



# MAKING CHILD CARE STRONG:

## The Role of Child Care Resource & Referral Organizations

### SOCIAL MEDIA TOOLKIT

We're excited to share our latest publication, [Making Child Care Strong: The Role of Child Care Resource & Referral Organizations](#), and we need your help to spread the word! In this toolkit, you'll find sample social media posts, graphics, and key messages to make sharing easy and effective. Your voice makes a difference—thank you for helping us get the word out about this critical resource.

📢📢📢 Making States and Communities Child Care Strong: The Role of Child Care Resource & Referral Organizations, is designed to help advocate for and call for investment in CCR&Rs, and provides actionable strategies to strengthen and empower CCR&Rs nationwide. Learn more and advocate for CCR&Rs today!

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CCR&Rs support businesses and communities! Reliable child care is essential for businesses to thrive—it reduces absenteeism, lowers turnover, and helps working parents stay productive. CCR&Rs provide data-driven solutions to help employers support their workforce and keep businesses running smoothly. Investing in child care isn't just good for families—it's smart for business and vital for economic growth!

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Strengthening Child Care Providers = Stronger Communities! CCR&Rs support providers with training, business resources, and technical assistance—giving them the tools they need to create safe, nurturing, and educational environments. When providers are equipped for success, families, communities, and economies thrive! Learn more and advocate for CCR&Rs today!

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This first-of-its-kind resource is designed to elevate the critical role of CCR&Rs by clarifying the essential services they provide, defining what effective CCR&Rs look like, and offering actionable strategies for policymakers, administrators, business leaders, and CCR&Rs themselves to work together to strengthen child care systems nationwide.

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CCR&Rs play a critical role in ensuring services reflect the unique needs of local families and providers, especially in under-resourced and rural areas. By aligning services with local realities, we create stronger child care systems that work for everyone. Let's make sure every family has access to the support they need!

[LINK TO  
REPORT](#)

#### HASHTAG OPTIONS

#ChildCareMatters #CCR&R  
#SupportCCRRs #InvestInKids  
#ChildCareStrong  
#StrongerProviders  
#BetterChildCare




**98%**

of CCR&Rs do not charge a fee for help accessing child care referrals.




Data retrieved from From Patchwork to Progress: How CCR&Rs Unite Child Care Resources, Child Care Aware® of America, 2025

WWW.CHILDCAREAWARE.ORG



**92%**

of CCR&Rs help to grow and sustain a skilled child care workforce by offering trainings and educational opportunities.



Data retrieved from From Patchwork to Progress: How CCR&Rs Unite Child Care Resources, Child Care Aware® of America, 2025

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**70%**

of CCR&Rs build the supply, quality, and stability of child care options by engaging in child care provider recruitment.



Data retrieved from From Patchwork to Progress: How CCR&Rs Unite Child Care Resources, Child Care Aware® of America, 2025

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