

National and State Child Care Advocacy

Presenters

- Jay Nichols, Director, Federal Policy and Governmental Affairs
- Ryan Pricco, Director of Policy and Advocacy, Child Care Aware of Washington

The Child Care Need



- Plays a critical role for the economy; 15 million jobs and \$500 billion in income annually;
- Cost of care has spiked over the last decade;
- For many, cost of care exceeds mortgage/rent, food, and transportation;
- Cost exceeds tuition at a four-year, public college or university;
- Puts families at risk of losing maintaining a decent and/or going to school.

Child Care for Working Families Act



Sponsored by Senator Patty Murray (D-WA) and Rep. Bobby Scott (D-VA)

Double the number of children eligible for CCDBG and authorize more than \$100 billion in new funding

Improve quality of care in home-based, family, and neighborhood settings and during non-traditional hours

Support the child care workforce through increased training and compensation, paid a living wage


Establish provider payment levels that reflect higher wages

Help Head Start expand to full-day, full-year programming

Impact on CCR&R Network



- Encouraged to be utilized in building system:
 - Consumer education
 - Data collection
 - Establish partnerships
 - Work directly with families



Child Care Works | The Movement



Child Care Works in 2018

Continue to build robust capacities for CCR&Rs and further develop our digital action centers.

Develop partnerships with other organizations, local and state leaders, and the business community to expand our footprint across the country.

Increase awareness and education of the national need for quality and affordable child care through digital media.



Child Care Aware of Washington's Efforts in Support of the Child Care for Working Families Act

Engaging Sen. Murray's Office

- Regular engagement over many years (Symposium, in-state events, policy issues)
- Provided feedback over weeks to Senator's office during development of the CCWFA

Connected Senator's office with various child care programs

- Ground her work with the reality of providing high quality care
- Generate media attention
- Connect with key allies for the bill

Workforce of Today, Workforce of Tomorrow

- Perfect timing for the work WA is trying to do build our child care workforce
- Key message from an unusual messenger
- Senator Murray has engaged the US Chamber of Commerce Foundation regarding CCWFA
- WA is using it to engage our business community
 - Created an employer engagement plan
 - Created a material toolkit
 - Outreach to local chambers and rotaries
 - Strategic outreach to state-level business leaders
 - Bringing the authors to WA during legislative session

Contact Information

- Jay Nichols, jay.Nichols@usa.childcareaware.org
- Ryan Pricco, ryan@wa.childcareaware.org