

# Communicating Effectively

Effective conversations about child care help us to frame the early childhood field in valid ways that reflect the importance of our work. We want everyone in our communities to notice and acknowledge the intentionality that guides our work and field to promote learning and development for all children.

## Here are some pointers:

- Use everyday language rather than early childhood education terminology or jargon.
- Emphasize how consistent relationships with qualified educators help provide children with a foundation for healthy development.
- Focus on concrete examples of learning and development that occur in high-quality programs, as our work is much more than a simple “keep children safe” service.

## Sample Conversations

### Conversation with Families

Parent/grandparent: *I have to drop my kid early at daycare tomorrow.*

#### Response Examples:

- Thanks for letting us know! Have you heard about the “Call It Child Care” initiative? At (INSERT PROGRAM NAME), staff and families are being asked to refer to our work as ‘child care’ moving forward. Can I give you some more information about it? (give copy of family letter)
- I used to call it ‘day care’. Because I see how much our program does and what it provides to children’s healthy development, I’m making an effort to call it child care instead. I think it gives the work the respect it deserves.

### Conversation with an Early Care and Education Professional

Early Care and Education Professional: *It’s never boring working in daycare!*

#### Response Examples:

- You’re right! The work we do to support healthy development for young children is really important. Did you hear about the “Call It Child Care” initiative? It’s a movement in Pennsylvania to refer to our work as child care since we take care of children, not days. I can get you more information about it in case you want to share this with your program and families?” (refer to website and share toolkit)
- Did you hear about the “Call It Child Care” initiative? You’re right. We work really hard to help support these children. We’re not just a body to watch them and keep them busy. We really want to help them learn and grow.

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## Conversation in the Community

*Woman to a friend: I'm going to help my sister start looking at daycare programs for my niece.*

### Response Examples:

- How exciting! Did you know in Pennsylvania there is an initiative named, “Call It Child Care”? Since high-quality child care programs do the important work of supporting young children’s healthy development, everyone is being asked to ditch the phrase “day care.”
- Did you hear about the “Call It Child Care” initiative? High quality programs for kids have really made an effort to give children a strong start. They are more than a body to watch them and keep them busy. They provide great opportunities to help kids learn and grow.”

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## Conversation on Social Media

*Friend’s post: My kid had a great day at daycare!*

### Response Example:

- Glad it’s been a positive experience! Has your child’s program joined in the #callitchildcare campaign? [tryingtogether.org/callitchildcare](http://tryingtogether.org/callitchildcare)”

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## News Story/Website/Public Document:

*News Headline: A new day care program opened in Greenville.*

### Response Example:

Dear Editor,

Your [date] article, <article title>, used the term “day care” to describe a local program. In June of 2018, the PA state legislature passed House Bill 1677 to update Pennsylvania’s regulations and code to use the term “child care” rather than “day care” to reflect the work of these programs more accurately. High-quality programs support the whole child—helping infants and children to develop their cognitive, social, emotional and physical selves and provide a strong foundation for success later in life.

You can learn more about the importance of this change through the Pittsburgh-based early childhood non-profit Trying Together’s Call It Child Care materials. As an early care and education professional, I appreciate your attention to the value and impact of our work.

Sincerely,

Name

**Every day we  
care about child care.** 

**#callitchildcare**

**Trying  
Together**