

"CONFRONTING THE CRISIS: CHILDCARE IN AMERICA" is the cornerstone of *Lifetime Television's Caring for Kids* campaign.

Lifetime kicked off **Caring for Kids: Our Lifetime Commitment** in March 1998, when the Network partnered with leading women's and children's organizations, representing more than six million women (including Families and Work Institute, the Committee for Hispanic Children and Families and the National Council of Women's Organizations, which encompasses organizations including NOW, Legal Defense and Education Fund, the Child Care Action Campaign and the YWCA of the U.S.A.) and the Congressional Caucus for Women's Issues, to draw attention to the childcare crisis in this country.

Childcare Resources

For the latest childcare news, visit *Lifetime* Online at www.lifetime.com, or contact NACCRRRA/Child Care Aware at 1-800-424-2246.

"CONFRONTING THE CRISIS: CHILDCARE IN AMERICA" is a Feury/Grant production. Lee Grant is the director and Joseph Feury is the executive producer.



Lifetime Television is dedicated to providing contemporary and informative programming for women. *Lifetime* is available on more than 11,000 cable systems and alternative delivery systems nationwide, serving over 73 million households.

To purchase a copy of the documentary, call 1-888-282-VIDEO.

Lifetime
Television for Women
www.lifetime.com
WORLDWIDE PLAZA
309 WEST 49TH STREET
NEW YORK, N.Y. 10019



our *Lifetime* commitment

Lifetime
Television for Women



"CONFRONTING THE CRISIS: CHILDCARE IN AMERICA"

This *Lifetime Television* original documentary exposes the daily drama faced by millions of parents doing their most important job - caring for kids. The changing pressures of work and family make securing safe, affordable childcare a great challenge and a source of tension in many families. Academy Award-winner Lee Grant directs and actress and mother Kyra Sedgwick hosts this one-hour special.

Based on interviews with families, the documentary weaves the joys, challenges and hopes of parenting with critical national childcare issues. Regardless of their economic or ethnic status, or whether the families were headed by single parents or couples, the story was always the same - finding affordable, quality childcare is a problem.

HERE ARE SOME PRACTICAL THINGS YOU CAN DO WHEN IT'S TIME TO FIND CHILDCARE FOR YOUR FAMILY.

Speak with your neighbors and friends about their childcare arrangements.

Look for a safe childcare environment in which books, toys and materials are kept within a child's reach.

Ask about the background and experience of all staff. Providers with appropriate training are more likely to meet your children's needs.

Listen to your children. Ask them about their childcare providers. Do they sound happy and involved?

KEEP TALKING ABOUT THE ISSUE. GET YOUR VOICE HEARD AND HELP MAKE QUALITY, AFFORDABLE CHILDCARE A REALITY FOR ALL AMERICAN FAMILIES.

Let your candidates and elected officials know about your childcare needs and experiences. Send them letters and e-mail, or meet them in person.

Call a radio talk show and share your childcare stories.

Set up discussion groups at your office or place of worship.

E-mail *Lifetime* about your childcare experiences and concerns, at

www.lifetime.tv.

We will continue to share your stories with policymakers.

Join *Lifetime Television* in the year 2000 as we work together to make childcare a priority during the national and local elections.



Lifetime
Television for Women
www.lifetime.tv

"CONFRONTING THE CRISIS: CHILDCARE IN AMERICA" was produced to help make childcare a higher priority in this country. You can use this documentary to draw the attention of your organization, neighbors and other community constituencies to this very important issue.

Invite local political candidates and/or elected officials to a screening of the documentary, where different positions on childcare can be discussed and debated.

Other screening guests include:

local employers, law enforcement representatives, educators and childcare officials.

Conversation starters for these events might include:

Do you feel hopeful about childcare in your community?

Do you think that early childcare and after-school programs promote respect, build character and help prevent crime?

What is your concept of a childcare system?

Who should be responsible for childcare: the government, our communities, individual families or a combination?

Facts on Childcare

More than 29 million children in America (12 million under age six and 17 million between ages six and 13) have both parents or their only parent in the workforce.

The median pay for childcare workers in the United States is \$6.12 an hour, while the median pay for parking lot attendants is \$6.38 an hour.

Each year, U.S. employers lose more than \$3 billion due to childcare-related absences.

(Source: "Key Facts on Childcare and Early Education," compiled by Child Care Action Campaign for Communications Consortium Media Center)



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[Lifetime Television - Caring for Kids]

Use this card to tell Lifetime YOUR CHILD CARE STORY.

Call 1-800-522-0925, e-mail www.lifetimetv.com.

place
stamp
here

TO:

LIFETIME TELEVISION
ATT: PUBLIC AFFAIRS
309 WEST 49TH ST.
NEW YORK, N.Y. 10019

Lifetime
Television for Women

Lifetime Television will take your
child care story to Washington.

Call 1-800-522-0925,
e-mail www.lifetimetv.com or
use this card to tell us your ideas,
opinions or experiences with child care.

Demand action on child care.
Be heard!



our *Lifetime* commitment



March 15, 1999

Dear Colleague,

Getting our voices heard is one of the greatest challenges we face.

As media attention bounces from one trial of the century to another, advocates like us continue to work to insure that the day to day challenges faced by millions of women and their families are recognized and remedied. Quality, affordable childcare, equal pay, health care and a good education for our children are just a few of the ongoing issues that impact all of our constituencies. *Lifetime Television* offers us a great opportunity to use the most powerful media—television and the Internet --- to promote quality, affordable childcare. Through its television network and website, *Lifetime Television* reaches over 73 million women, many of whom care about our issues.

During the month of April, *Lifetime Television* will feature programming that can inspire everything from discussion around the office water cooler to action in our legislatures to get better childcare for all our children. **"Confronting the Crisis: Childcare in America,"** a one-hour primetime documentary directed by Academy Award-winner Lee Grant and hosted by actress and mother Kyra Sedgwick, features real mothers and fathers who face the daily challenges of caring for their kids while they are at work and focuses much needed attention on important community solutions.

It is rare to see anything on primetime television that reflects the real lives of the millions of women we represent. We urge you to mobilize your memberships and constituencies to watch **"Confronting the Crisis: Childcare in America,"** premiering **April 20 from 10-11PM ET/PT**, and to use this documentary to inform and organize local leaders to demand quality, affordable childcare for all American families.

Please demonstrate your support, not only for childcare but also for this remarkable national partnership between *Lifetime* and advocacy organizations:

- Fill out the faxback form contained in this kit to get the documentary and the ***Caring for Kids*** Outreach Handbook, which is full of action steps and resources, sent to your membership or affiliate organizations.
- Link your website to www.lifetime.com and join the ***Caring for Kids*** campaign.

By working together, we can mobilize millions of people to demand quality affordable childcare for all children.

Sincerely,

Kathy Rodgers
Now Legal Defense and Education Fund

Faith Wohl
Child Care Action Campaign



THE CARING FOR KIDS TOOL KIT – AN OVERVIEW

This package provides the materials you will need to bring **Caring for Kids** into your community. It will prepare your organization for a consolidated local campaign for celebrating *Lifetime's* National Childcare Month in April. It includes:

- A VHS tape of “**Confronting the Crisis: Childcare in America**,” *Lifetime's* original documentary directed by Academy Award-winner Lee Grant and hosted by actress and mother Kyra Sedgwick. *Lifetime* premieres the documentary on **Tuesday, April 20 from 10-11PM ET/PT.**
- A Viewers' Guide to “**Confronting the Crisis: Childcare in America.**”
- A **Caring for Kids** Outreach Handbook with useful “how to” information about initiating local public affairs events and effectively publicizing your efforts for maximum exposure, as well as background information on the campaign.
- A valuable directory of influential national partners ready to assist in your local campaign.
- A reproducible childcare fact sheet.
- Three reproducible childcare tip sheets.
- Educational resources



FAXBACK RESPONSE FORM

Lifetime wants to know how your organization plans to participate in the ***Caring for Kids*** campaign. Please fill out this form and fax it back to **(202) 530-2901** by March 30, 1999 to get your organization's ***Caring for Kids*** screening activities included in the *Lifetime* national press release about the documentary. If several chapters are planning events, include a list of names and addresses where VHS copies of **"Confronting the Crisis: Childcare in America"** and the accompanying Viewers' Guide should be sent.

