

**When my  
child care  
works, so  
do I.**



**America** FOR   
**Early Ed**<sup>™</sup>  
**naeyc**<sup>®</sup>

# The Facts

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- High quality child care helps parents get and keep a job, while boosting the well-being of children
- But the annual cost of center-based child care for one infant exceeds the annual cost of tuition plus fees at a four-year public college<sup>1</sup>

<sup>1</sup> Parents and the High Cost of Child Care: 2017 Report. Child Care Aware of America.

# Ask the Candidate

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How will you help families afford the kind of high-quality child care program they need to thrive?



# #InvestInKids



America FOR   
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# The Facts

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- An underfunded child care system means that 84% of children do not receive the child care assistance for which they are eligible<sup>1</sup>
- Many children are starting behind and often staying behind, limiting their potential and their contributions to our country

<sup>1</sup> Child Care Assistance Spending and Participation. Center for Law and Social Policy, 2016.

# Ask the Candidate

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What are your plans to invest in affordable, high-quality early learning programs?



**Early childhood  
educators can't  
be automated or  
outsourced.**



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# The Facts

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- Early childhood educators have complex and demanding jobs, yet earn so little - \$10.60, on average - that nearly half must rely on a public safety net program in order to make ends meet<sup>1</sup>
- 83% of voters said they would support a public investment in early childhood education that is used to increase educators' wages<sup>2</sup>

<sup>1</sup> Early Childhood Workforce Index 2018. Center for the Study of Child Care Employment. University of California, Berkeley.

<sup>2</sup> "Advancing the Profession" bipartisan market research polling data with nationally-representative sample of voters. Conducted by FM3 and Public Opinion Strategies for NAEYC. Released December 2015.

# Ask the Candidate

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What are your plans to support and advance the early childhood workforce?



# High quality early childhood education:

- good for children
- good for families
- good for educators
- good for small businesses
- good for the workforce of today
- good for the workforce of tomorrow
- good for the economy
- good for our country



# The Facts

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- The first years of a child's life are the period of the most rapid brain development and lay the foundation for all future learning<sup>1</sup>
- High-quality early childhood education delivers a 13% return on investment<sup>2</sup>

<sup>1</sup> Center on the Developing Child. Harvard University.

<sup>2</sup> The Lifecycle Benefits of an Influential Early Childhood Program. The Heckman Equation, 2017.

# Ask the Candidate

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How do you plan to improve opportunities for children to access high-quality early childhood education?

