# Vermont's Child Care Campaign

CHILD CARE IS ESSENTIAL

## Campaign Update:

Election Season Kick-Off

# Welcome!

**Please share in the chat:**

- Name
- Location
- What brought you here today?

# 2021-2022 LEGISLATIVE BIENNIUM

Vermont's Child Care Campaign

CHILD CARE IS ESSENTIAL

**During the 2021-2022 legislative biennium, the legislature** laid the foundation for an equitable, high-quality, affordable child care system by **passing H.171/Act 45 of 2021,** and making significant investments in:

- Family affordability;
- Early childhood education workforce retention and recruitment
- Critical research to inform the path to a fully transformed child care system in 2023.

CHILD CARE IS EVERYONE'S BUSINESS
Join Vermont's Child Care Campaign

# Child Care Champions…

Vermont's Child Care Campaign

CHILD CARE IS ESSENTIAL

Understand that child care is ESSENTIAL to Vermont's children, families, employers, and taxpayers, and are committed to investing in a high-quality, sustainable, comprehensive child care system in 2023 that:

- Is affordable and equitably accessible for families;
- Supports Vermont's vital early childhood education workforce; and
- Works for all Vermonters.

# Vermont's Child Care Campaign

CHILD CARE IS ESSENTIAL

AUGUST | SEPTEMBER | OCTOBER | NOVEMBER | DECEMBER

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CHILD CARE IS ESSENTIAL

# Take the Child Care Voter Pledge

LetsGrowKidsActionNetwork.org/join

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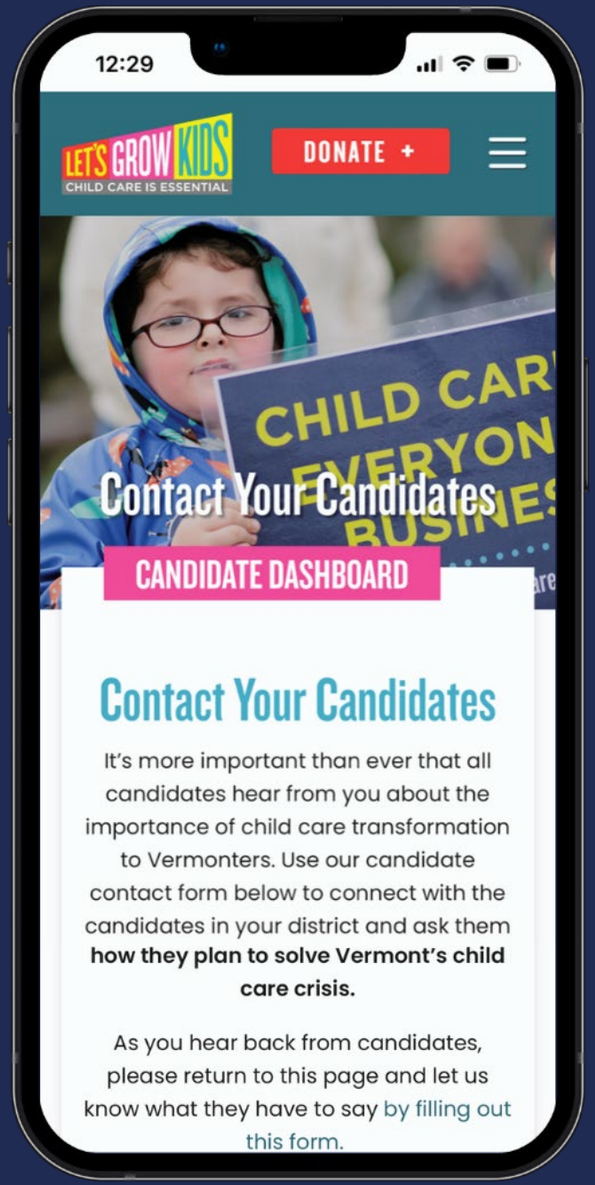
CHILD CARE IS ESSENTIAL




# Contact Your Candidates

LetsGrowKids.org/dashboard

# Child Care Voter Action Pack

## Vermont's Child Care Campaign

CHILD CARE IS ESSENTIAL

TEMPORARY TATTOOS

LET'S GROW KIDS
CHILD CARE IS ESSENTIAL

STICKERS

CHILD CARE VOTER
Join the campaign.
LetsGrowKidsActionNetwork.org

CANDIDATE ENGAGEMENT GUIDE

2022 Candidate Engagement Guide

LETS GROW KIDS Action Network

CHILD CARE IS ESSENTIAL

**It's an election year!** We cannot miss this opportunity to engage with candidates about child care. In this election, it's more important than ever that we ensure all Vermont candidates understand child care is essential and are ready to invest in a system that works for all Vermonters. **Let's make sure they hear, loud and clear:**

CHILD CARE IS EVERYONE'S BUSINESS!

**Here are a few simple guidelines for speaking to candidates at an event, on zoom, or when you bump into them at the farmers' market:**

1. **Say "hi!"** Start by introducing yourself! Do you live in their district? Know their parents? Have some connection to them? Let them know!
   - We want to remind candidates that this is an important issue in their community. You are their community!
2. **Ask the question:**

"If elected, what would you do to solve Vermont's child care crisis?"

More than half of Vermont's youngest children don't have access to the care they need, families are paying 30% of their income on child care, and parents can't join the workforce because they don't have child care.

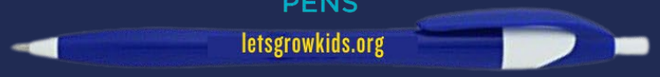
Spoiler alert! Child care champion candidates should talk about long-term public investments in their answer.

3. **Share your personal child care story:**
Vermont's child care crisis has impacted my/my family's/friends'/employees' ability to: provide my child with a strong start/get to work/hire employees/retain staff/stay open/afford to move to/stay in Vermont, etc.

4. **Child care is everyone's business:**
   - Investing in child care will create jobs, grow the workforce, and support a strong and resilient Vermont economy for generations to come.
   - When we invest in child care, thousands of parents – mainly mothers – will be able to return to the workforce.
   - Making child care more affordable will save households millions every single year.

CHILD CARE VOTER POSTERS

PENS




CLIPBOARD WITH VOTER PLEDGES

BACKPACK

BUMPER STICKERS

CHILD CARE VOTER
LetsGrowKidsActionNetwork.org

LetsGrowKidsActionNetwork.org/voter-action-pack

# Next steps:

Vermont's Child Care Campaign

CHILD CARE IS ESSENTIAL

1. Look for an email from us tomorrow.

2. Take the Child Care Voter Pledge and get your Voter Action Pack.

3. Stay tuned for candidate endorsement announcements.

Thank you!