Name of your organization: _____

Contact Name: _____

Address: _____

Phone #: _____ Fax #: _____ E-mail: _____

Please check the appropriate items:

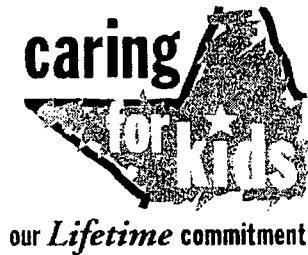
- ☐ I will invite my affiliates to hold screenings, discussion groups and to remind everyone in their local community to watch **"Confronting the Crisis: Childcare in America"** on *Lifetime*, **premiering April 20 at 10PM ET/PT.**
- ☐ I will hold a screening with my organization at our next national meeting, conference or convention. Please give us the date and title of the gathering:

Title: _____ Date: _____

- ☐ I will link my organization's website with *Lifetime* and the ***Caring for Kids*** campaign at www.lifetimev.com.
- ☐ I want to stay involved with the ***Caring for Kids*** Campaign.



DIRECTORY OF ORGANIZATIONS AND RESOURCES



CHILDCARE RESOURCES ON THE WEB

National Network for Child Care: <http://www.exnet.iastate.edu/Pages/families/nbcc/conf.html>

Please refer to this site for all child care calendar information.

American Child Care Solutions: <http://www.parentsplace.com/readroom/ACS/>

The ABC's of Safe and Healthy Child Care: <http://www.cdc.gov/ncidod/hip/abc/abc.htm>

Child Care Aware: <http://www.childcarerr.org/childcareaware/index.htm>

Child Care Bureau: <http://www.acf.dhhs.gov/programs/ccb/index.html>

Children's Defense Fund

1) CDF's Parent Resource Network (PRN): <http://www.childrensdefense.org/prn.html>

2) CDF's Child Care NOW National Campaign: <http://www.childrensdefense.org/ccmenu.html>

Families and Work Institute: <http://www.familiesandwork.org>

Lifetime Television: <http://www.lifetimetv.com>

National Association of Child Care Resources: <http://www.childcarerr.org>

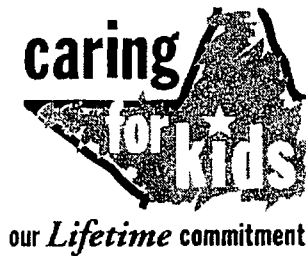
National Association for the Education of Young Children (NAEYC): <http://nccic.org>

National Association of Child Care Resource and Referral Agencies: <http://www.child-care-experts.org>

National Center for Children in Poverty: <http://cpmcnet.columbia.edu/dept/nccp>

National Child Care Information Center: <http://nccic.org>

This site contains an extensive list of other Childcare Organizations.



DIRECTORY OF NATIONAL PARTNERS

The following organizations are members of the **Caring for Kids** coalition and can be excellent partners and resources for your efforts. You may wish to collaborate with one or more of these organizations, so be sure to review their attributes in the context of your project plans and needs. They represent a variety of assets and areas of expertise. Feel free to contact these organizations to brainstorm, connect with their local chapters or identify local experts. If you'd like assistance connecting with any of these partners, call Sarah Stout at (202) 530-2900.

YWCA of the USA

Contact the Executive Director of your local YWCA (1-800-992-2871)

Rhea Starr, Special Assistant/Childcare Advocate

350 Fifth Avenue, Suite 301

New York, NY 10118

(p&f) 717-290-7362, Voicemail: 1-800-992-2871, ext. 7965

e-mail: RStarr@ywca.org

Website: <http://www.ywca.org>

Description:

Founded in 1858, the YWCA of the U.S.A. is the largest and oldest women's membership organization. With an organizational mission devoted to the empowerment of women and girls and the elimination of racism, thousands of locations nationwide provide a variety of services including housing, job training, physical fitness and childcare. The YWCA represents more than two million women and girls of diverse ethnic, economic and religious backgrounds, including more than 750,000 children and youth in YWCA childcare, after-school and youth programs.

The Executive Director of your local YWCA can provide:

- Spokespersons for local news
- Tie-ins to local events
- Assistance locating event speakers
- Printed materials
- Event facilities
- Membership opportunities

National Association of Child Care Resource and Referral Agencies (NACCRRA)

Edna Ranck, Ed.D., Director of Public Policy and Research

1319 F Street, NW, Suite 810

Washington, DC 20004

(p) 202-393-5501, (f) 202-393-1144

Child Care Aware 1-800-424-2246

e-mail: eranck@naccrra.net

Website: www.naccrra.net

Description:

NACCRRA is a national network of hundreds of local and state childcare resource and referral (CCR&R) organizations that provides a range of services to parents and families, childcare, preschool and out-of-school programs, corporations, local and state governments and the public media. CCR&Rs are the main source of childcare supply and demand data that inform community, state and national planning and serve as a primary link among childcare centers, family childcare providers, public school preschool programs and Head Start. NACCRRA helps to develop policies that support a diverse, high-quality childcare system with parental choice and equal access for all families.

NACCRA can provide:

- Spokespersons for local news
- Tie-ins to local events
- Assistance locating event speakers
- Printed materials
- Event facilities
- Membership opportunities

9to5, National Association of Working Women

Ellen Bravo, Co-Director

231 W. Wisconsin, Suite 900

Milwaukee, WI 53203

(p) 414-274-0928, (f) 414-272-2870

e-mail: naww925@exec.pc.com

Description:

9to5 is a national grassroots membership organization which strengthens women's ability to work for economic justice. Founded in 1973 by a group of Boston clerical workers, 9to5 has grown to a grassroots force of nearly 15,000. 9to5 has made it possible for working women to win many victories over the years by providing critical resources and offering valuable training. The association has also been at the forefront of the fight for Family and Medical Leave on the state and local level.

9to5 can provide:

- Spokespersons for local news
- Assistance locating event speakers
- Printed materials at cost
- Event facilities in Milwaukee, Denver and Atlanta
- Membership opportunities

Child Care Action Campaign (CCAC)
Ellen Lubell, Director of Communications
330 7th Avenue - 14th Floor
New York, NY 10001
(p) 212-239-0138, ext. 208, (f) 212-268-6515
e-mail: ccacgen@aol.com

Description:

Child Care Action Campaign has led national thinking in defining childcare as an issue of concern for all Americans. CCAC is a national non-profit organization dedicated to strengthening families, improving education and advancing the well-being of children. CCAC builds partnerships among communities, schools and business leaders to improve childcare and early education, and to make it affordable to all working families; stimulates investment in childcare by employers, state and local governments, schools and community organizations; communicates innovative ideas for improving childcare to inspire parents, community leaders and the public to take action and advocates public policies that support families.

CCAC can provide:

- Spokespersons for local news
- Assistance locating event speakers
- Printed materials at cost
- Membership opportunities

Committee for Hispanic Children and Families (CHCF)
Elba Montalvo, Executive Director and Co-Founder
Ruth Rodriguez, Program Director
140 West 22nd Street
New York, NY 10010
(p) 212-206-1090, (f) 212-206-8093
e-mail: chcfinc@aol.com

Description:

CHCF is a New York City non-profit agency dedicated to meeting the needs of Latino families with a four-pronged approach: community education, social services, professional training and public policy advocacy. The Committee operates the only Spanish/bilingual Childcare Resource and Referral Network in New York State. CHCF may be able to assist you in reaching your local Hispanic community.

CHCF can provide:

- Spokespersons for local news
- Tie-ins to local events
- Assistance locating event speakers
- Printed materials at cost

Families and Work Institute
Robin Hardman, Director of Communications
330 7th Avenue
New York, NY 10001
(p) 212-465-2044, (f) 212-465-8637
e-mail: rhardman@familiesandwork.org
Website: <http://www.familiesandwork.org>

Description:

Families and Work Institute is a non-profit organization that addresses the changing nature of work and family life. It is committed to finding research-based strategies that foster mutually supportive connections among workplaces, families and communities. Visit the organizational website's Community Mobilization Forum area for step-by-step instructions on local outreach.

