to improve and expand affordable and accessible early education and child care.

[Learn more about the Caucus here](#), and contact Victoria Kawesa at vkawesa@ffyf.org to join!

POLLING DATA

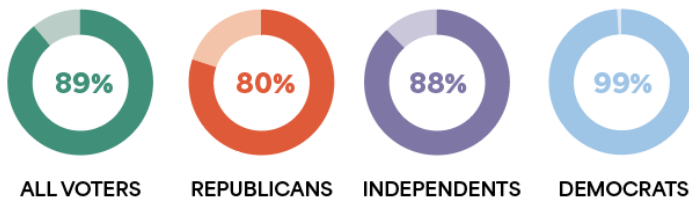
A new poll conducted on behalf of First Five Years Fund by the bipartisan research team of New Bridge Strategies (R) and Hart Research (D) found that, in this election year, voters by overwhelming margins want candidates to have a plan to address child care challenges in the United States.

The poll, which surveyed 1,000 registered voters nationwide and 530 registered voters in Senate swing states (**Arizona, Maryland, Montana, Ohio, Pennsylvania, and Nevada**), found voters make a strong connection between expanding access to quality child care and a strong economy. And across all demographics, voters expressed strong support for solutions including increasing funding going to states to expand child care options and modernizing the tax system to support child care and early learning.

Below are key findings. The more detailed deck from the pollsters can also be found [here](#).

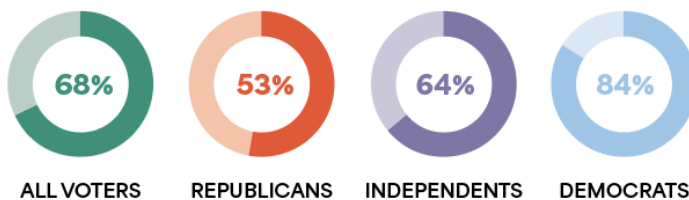
VOTERS WANT CANDIDATES TO HAVE A PLAN

In this election year, voters put a **high premium on candidates who have a plan** to help working parents afford quality child care.



VOTERS SAY CHILD CARE IS ESSENTIAL/VERY IMPORTANT TO THE ECONOMY

Voters across the political spectrum make a strong connection between child care and a strong economy, with **68% saying access to high-quality, affordable child care is “essential” or “very important” to strengthening the economy.**



VOTERS ARE MORE LIKELY TO VOTE FOR CANDIDATES WHO SUPPORT SOLUTIONS

A strong majority of both national and swing state voters say they'd be more likely to vote for a **candidate who supports increased federal funding to the states to expand child care.**

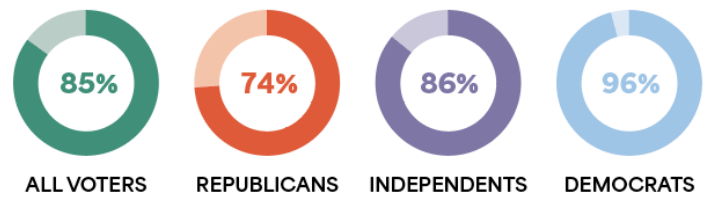
85% ALL VOTERS
85% SWING STATE VOTERS
 (AZ, MD, MT, OH, PA, NV)

VOTERS SUPPORT POLICIES TO STRENGTHEN CHILD CARE

Voters overwhelmingly **support policies that help working families** with young children access affordable, quality child care.

Increased Federal Funding for States

This includes enormous support for increasing federal funding to states so they can expand child care programs and options (called the Child Care Development Block Grant).



This strong support extends to those likely to **vote for either presidential candidate.**

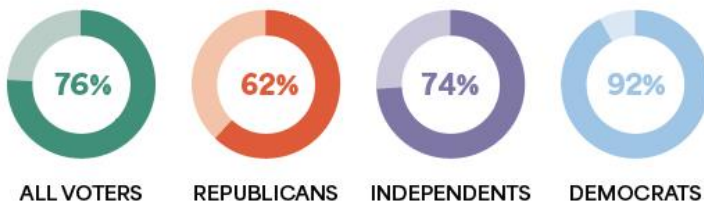
75% TRUMP VOTERS
94% BIDEN VOTERS



Voters by overwhelming margins want candidates to have a plan to address child care challenges in the United States.

MODERNIZING TAX BENEFITS

There is strong support for modernizing the tax code to strengthen child care. **A large majority of voters (76%) support increasing the federal child care tax credit (CDCTC)**, the tax credit specifically designed to help ease the burden of child care costs for working families. This includes:



This strong support extends to those likely to **vote for either presidential candidate**.

62% TRUMP VOTERS
90% BIDEN VOTERS

And there is strong support for **expanding federal tax credits to employers** to encourage them to provide child care benefits.

84% ALL VOTERS
84% SWING STATE VOTERS
(AZ, MD, MT, OH, PA, NV)

CONCERNS OVER CHILD CARE REMAIN HIGH

Voters are just as likely now as they were during the height of the pandemic to say **Congress and the White House should make expanding access to quality child care a top or high priority**.

54% VOTERS APRIL 2024
51% VOTERS SEPTEMBER 2020

KEY TAKEAWAYS

- Voters see expanding access to quality child care as something **very important to our economy** and an issue the next Congress and president should make a high priority.
- Voters are concerned about the impacts a lack of access to affordable, quality child care can have on **children's education and development** as well as **families' economic prospects**.
- Voters overwhelmingly support policies that help families with children access child care, including **increasing funding to states** to expand their existing child care programs and **increasing the federal child care tax credit**.
- Top messages in support of increasing federal funding for child care and early learning include giving children a **strong foundation**, **reducing financial strain** on families paying for child care, **addressing low wages for child care workers**, and overcoming the **limits placed on parents** in the workplace when they cannot find quality, affordable care.





Stay Connected!

First Five Years Fund (FFYF) is here as a resource for you. We work with lawmakers and elected officials to build and prioritize bipartisan support for child care and early learning programs at the federal level. Our team can provide state-specific data, tested messages, polling, updates on current legislation and more; please feel free to contact us!

To schedule a meeting or with further questions contact:

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