


START STRONG PA

Making the Case for High-Quality Child Care Starting with Infants & Toddlers




Jodi Askins, Pennsylvania Association for the Education of Young Children
Diane Barber, Pennsylvania Child Care Association


About Start Strong PA

Start Strong PA is a statewide advocacy campaign to increase access to affordable, high-quality child care for Pennsylvania's families and their children through policy and investment.


Connections



Early Learning PA



Pre-K for PA



Childhood Begins at Home



Start Strong PA Vision

To support child development and healthy child development, working parents and the economy, by ensuring that all Pennsylvania families have access to high-quality child care choices.

Start Strong PA Goal

By 2024 every at-risk child will have access to a high-quality child care program and middle-income families will more easily afford high-quality child care for their children.



Principles


- 1: All at-risk children and families must have full **access** to affordable, high-quality child care. Once the needs of at-risk children are substantially met, middle-income families should also be prioritized to ensure the same for their children.
- 2: Public financing must ensure stability for providers participating in the subsidized child care program through the **rate and payment** system.
- 3: The child care **workforce** must be diverse, competent, effective, appropriately-compensated, credentialed and professionally-supported across the various roles of professionals.
- 4: **Accountability** is a necessary and key component to a successful child care system.

Why now?

The child care industry plays a critical role in Pennsylvania's economy

Pennsylvanians support funding high-quality child care

- 77% support and 55% strongly support increased funding for high-quality child care programs
- 77% believe high-quality child care is very expensive and 82% believe the government needs to do more to make programs affordable to families



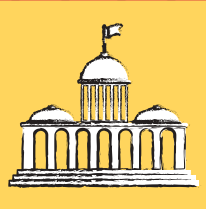
Why Start with Infants & Toddlers?

- Brain science has conclusively determined that a child's experiences in their first three years are the foundation of brain development
- Research shows high-quality birth-five programs for disadvantaged children can deliver a 13% per year return on investment - higher than the 7-10% for preschool programs
- To leverage national and state initiatives around infants/toddlers including Governor Wolf's "Ready to Start" Task Force

Start Strong PA Strategies




Phase I



Government Relations

Policy/Funding Proposals

- Reduce waiting lists
1,000 more infants/toddlers served in high-quality programs at the actual cost of care
- Improve infant/toddler tiered reimbursements
- Support STAR 2 providers to move to STAR 3 & 4
- Increase investments in the child care workforce
Double funding for T.E.A.C.H. & Rising STARS Tuition Assistance
Fully fund Education & Retention Awards



Government Relations

- Propose the Department of Labor & Industry conduct a labor market survey


Provide Testimony

- November 14, 2018 at the PA Early Learning Caucus Meeting



Communications

- Name the Campaign
- Create the Logo
- Establish social media presence
- Develop outreach materials
- Solicit video testimonials from educators, families, researchers, etc.



Research & Policy

Gather and analyze data

- Child care capacity
- Child care quality deserts
- Economic impact of child care
- Cost of quality

Issue fact sheets & reports



Mobilization

- Campaign sign-up
- Organizing local teams
- Start Strong PA event in Capitol with a "start your morning strong" coffee cart
- Outreach to new and returning state and federal legislators
- Organize community breakfasts -
- Start Strong PA -- to spread the word about the campaign


Start Strong PA

Children start strong in Pennsylvania's high-quality child care programs

Families start strong with access to affordable, high-quality child care


Pennsylvania's child care workforce start strong with resources, compensation, and support to be successful in their chosen careers


Pennsylvania's child care providers start strong by being compensated for the true cost of quality



Start Strong PA Join Us

<https://www.surveymonkey.com/r/StartStrongPA-1>





**Start Strong PA
Video Submissions
Needed**

We need educators like you who have experience working with infants and toddlers to share your story via video. By sharing your experiences, you will help us inform Pennsylvania legislators and advocate for the necessary changes to make these outcomes possible.

START
STRONG PA

**Thank
You!**

Have any questions or ideas
for the campaign?
Email us at
jaskins@pennaeyc.org or
diane.barber@pacca.org