Families and Work Institute can provide:

- Spokespersons for local news
- Tie-ins to local events
- Assistance locating event speakers
- Printed materials free or at cost
- Membership opportunities

Girls Incorporated
Alex Koppelman, Director of Communications
120 Wall Street, 3rd floor
New York, NY 10005
(p) (212) 509-2000, (f) (212) 509-8708
e-mail: akoppelman@girls-inc.org
Website: <http://www.girls-inc.org>

Description:

For over 50 years, this national non-profit youth organization has provided vital educational programs to millions of American girls in after-school settings, particularly in high risk, under-served areas. Based on research, Girls Incorporated informs policy makers about girls' needs locally and nationally and educates the media about critical issues facing girls. In addition to learning how to advocate for themselves, through proactive community activities, girls learn to speak out in public arenas.

Refer to the Girls Incorporated website for a directory of local affiliates that can provide some or all of the following:

- Spokespersons for local news
- Tie-ins to local events
- Assistance locating event speakers
- Printed materials at cost
- Event facilities
- Membership opportunities

National Center for Children in Poverty (NCCP)
Media - Julian Palmer, Director of Communications
Policy - Ann Collins, Associate Director, Childcare Program & Policy
154 Haven Avenue, 3rd Floor
New York, NY 10032
(p) 212-304-7117, (f) 212-544-4200
e-mail: jsp29@columbia.edu, ac261@columbia.edu
Website: <http://cpmcnet.columbia.edu/news/childpov>

Description:

The mission of NCCP was established in 1989 at the Joseph L. Mailman School of Public Health, Columbia University, with core support from the Ford Foundation and the Carnegie Corporation of New York. The Center's mission is to identify and promote strategies that reduce the number of young children living in poverty in the United States and to improve the life chances of the millions of children under the age of six who are growing up poor.

The NCCP can provide:

- Spokespersons for local news
- Assistance locating event speakers
- Printed materials at cost

National Council of Women's Organizations
Vicki Spence, Office Manager
1126 16th Street, N.W., Suite 411
Washington, DC 20036
(p) 202-331-7343, (f) 202-331-7406
e-mail: fairpay@aol.com

Description:

The National Council of Women's Organizations is a bipartisan network comprised of the leaders of over 100 women's organizations, which together represent more than six million women. Organizational members include grassroots, research, service and legal advocacy groups that focus primarily on promoting public policy and legislative strategies affecting women.

The NCWO can provide:

- Tie-ins to local events
- Printed materials

NOW Legal Defense and Education Fund (NOW LDEF)

Vivian Todini, Director of Communications

99 Hudson Street, 12th floor

New York, NY 10013

(p) 212-925-6635, (f) 212-226-1066

e-mail: vtodini@nowldef.org

Website: <http://www.nowldef.org>

Description:

NOW LDEF is the country's oldest national legal advocacy organization for women's rights, established as a separate corporate entity in 1970 by the National Organization for Women. NOW LDEF pursues equality for women and girls in the workplace, the schools, the family and the courts through litigation, public policy and education programs.

NOW LDEF can provide:

- Assistance locating event speakers
- Printed materials

Lifetime Television

309 West 49th Street, 17th Floor

New York, NY 10019

(p) 212-424-7000

Website: <http://www.lifetimev.com>

To find out if your local cable operator has signed on to *Caring for Kids*, please call the *Lifetime* Affiliate Administrator in the appropriate region, listed below:

Eastern Region: Faith Baldwin, 212-424-7261

Central Region: Greg Johnson, 972-458-4604

Western Region: Sandi Resendi, 310-556-7259

Description:

Lifetime Television started as a small network in 1984 and has since grown into a major television presence, broadcasting to over 73 million homes. *Lifetime's* public affairs campaigns have encouraged local and national action on issues that affect women's lives, including voting, international human rights and raising breast cancer awareness. The Network's commitment to its viewers has been recognized by leading women's and non-profit organizations, including: the National Multiple Sclerosis Society, the National Women's Political Caucus, the Susan G. Komen Foundation, the New York Women's Agenda, Women in Communications, Women in Cable & Telecommunications and the Cable Television Public Affairs Association. *Lifetime* was also the recipient of the industry's highest honor, the 1996 Golden CableACE, for its efforts on behalf of the fight against breast cancer.

STATE RESOURCE AND REFERRAL NETWORK CONTACTS

The following is a comprehensive list of childcare resource and referral contacts provided by and included in the U.S. Department of the Treasury "Investing in Child Care" report published in 1998. You may find these childcare contacts helpful when developing partnerships and resources in your respective communities:

Alabama

Mary Silbert Davis
Alabama Child Care Network
c/o Child Care Resource Network
Ft. Payne, AL 35967
(205) 845-8238

Alaska

Sharon Lattery
Child Care Connection
201 Barrow, Suite 103
Anchorage, AK 99501
(907) 279-5024

Arizona

Jacob Raskob
Child and Family Resources
1030 N. Alvernon
Tucson, AZ 85711
(520) 881-8940

Arkansas

Arkansas Department of Human Services
Division of Child Care and Early Childhood
Education
101 East Capitol, Suite 106
Little Rock, AR 72201
(800) 445-3316

California

Patty Siegal
CA CCR&R Network
111 New Montgomery, 7th Floor
San Francisco, CA 94105
(415) 882-0234

Colorado

Gail Wilson
CO Office of R&R Agency
7853 E. Arapahoe Rd., Suite 3300
Englewood, CO 80112
(303) 290-9088

Connecticut

Sherri Sutera
Child Care Infoline
1344 Silas Dean Highway
Rocky Hill, CT 06067
(800) 505-1000

Delaware

Jan Rheingold
The Family and Workplace Connection
3511 Silverside Road
100 Wilson Building
Wilmington, DE 19810
(302) 479-1679

District of Columbia

Washington Child Development Council
2121 Decatur Place, N.W.
Washington, DC 20008
(202) 387-0002

Florida

Susan Muenchow
Florida Children's Forum
259 East 7th Avenue
Tallahassee, FL 32303
(904) 681-7002

Georgia

Jerry Walker
Georgia Association of CCR&R
P.O. Box 243
Tifton, GA 30309
(912) 382-9919

Hawaii

Sally Little
Patch
2850 Pa'a Street, Suite 130
Honolulu, HI 96819
(808) 839-1789

Idaho

Sharon Bixby
Child Care Connections
P.O. Box 531
Boise, ID 83303
(208) 733-9351

Illinois

Steve Bemiller
IL CCR&R Network
207 W. Jefferson St., Suite 301
Bloomington, IL 61701
(309) 827-9659

Indiana

Marsha Thompson
Indiana Association for Child Care Resource and Referral
3901 N. Meridian, Suite 350
Indianapolis, IN 46208
(317) 924-5202

Iowa

Marla Sheffler
CCR&R of Central Iowa
550 11th Street
Des Moines, IA 50314
(515) 883-1206

Kansas

Leadall Ediger
KACCRRRA
P.O. Box 2294
Salina, KS 67401
(785) 823-3343

Kentucky

Susan Vessels
Community Coordinated Child Care
1215 South 3rd Street
Louisville, KY 40203
(502) 636-1358

Louisiana

Judy Watts
Agenda for Children
P.O. Box 51837
New Orleans, LA 70151
(504) 586-8509

Maine

Linda Elias
Child Care Connections
P.O. Box 10480
Portland, ME 04104
(207) 775-6503

Maryland

Sandra Skolnik
Maryland Committee for Children
608 Water Street
Baltimore, MD 21202
(410) 752-7588

Massachusetts

Marta Rosa/ Julie Kirrane
Child Care Resource Center
130 Bishop Allen Dr.
Cambridge, MA 02139
(617) 547-1063

Michigan

J. Mark Sullivan
Michigan 4C Association
2875 Northwind Drive, #200
East Lansing, MI 48823
(517) 351-4171

Minnesota

Patrick Gannon
Minnesota CCR&R Network
2116 Campus Dr. SE
Rochester, MN 55904

Mississippi

Jane Boykin
Mississippi Forum on Children and Families, Inc.
737 North President
Jackson, MS 39202
(601) 355-4911

