Dear <program name> families,

During the coming months, our program is participating in the Call It Child Care initiative. For many years, our program has strived to communicate with families and our community the importance of the work we do with children in our care every day.

In 2018, the state legislature recognized our work by passing HB 1677 which updates language in Pennsylvania statutes and regulations to use the term “child care” instead of “day care”. This change is important because:

**1. The impact of child care is much longer than a day.**

Early childhood programs support lifelong success for children and families.

**2. The words we use matter because they affect the public’s perception and the field’s own accountability in providing high-quality care.**

Using “child care” rather than “day care” recognizes the important work done by adults and the children who are trying to learn, develop, and grow. Accurate language is critical to gaining respect, validation, and ultimately investments in our under-resourced systems.

**3. “Child care” acknowledges the complexity of a high-quality early care and education program.**

High-quality child care programs employ, develop, and retain educated and credentialed staff. These professionals use a curriculum, lesson plans, and family engagement activities to promote the development of the whole child in cognitive, social, emotional, and physical domains.

We encourage you to look for materials posted around our center reminding you to #callitchildcare both here within our walls and when you are out in your community.

For more information visit tryingtogether.org/callitchildcare.

Sincerely,

<program director>