

**Child care is
the workforce
behind the
workforce.**



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State The Facts

- The COVID pandemic reinforced the essential role of child care and early learning for children, working families, and the economy.
- Businesses and families need access to safe, quality, and affordable child care.

Make The Ask

What kind of federal and state investments do you support that would increase families' economic security and children's success?



#SolveChildCare



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State The Facts

- In a recent survey of early childhood educators, a majority of respondents said their programs were experiencing a staffing shortage driven by low wages and high burnout.
- Respondents in the same survey said they were aware of more child care programs that have closed in their communities than programs that have opened.

Make The Ask

Relief helped to stabilize child care programs, but didn't solve the underlying challenges that were exacerbated by the pandemic. What are your plans to provide sustainable support for our nation's child care and early learning systems?



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



The Facts

- High quality child care helps parents get and keep a job, while boosting the well-being of children
- But in every state, the price of center-based child care for two children exceeded families' average annual rent payments.¹

¹ Child Care Aware of America. "Child Care at a Standstill: Price and Landscape Analysis." 2023.

Ask the Candidate

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



#InvestInKids



The Facts

- An underfunded child care system means that 82% of children do not receive the child care assistance for which they are eligible¹
- Too many children are starting behind and often staying behind, limiting their potential and their contributions to our country

¹ Estimates of Child Care Eligibility & Receipt for Fiscal Year 2020, ASPE, DHHS
<https://aspe.hhs.gov/sites/default/files/documents/6f20fef035a916028bc35b6577678233/cy2020-child-care-subsidy-eligibility.pdf>

Ask the Candidate

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



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



The Facts

- Early childhood educators have complex and demanding jobs, yet earn so little—\$14.67/hour, on average—that nearly half must rely on a public safety net program in order to make ends meet¹
- 83% of voters have said they would support a public investment in early childhood education that is used to increase educators' wages²

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

² "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

What are your plans to support and invest in 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

- The first years of a child's life are the period of the most rapid brain development and lay the foundation for all future learning¹
- High-quality early childhood education delivers a 13% return on investment²

¹ Center on the Developing Child. Harvard University.

² The Lifecycle Benefits of an Influential Early Childhood Program. The Heckman Equation, 2017.

Ask the Candidate

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