Missouri

Andi Schleicher
Child Day Care Association
of St. Louis
2031 Olive Street, 2nd Floor
St. Louis, MO 63103
(314) 241-3161

Montana

Janet Bush
Child Care Resources
127 E. Maine, Suite 314
Missoula, MT 59802
(406) 728-6446

Nebraska

Janet Phelan
Midwest Child Care Association
5015 Dodge St.
Omaha, NE 68132
(402) 558-6794

New Hampshire

Denise Buck
Family Works of Child & Family
500 Amherst Rd.
Nashua, NH 03063
(603) 889-7189

New Jersey

Beverly Ranton
NJACCRRRA
606 Delsea Drive
Sewell, NJ 08080
(609) 582-8282

New Mexico

Nicola Baptiste
YWCA/ Carino CCR&R
7201 Paseo Del Norte, NE
Albuquerque, NM 87113
(505) 822-9922

New York

David Hunt
NY State Child Care Coordination Council
130 Ontario Street
Albany, NY 12206
(518) 463-8663

North Carolina

Mary Bushnell
NCCCR&R Network
P.O. Box 901
Chapel Hill, NC 27514
(919) 967-3272

North Dakota

Linda Reinicke
Lutheran Social Service
of North Dakota
615 S. Broadway, Suite L3
Minot, ND 58701-4473
(701) 838-7800

Ohio

Tracy Ballas
Action for Children
78 Jefferson Avenue
Columbus, OH 43215
(614) 224-0222

Oklahoma

Liz Reece
Child Care Resource Center
1700 S. Sheridan Rd.
Tulsa, OK 74112
(918) 834-2273

Oregon

Debra Orman
Oregon CCR&R Network
3533 Fairview Industrial Drive
Salem, OR 97302
(503) 375-2644

Pennsylvania

Carrie Casey
Pennsylvania Association of Child Care Agencies
411 Walnut St.
Harrisburg, PA 17101
(717) 236-0458

Rhode Island

Patricia Nolin
Options for Working Parents
30 Exchange Terrace
Providence, RI 02903
(401) 272-7510

South Carolina

Sandra Hackley
Interfaith Community Services
P.O. Box 11570
Columbia, SC 29211
(803) 252-8390

South Dakota

Pam Henning
SDSU Family Resource Network
Box 2218-HDCFS/SDSU
Brookings, SD 57007
(605) 688-5730

Tennessee

Ann Harris
Child Care Resource and Referral Center
Tennessee Dept. of Human Services
400 Dedrick St., 14th Floor
Nashville, TN 37248-9810
(615) 313-4820

Texas

Nancy Hard
Dependent Care Management Group
130 Lewis Street
San Antonio, TX 78212
(210) 225-0276

Utah

Alda Jones
Family Connections Resource and Referral Center
Utah Valley State College
800 West 1200 South
Orem, UT 84058
(801) 222-8220

Vermont

Cheryl Farnum-Rendino
VACCRRRA
P.O. Box 542
Hinesburg, VT 05461
(802) 482-4400

Virginia

Pam Chappellear
Council of Community Services
P.O. Box 598
Roanoke, VA 24004
(540) 985-0131

Washington

Elizabeth Thompson
WA State CCR&R Network
917 Pacific Avenue #301
Tacoma, WA 98401
(206) 383-1735

West Virginia

Cathy Jones Forsythe
River Valley Child Development Services
2850 5th Ave
Huntington, WV 25702
(304) 523-3417

Wisconsin

Becky Mauss
WI CCR&R Network, Inc.
519 W. Wisconsin Avenue
Appleton, WI 54911
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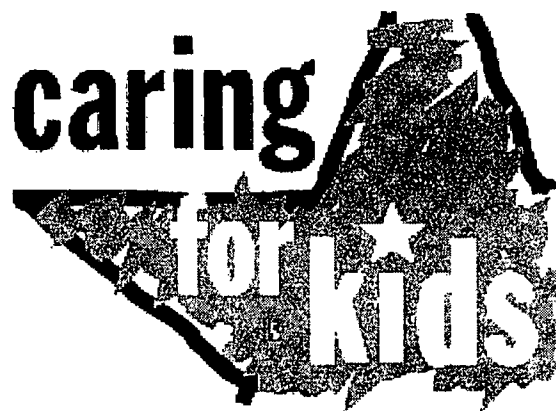
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our *Lifetime* commitment

GRASSROOTS OUTREACH HANDBOOK



Lifetime
Television for Women™

*From the Desk of Meredith Wagner
Senior Vice President, Public Affairs*

Sometimes a little bad weather can be a good thing. That was certainly the case in February 1998, when my flight from New York to Washington, DC was canceled and **Caring for Kids: Our Lifetime Commitment** was born.

I had been invited to a White House event about childcare and planned to catch an early shuttle down and return to New York by mid-afternoon. This was a perfectly realistic plan, one I had executed with success many times. However, this time the weather refused to cooperate.

The flight to Washington was eventually canceled due to fog and rain, so I shared a ride back to the city with several other women who had also planned to attend the White House Event -- Kathy Rodgers (NOW Legal Defense and Education Fund), Elba Montalvo (Committee for Hispanic Children and Families) and Prema Mathai-Davis (YWCA of the USA).

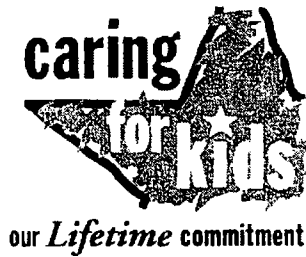
The ride back to the city was incredible. I discovered that when you fill a car with people passionate about childcare, the energy is high and the ideas fly. At this impromptu conference -- uninterrupted by phones, faxes or colleagues -- we decided to focus our collective energy and expertise on developing a national campaign to galvanize women to demand political action on childcare, so that safe, affordable and high quality childcare would become a reality for all families. This was the beginning of **Caring for Kids: Our Lifetime Commitment**.

We recognized then and continue to believe that our collaborative approach is essential to the success of the entire campaign. *Lifetime* offers a means for amplifying the voices of women and families in communities all across the country, in effect offering an electronic national neighborhood in which we can gather to share our childcare experiences, struggles and victories; a community in which we can unite our voices and demand action.

Lifetime's non-profit partners bring a wealth of expertise and perspective to this campaign, and it is truly an honor to work with them. Our partners (a coalition of over 130 organizations, including the Congressional Caucus for Women's Issues, Families and Work Institute, the Committee for Hispanic Children and Families and the National Council of Women's Organizations, which encompasses organizations including NOW Legal Defense and Education Fund, the Child Care Action Campaign and the YWCA of the U.S.A.), have invaluable experience bringing campaigns like **Caring for Kids: Our Lifetime Commitment** into communities around the country, and we hope local chapters will join in our national effort to be heard by state and national legislators. Our message is simple: it is time for high quality, safe and affordable childcare to be available to all families. With your participation, we will be heard -- loud and clear.

Lifetime Television, along with our partners, has produced this **Caring for Kids: Our Lifetime Commitment Outreach Handbook** to help local organizations develop and implement effective outreach strategies to generate greater awareness of this issue and to play a vital role in the childcare debate. It contains information about how to organize and deliver effective outreach plans, valuable resources and a directory of national partners ready and willing to offer assistance with your local endeavors.

We encourage you to join the **Caring for Kids** team. There is power in numbers and the more we work together, the greater our impact.



THE CARING FOR KIDS OUTREACH HANDBOOK – AN OVERVIEW

This outreach handbook is designed to give organizations and individuals the tools to bring ***Caring for Kids: Our Lifetime Commitment*** into communities around the country in a way that can be tailored to each community's or organization's goals. The ***Caring for Kids*** Campaign can be an effective way for your organization to:

- Raise the awareness of childcare issues.
- Increase your organization's visibility.
- Mobilize American women and families to demand action on childcare.
- Give women and families a voice on the issue of childcare.
- Develop strategic alliances with key decisionmakers.
- Provide educational materials.
- Generate public/private childcare partnerships.
- Draw attention to an after-school or childcare program in your community.

