

Said to you from a parent

PARENT: “I have to drop my kid early at day care tomorrow”

YOUR REPLY: “This is a child care program. We support a child’s success for much longer than a day.”

Encounter on a friend or page’s social media post

FRIEND’S POST: “My kid had a great day at day care today!”

YOUR REPLY: “Have you heard of the #callitchildcare campaign? tryingtogether.org/callitchildcare”

Encounter in a news story/ website/public document

NEWS HEADLINE: “In Greenville today, a new day care program called Happy Child Development Center opened.”

EMAIL THE EDITOR (see included sample email).

Overheard in conversations

WOMAN: “I’m going to help my sister start looking at day care programs for my niece.”

YOUR REPLY: “Have you heard of “Call It Child Care”? Saying the words “day care” diminishes the important work that is done to develop the whole child in a high quality program.”

Said to you from a staff member

STAFF MEMBER: “There are so many day cares in this neighborhood!”

YOUR REPLY: “The work we do is called child care. We are participating in an initiative called “Call It Child Care” and we call it that to recognize the important work we do to help children learn, develop and grow.”