This handbook offers a variety of outreach ideas as well as guides to developing an action plan, choosing a community partner to help with outreach activities, obtaining publicity and measuring the results of your efforts. To help you find an outreach program that works with your budget and time constraints, all of the outreach activities or ideas presented in this section can be easily modified to suit the needs of your organization and community.

Inside you will find:

- How ***Caring for Kids*** can help your organization elevate awareness of the childcare issue.
- Background on the ***Caring for Kids*** campaign.
- An initial calendar of events that highlight childcare issues. Visit www.lifetimetv.com for updates.
- Community outreach steps to help you plan your activities.
- Community outreach ideas outlining ways your community or organization can use this campaign.
- Examples of successful outreach programs compiled by the Families and Work Institute.
- Publicity Tips.
- "Early Childhood Action Tips," provided by the Families and Work Institute.
- "Five Things You Can Do About Childcare," provided by the Child Care Action Campaign.
- *Lifetime* programming and website information that can be incorporated in your outreach efforts.
- A faxback form describing your organization's or community's event.
- Press releases on the ***Caring for Kids*** campaign and "**Confronting the Crisis: Childcare in America**," including customizable versions.



CARING FOR KIDS COMMUNITIES:

Reaching out to Educate and Mobilize Your Community On Quality Childcare

Caring for Kids: Our Lifetime Commitment is a public awareness campaign that can provide an important vehicle for your organization to draw attention to both the childcare success stories and the childcare problems that exist in your community.

Lifetime Television is dedicated to using our network and cyberspace capacity to cultivate a national commitment for quality childcare in our country. During the month of April we will feature programming in honor of *Lifetime's* National Childcare Month, including **"Confronting the Crisis: Childcare in America,"** a one-hour primetime documentary directed by Academy Award-winner Lee Grant and hosted by actress and mother Kyra Sedgwick, premiering **Tuesday, April 20 at 10PM ET/PT**. We believe our programming will spark discussions from the office watercooler to church community halls on the quality of childcare. It is our hope these discussions flourish and transform into action for better childcare for all of our nation's kids.

Working with *Lifetime Television* and the **Caring for Kids** campaign affords advocacy organizations important opportunities at the local and national level. *Lifetime Television* is committed to raising awareness of the need for quality, affordable childcare by using the most powerful media-- television and the Internet--to engage millions of Americans. Encourage your members to work with their local cable television affiliates to heighten the visibility of the issue. Hundreds of local cable system operators have signed up to participate in the **Caring for Kids** campaign. If possible, local chapters of national organizations should hold screenings and discussions with participating local cable affiliates.

In addition to addressing a vital issue, participating in the campaign can provide an excellent setting to start or renew relationships with community leaders and sponsors. Cable systems and television advertisers can help you spread the word about quality affordable childcare at the national, regional and local levels. Backed by the national visibility and high production values of *Lifetime Television*, your participation in the **Caring for Kids** campaign can powerfully highlight your organization's leadership role in addressing the needs of women and families. For this reason, we not only want to give you the tools to organize events to call attention to childcare problems and solutions, but also want to know what you, your organization or your community did so that we can share your experiences with other concerned parents, providers and advocates.

Lifetime Television has a long-standing commitment to amplifying the voices of our viewers. From raising breast cancer awareness to improving the status of childcare in America, we know we can generate awareness and effect change when we work together. By turning our collective energies to childcare, we can make sure that women are heard by policymakers at all levels. We look forward to working with your organization on this meaningful campaign to make safe, affordable and high quality childcare available to all families.



Caring for Kids: Our Lifetime Commitment: Campaign Background

Childcare has been a consistently high priority for women and the viewers of *Lifetime Television*. Unfortunately, it has not been a top priority for America's policymakers. The result has been that parents create their own childcare solutions, many times forgoing the quality they want for the care they can afford.

Yet, childcare is no longer a parent's private problem. We now have over two decades of reports and studies that show that childcare is a societal issue, inextricably linked to key American priorities. Childcare is a family, education, health, safety, crime prevention and even a social security issue.

In March 1998, *Lifetime* spearheaded a coalition of over 100 leading women's and children's non-profit organizations, as well as the Congressional Caucus for Women's Issues, in a unique collaborative public awareness campaign to shift the cultural and political climate in the United States on childcare. ***Caring for Kids: Our Lifetime Commitment*** uses the power of *Lifetime's* network and cyberspace capabilities to give women and their families an opportunity to amplify their voices to call for better childcare in our country.

The first year of the campaign focused on gathering women's personal childcare stories using on-air public service announcements. *Lifetime* arranged for its website (www.lifetimetv.com) and a toll-free number (1-800-522-0925) to be a place where women and their families could share their stories, messages and photographs on childcare. *Lifetime* and its partners provided these stories to Members of Congress and to President and Mrs. Clinton.

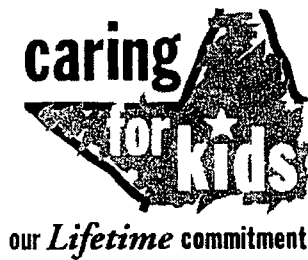
The personal stories *Lifetime* has gathered are at the heart of the campaign's second year and will be the centerpiece of *Lifetime's* National Childcare Month programming throughout April. Included will be "**Confronting the Crisis: Childcare in America**," a one-hour primetime documentary directed by Academy Award-winner Lee Grant and hosted by actress and mother Kyra Sedgwick premiering **Tuesday, April 20 at 10PM ET/PT**, a week of segments on the series "New Attitudes," public service announcements and an aggressive outreach effort created to help get women's voices heard on this critical issue.

Lifetime's National Childcare Month coincides with many national efforts to highlight the importance of quality childcare. This handbook contains a calendar of childcare events you can use as a hook for your community event. Look for updates of our childcare calendar and links to the coordinating organizations on our ***Caring for Kids*** website at www.lifetimetv.com.



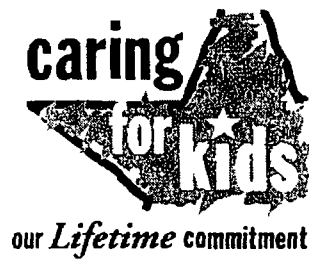
April is National Childcare Month Childcare Calendar for Early 1999

Month	Activity
April 1999	• <i>Lifetime</i> declares April National Childcare Month with special programming and national PSAs to air on channel. • NAEYC Week of the Young Child -- April 19-25
May 1999	• Worthy Wage Day -- May 1 • National Provider Appreciation Month -- May 7
June 1999	• Children Defense Fund's 'Stand for Children' -- June 1



COMMUNITY OUTREACH -- FUNDAMENTAL STEPS

1. **Make a plan:** identify realistic goals, create a timeline and determine the appropriate methods of evaluation such as increased attendance at events, publicity, etc.
2. **Choose an outreach partner(s)** with experience implementing community efforts: elected officials, women's groups, schools, churches, community organizations, childcare providers, etc. The **Caring for Kids** coalition is an excellent resource for identifying and selecting local partners with a variety of experiences, expertise and resources to offer. See the Partner Directory for contact information.
3. **Whenever possible, link to existing plans.** Many activities and events are already in place. Research the upcoming calendar of events within your own organization, tie-in to local activities and events, contact schools, places of worship and community centers that provide an appropriate venue/audience to achieve campaign goals.
4. **Plan events or activities** that will inform the community about childcare issues and options as well as your organization's commitment to community issues. In addition to linking with existing plans, your system can create events such as hosting a screening of "**Confronting the Crisis: Childcare in America**" followed by a reception or discussion panel, a town hall meeting with local policymakers or a childcare fair at a local mall.
5. **Publicize the event.** Use materials in this kit to gain exposure for your organization's **Caring for Kids** efforts. If possible, photograph each event.
6. **Use the internet.** Link your website to www.lifetimetv.com so your visitors can tell their childcare stories and have instant access to its wealth of resources. Use your website to promote your organization, its commitment to childcare and to promote all events and activities.
7. **Hold the event.** Be sure to invite local media, community leaders, childcare centers, schools and after-school programs.
8. **Follow-up.** Send thank-you notes to speakers and key planners. Distribute a press release highlighting your success. Post an event update on your website. Survey those who benefited from the campaign. ask your outreach partners and the general public for feedback on your event. These stories are the most difficult to elicit but are a valuable measurement tool and powerful message. If possible, follow up with individuals involved with the event. Did business XYZ use any of the suggestions offered at the forum? Did political leader ABC take action on anything she heard during the event?



COMMUNITY OUTREACH IDEAS

The following pages offer suggestions for outreach events and activities. Feel free to use the framework in this handbook to develop your own community-specific outreach event. These ideas are just a starting point: each community will have unique needs and capabilities so we encourage you to modify as needed. Keep in mind that many local and national groups will be planning events for April in which your organization may be able to participate. Whenever possible, encourage event participants to make their voices heard by telling their childcare stories at www.lifetime.com, or by calling the **Caring for Kids** hotline, at 1-800-522-0925. The **Caring for Kids** coalition includes women's and children's organizations that can offer valuable resources, information and ideas. Please refer to the Partner Directory in this kit to find out which organizations can be most valuable to your efforts.

CARING FOR KIDS: "CONFRONTING THE CRISIS: CHILDCARE IN AMERICA" SCREENING

This kit includes a copy of *Lifetime's* powerful documentary "**Confronting the Crisis: Childcare in America**," directed by Academy Award-winner Lee Grant and hosted by actress and mother Kyra Sedgwick. This country's current childcare situation is something we must change collectively, and hosting a single screening or organizing a series of screenings are excellent ways to gather people to share experiences, talk about solutions and take action. Screenings are an easy way to position your organization as a leader in the local dialogue about childcare, by reaching the general public, childcare experts, legislators and community and business leaders.

A screening can be a very simple event at a local school or library or a more sophisticated event including a reception or panel discussion. Connect with one or more of the **Caring for Kids** national partners to develop or distribute materials at the screenings. This is also an opportunity to provide brochures or other print materials promoting your organization. Use the event as a fundraiser or award program for a local childcare center or after-school program. Regardless of the complexity of the event, it can offer a tremendous opportunity for press coverage and community partnerships.

PLEASE NOTE: "**Confronting the Crisis: Childcare in America**" is the property of *Lifetime Television* and is available to partner organizations for the sole purpose of public screenings and educational efforts. No copying, exhibiting or any other distribution may be made or authorized without *Lifetime's* express written permission in each instance.

CARING FOR KIDS: "CONFRONTING THE CRISIS: CHILDCARE IN AMERICA" HOME VIEWING PARTIES

A home viewing party is a screening of "**Confronting the Crisis: Childcare in America**" done in the more intimate setting of a person's home. Have members of your organization host viewing parties and invite their friends and neighbors to watch the documentary and talk about their own childcare experiences. The parties can be very informal and optimally would occur the evening of the documentary's premiere, **Tuesday, April 20 from 10-11PM ET/PT**. Otherwise, the VHS copy provided can be screened on a day that is significant in your community or at any time desired. Invite reporters to watch the documentary with you and listen to the discussion.

CARING FOR KIDS: HOST A CHILDCARE FAIR AT A SHOPPING MALL

A "**Caring for Kids**/(Your Organization)" childcare fair provides parents and caregivers with valuable information about childcare resources, offers family fun in a carnival-like atmosphere and generates positive publicity for your organization. A mall guarantees attendance and the ability to reach hundreds of parents and caregivers. Working with the mall management, choose a Saturday or Sunday for the fair and solicit participation from stores in the mall. The event should feature fun and games for children and useful information for adults. If possible, set up computer terminal booths displaying the **Caring for Kids** website and collecting e-mail stories. This is an ideal setting for national, state and local politicians to state their views and goals for childcare.

If possible, have the event photographed and make sure local media is on hand. Ask local businesses to provide goodie bags with discount coupons and/or samples from different stores within the mall.

CARING FOR KIDS: HOST A CHILDCARE FAIR AT A COMMUNITY CENTER, SCHOOL OR LIBRARY

This is essentially the same as the shopping mall childcare fair, just simpler and smaller in scale. Providing childcare resources and "news you can use" to parents and caregivers is still the ultimate goal. Work with a library, school or community center with a large room or outside area where you can hold the event. Include activities that have been successful in childcare fairs around the country, such as pony rides, clowns, cotton candy, fire trucks on site and free ice cream. The facility could declare a "**Caring for Kids**" day and feature special programs just for kids or for children, parents and caregivers. If possible, set up computer terminal booths linking to *Lifetime's* website and your organization's website.

CARING FOR KIDS: STORIES AND ARTWORK

This is an easy project that can cut across many demographic groups. Your organization can work with childcare centers, schools, libraries and after-school programs, asking children to tell about their childcare-givers using words, art, e-mail, video or spoken word projects. Assemble a panel of judges comprised of employees/senior management from your organization, community leaders, childcare providers, children, teachers and others to review the entries and select the best entry in each category. There can be a variety of winners in each category or a single winner in each. This contest can also be geared toward adults by collecting the stories of parents, caregivers, teachers and others. You can determine the scope of the contest by designing a single question for each entrant to answer (i.e. "What do you like best..." or giving a wider berth, "Tell us about your experiences with childcare.>").

If possible, arrange to have winning entries and honorable mentions exhibited in your organization's lobby, on your website or in your newsletter. Encourage community organizations such as banks, libraries, grocery and retail stores to join you in displaying winning entries and "special mentions" on websites, in lobbies, publications or on the air. Better yet, literally bring the contest to their front door. Invite kids to draw pictures on store windows using washable paint. Winners can receive merchandise donated by local businesses.

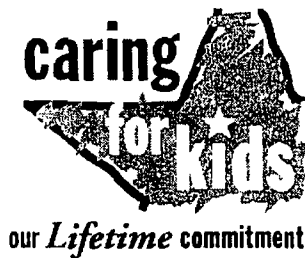
CARING FOR KIDS: LOCAL AWARDS PRESENTATION

Host a **Caring for Kids** special reception honoring organizations and individuals that have helped improve childcare in your area. This will help increase visibility for your organization and could become a fundraiser. For example, has a business made an exceptional effort to provide on-site day care, flex hours or work-from-home options? Has the school board developed a before or after-school care program that really works? Has a neighborhood come up with innovative solutions for handling latch-key kids? Good ideas are not only worth honoring, they are also worth sharing. Ask parents, teachers, and caregivers in your community to speak out about what works for them on your website and at www.lifetimetv.com.

CARING FOR KIDS: CHILDCARE TOWN HALL

Partner with a local university or school to host a political forum where local, state and national policymakers are invited to hear directly from parents and caregivers. Look for a facility with a stage and enough seats to accommodate a large number of people: a lecture hall at a local college, a high school gym, etc. Invite parents, caregivers and members of the business community to tell policymakers about their experiences and describe successful solutions. Organize the town hall to follow a screening of the documentary or as a stand-alone event. Contact all forms of media. Use www.lifetimetv.com and the **Caring for Kids** hotline (1-800-522-0925) to encourage everyone to continue to speak out.

Other options include making this less of a political forum and more of a town meeting where businesses, schools, parents and concerned citizens discuss the pros and cons of flexible work hours, on and off-site care, out-of-school care and other childcare related issues. In either event, a skilled moderator is essential for success. Look for local talent to fill this role.



EXAMPLES OF SUCCESSFUL OUTREACH PROGRAMS

These examples have been provided by the Families and Work Institute (see National Partner Directory). Please feel free to use or share these stories:

- In San Francisco, a partnership between business, local foundations, the Mayor's office, city agencies and childcare representatives created a Childcare Facilities Fund. This fund provides small grants to family childcare providers and low-cost financing to non-profit childcare centers, as well as technical assistance to providers in order to improve business skills and enhance the capacity to manage facilities.
- In Texas, an Employer Coalition was formed by over 600 employers and the Work and Family Clearinghouse to help employees balance work and family responsibilities. This coalition sponsors conferences on childcare, eldercare and community resource development. It also sponsors mini-grants designed to create local employer coalitions that can pool resources, share information and establish a plan of action to address dependent care concerns in their communities.
- In Boston, the United Way of Massachusetts Bay's "Success By 6" initiative brings together a high-level Advisory Committee made up of business, education, healthcare, religious, civic, government, media and law enforcement leaders. This committee serves to raise awareness and advocate for public policies that enhance the lives of children. Results of their efforts include significant new state funds for childcare subsidies and the creation of specialty license plates to raise private funds for childcare quality improvement.
- In Huntsville, Arkansas, the Butterball Turkey Company and its parent company, ConAgra, met the childcare needs of its growing workforce by creating a new childcare center for 150 children of employees and community residents through a partnership with a Head Start center, local childcare providers and the regional economic development agency. The Butterball plant partially subsidizes childcare costs for its employees out of its operational budget, recognizing this as a cost of recruiting and retaining workers.
- In Alabama, a group of employers in Lee County formed an Employers' Childcare Alliance. This alliance pooled its resources to provide enhanced childcare referral services to employees, support training and accreditation activities for local providers, after-school and summer programs for ten to 14 year-olds, and recruit additional family childcare providers for non-standard care, such as 24-hour, sick and emergency care.
- In Denver, Colorado, the Ready to Succeed Partnership is demonstrating that the quality of early care and education can be improved for the city's most at-risk children through a strategic partnership of providers, public schools, state health and education agencies, child advocates, the United Way and the Governor's office. The partnership makes training and resources available to childcare providers and public school early education programs, facilitates one-on-one partnerships between local childcare centers and public school early childhood classrooms, provides parent education seminars and supports professional development for teachers and providers.

- In New York City, the Department of Youth and Community Development initiated the Beacons of Light program, which creates school-based community centers with after-school and evening programs for children, youth and families. Already in 32 school districts in New York, the Beacons program plans to double in size in New York City and is being replicated in five other cities.
- In Georgia, the Governor directed the creation of a free, statewide voluntary pre-kindergarten program for all four year-olds, funded almost entirely by state lottery funds. To expand service capacity and ensure parental choice, state funded pre-K programs exist in a variety of locations, such as private preschools, public/private elementary schools, private and state colleges, childcare centers, Head Start, hospitals, military bases and YMCA/YWCAs.
- In North Carolina, the Governor has led a statewide initiative, Smart Start, to meet the needs of all families with young children for accessible, high-quality childcare, healthcare services for children and family support services. Through the state legislature and other public and private resources, Smart Start provides funding and technical assistance to county-level, public/private partnerships that design and implement services and programs based on their community's needs. Smart Start's locally-based services are available in every county and to every child, regardless of income, which has produced a broad base of support and a continued public will for investing in children.
- In Indiana, a Childcare Symposium Initiative has become an ongoing statewide project that provides technical assistance, mentoring and funding to local teams of business, community and childcare leaders working to identify and implement strategies to improve childcare. As a result of the broad base of support and awareness, these teams are able to: create and refurbish childcare centers, create employer-supported childcare training funds, provide family childcare loan funds, mentor infant-toddler providers, increase media coverage, increase the number of childcare slots across the state and bring together business consortiums to deliver on- or near-site childcare services.
- In Colorado, Educare, a new statewide initiative, is laying the foundation for an improved system of quality early education through parent education, public education and quality improvement. Educare is using market forces to improve the quality of early care and education by helping parents become better informed consumers of quality early education, increasing public awareness and will for increased investment to meet the demand for higher quality care and providing the tools and structure to do so.



PUBLICITY TIPS

Publicity is an essential element in all campaign plans. In addition to *Lifetime*'s national press relations effort, a coordinated local publicity effort is critical to ensuring that your campaign reaps maximum benefits. This kit includes a ***Caring for Kids*** announcement release and a "**Confronting the Crisis: Childcare in America**" release to use as a reference or to distribute at local press events, and customizable versions to use when publicizing your organization's ***Caring for Kids*** activities.

Here are ways you can publicize your ***Caring for Kids*** efforts:

- Use the press releases in this package to inform media (newspapers, local magazines, TV stations and radio) about your efforts, plans and/or accomplishments.
- Ask your outreach partners and funders to support the publicity effort. They may have established contacts and relationships with local/national media and can include information about your endeavor in their newsletters and on their website.
- If local personalities and elected officials are participating in your campaign, ask them to be available for print and electronic media interviews. Make sure they are briefed on key speaking points prior to interviewing.
- Before events, invite local media and inform them that they may have the opportunity to talk to key individuals.
- Photograph the event and send photos to local newspapers, put them on your website and print them in your newsletter.
- After events/activities, provide local media with the positive results you achieved. This will help generate post-event coverage.



PROGRAMMING AND WEBSITE INFORMATION

In honor of its declaration of April 1999 as National Childcare Month, *Lifetime* will present a variety of original programming to extend the message of ***Caring for Kids: Our Lifetime Commitment***. *Lifetime* is committed to using its media reach to attain the broadest possible awareness of the ***Caring for Kids*** campaign and the issues it addresses. As you plan your organization's outreach activities, keep this information in mind.

Lifetime's on air and on-line commitment includes:

"Confronting the Crisis: Childcare in America": (Premieres Tuesday, April 20th at 10pm ET/PT, with encores)

This original documentary, directed by Academy Award-winner Lee Grant and hosted by actress and mother Kyra Sedgwick, explores the childcare concerns American families regularly face. **"Confronting the Crisis: Childcare in America"** profiles individual parents, children and caregivers, focusing on the plights of these families and how they are illustrative of families all around the country. The documentary explores the government's role in childcare, as well as the corporate role, and explores solutions and how to minimize the isolation parents feel as they try to balance work and family.

PSAs:

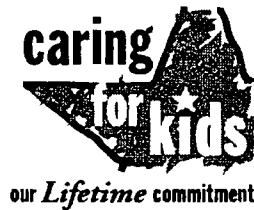
PSAs urging the public to share their childcare stories with *Lifetime* will be broadcast on the network throughout the month of April, and made available to our affiliates.

"New Attitudes" Segments: (Premieres week of April 19th at 11pm ET/PT)

Lifetime's magazine show, "New Attitudes," presents a week-long series on childcare. The segments explore how childcare is linked to key American priorities including education, health, safety, crime prevention, and even social security. They also provide ideas for families to improve their own childcare options, make their voices heard on the issue and mobilize our communities and our government to better serve our children.

World Wide Web Components (www.lifetime.com)

Lifetime Online features a ***Caring for Kids*** area in which visitors can find out more about the campaign; share their personal childcare experiences, stories and opinions and ask policymakers to take action on childcare. *Lifetime* will continue to forward these stories to policymakers to demonstrate the urgency of this issue. The website also includes comprehensive childcare resources, listings of *Lifetime's* childcare programming, childcare tips, facts and other information.



**LIFETIME TELEVISION DECLARES APRIL NATIONAL CHILDCARE MONTH AS
PART OF CARING FOR KIDS: OUR LIFETIME COMMITMENT PUBLIC
AWARENESS CAMPAIGN**

**First Lady Hillary Rodham Clinton Lauds LIFETIME's
Initiative for Putting Faces on National Statistics**

- Parking lot attendants earn an average \$6.38 an hour while childcare workers earn an average \$6.12 an hour. We as a nation pay people more to watch our cars than to watch our kids....
- In a poll of the nation's police chiefs, nine out of ten chiefs agreed that "America could sharply reduce crime if government invested more in programs to help children and youth get a good start...."
- Economists estimate that the cost, including crime and welfare costs, of allowing low-income children to go without at least two years of quality early childhood care and education is approximately \$100,000 per child, totaling roughly \$400 billion for all poor children now under the age of five....

NEW YORK, March 11, 1999 -- LIFETIME Television, in collaboration with over 100 non-profit women's and children's advocacy organizations, has declared April National Childcare Month to help bring attention to the need for quality, affordable childcare in this country. With this declaration, LIFETIME continues to expand its award-winning *Caring for Kids: Our Lifetime Commitment* campaign, which serves as a voice for viewers' concerns about childcare and urges national policymakers to take action.

National Childcare Month on LIFETIME features original programming throughout April, including "**Confronting the Crisis: Childcare in America**," a one-hour documentary by Academy Award-winning actress and director Lee Grant, hosted by actress and mother Kyra Sedgwick, airing **Tuesday, April 20 from 10-11PM ET/PT**, a week of childcare segments on the Network's magazine series "New Attitudes" beginning **Monday, April 19 at 11PM ET/PT** and public service announcements.

LIFETIME kicked off *Caring for Kids: Our Lifetime Commitment* in March, 1998, when the Network partnered with leading women's and children's organizations representing more than six million women (including Families and Work Institute, the Committee for Hispanic Children and Families and the National Council of Women's Organizations, which encompasses organizations including NOW Legal Defense and Education Fund, the Child Care Action Campaign and the YWCA of the U.S.A.) and the Congressional Caucus for Women's Issues to draw attention to the childcare crisis in this country.

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LIFETIME/*Caring for Kids*: National Childcare Month

Throughout the year, via a toll-free number (1-800-522-0925) and Lifetime Online (www.lifetime.com), LIFETIME gathered thousands of childcare stories from women and families across the country and presented them to all Members of Congress, the President and the First Lady, who read one of LIFETIME's stories in a Rose Garden Ceremony. The Network and its partners also served as the catalyst for one e-mail writer to testify before the Senate Banking Committee.

In February 1999, the First Lady read one of LIFETIME's stories in a discussion on childcare. Mrs. Clinton complimented LIFETIME's efforts "to bring to a broader audience the real true-life stories," noting "the impact that one single story ... can have" versus the confusing statistics and data that too often define the nation's struggles with childcare.

"Our campaign is pioneering in its effort to weave the outreach of national organizations with the capacities of cyberspace and television, so that women have the opportunity -- and the power -- to have their voices heard in a new way," said Meredith Wagner, Senior Vice President of Public Affairs for LIFETIME Television. "In a recent poll, 87 percent of Americans said it was difficult to find affordable, good quality childcare. The stories we've collected are the faces behind these numbers. LIFETIME's *Caring for Kids* campaign is about amplifying these voices so that women can lead the way and make the solutions happen. Childcare is a problem we can solve, but only if we speak up --- and work together."

"We applaud LIFETIME for its long-term commitment to women's issues and to the well-being of American families," said Faith Wohl, President of the Child Care Action Campaign. "LIFETIME's *Caring for Kids* initiative is helping to amplify the voices of thousands of women who are struggling to find safe, affordable, good-quality care for their children. LIFETIME's efforts will go a long way to produce action on childcare that will benefit all families."

"I want to commend LIFETIME Television. This is a wonderful, creative way in which to engage the entire country...in legislation that is so important to their lives," said Representative Rosa DeLauro (D-CT).

"I want to thank LIFETIME for recognizing that childcare is a lifetime investment," said Representative Connie Morella (R-MD).

The Network's childcare awareness efforts are the latest in LIFETIME's rich history of national outreach on issues that matter most to women. Each October, LIFETIME conducts an annual breast cancer awareness campaign for National Breast Cancer Awareness Month. Last year, a record 1,400 cable affiliates participated in the program.

(More)

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LIFETIME/*Caring for Kids*: National Childcare Month

LIFETIME Television is dedicated to providing contemporary and informative programming for women. LIFETIME is available on more than 11,000 cable systems and alternative delivery systems nationwide, serving over 73 million households. Learn more about LIFETIME Television on the Lifetime Online website at www.lifetimetv.com.

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	Andrea Camp	410/719.2309



FOR IMMEDIATE RELEASE

**LIFETIME TELEVISION EXPLORES A NATION'S STRUGGLE
WITH CHILDCARE IN MOVING DOCUMENTARY
"CONFRONTING THE CRISIS: CHILDCARE IN AMERICA"**

**Documentary is Directed by Academy Award-Winner Lee Grant
and Premieres Tuesday, April 20 from 10-11pm ET/PT
as Cornerstone of LIFETIME's Childcare Awareness Efforts
Lauded by First Lady Hillary Rodham Clinton**

Actress and Mother Kyra Sedgwick ("Phenomenon") Hosts

NEW YORK, March 11, 1999 -- LIFETIME Television exposes the daily drama faced by millions of parents doing their most important job - caring for kids. The changes and pressures of work and family life make securing safe, affordable childcare a great challenge and a source of tension in many families.

This original documentary "**CONFRONTING THE CRISIS: CHILDCARE IN AMERICA**," is directed by Academy Award-winning director Lee Grant. Actress and mother Kyra Sedgwick ("Phenomenon") hosts this one-hour special premiering **Tuesday, April 20 from 10-11 p.m. ET/PT.**

During the past year, Grant traveled across the country and interviewed families about how they are trying to meet their childcare needs. The documentary weaves the joys, challenges and hopes of parenting with critical national childcare issues. No matter if the families were headed by single mothers or couples, and regardless of economic or ethnic status, the story was the same--finding affordable, quality childcare is a problem. And after speaking with employers and law enforcement officials, Grant finds that childcare shortages can have a negative impact on entire communities.

Stories include:

* A single mother from Phillipsburg, NJ works as a secretary to support her two children. She receives sporadic child support and can barely pay the childcare center which provides before- and after-school care for her older daughter and full daycare for her young son.

* A Denver couple with two pre-teen sons feel they must be vigilant to keep their boys on the right track. Both boys attend an after-school program at their local YMCA.

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- * Single mothers in Marriott's Welfare-to-Work program in Boston, MA, have successfully completed training and are employed. But these young mothers, who face tremendous challenges will lose their childcare vouchers and Medicaid one year after graduating from the program. Earning little more than minimum wage, paying for childcare will be nearly impossible.
- * A widowed single father from Easton, PA works long hours and fears that his young son is growing up without him. His sister has moved nearby so she can share some of the childcare duties.
- * College students in early childhood education in Pennsylvania feel the passion and importance of teaching young children. But their supervisor points out that these enthusiastic young people could earn a better living walking dogs than taking care of preschool children.
- * An upwardly mobile couple from Great Neck, NY are drowning in debt from graduate school and medical school loans. They have found and lost seven nannies since their three-year-old son was born.
- * Sheriff Pat Sullivan of Denver, CO explains why early childhood programs as well as after-school programs for teens are the most effective way to prevent crime.
- * A single mother from Phoenix, AZ mourns the loss of her teenaged son who was killed in a fight that took place after school.
- * In addition, the film's producers traveled to France and spoke with two families about the country's successful and popular national childcare system. Both families discuss the sense of security the national system provides for the rich and poor alike.

LIFETIME Television declared April as National Childcare Month in conjunction with the Network's award-winning public affairs campaign, "Caring for Kids: Our Lifetime Commitment." The year-long campaign serves as a voice for viewers' concerns about childcare and urges national policymakers to take action.

In addition to the original documentary, LIFETIME's late night magazine series "New Attitudes," with hosts Leanza Cornett and Kim Coles, will air a five-part series on childcare beginning the week of Monday, April 19 at 11PM ET/PT as well as public service announcements.

LIFETIME kicked off "Caring for Kids: Our Lifetime Commitment" in March, 1998, when the Network partnered with leading women's and children's organizations representing more than six million women (including Families and Work Institute, the Committee for Hispanic Children and Families and the National Council of Women's Organizations, which encompasses organizations including NOW Legal Defense and Education Fund, the Childcare Action Campaign and the YWCA of the U.S.A.) and the Congressional Caucus for Women's Issues to draw attention to the childcare crisis in this country.

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"CONFRONTING THE CRISIS: CHILDCARE IN AMERICA" is a Feury/Grant production. Lee Grant is the director and Joseph Feury is the executive producer. Virginia Cotts and Roberta Morris-Purdee are producers.

Actress Kyra Sedgwick just finished a triumphant Broadway run of Nicholas Hytner's "Twelfth Night" at Lincoln Center. Sedgwick starred as a playful and provocative "Olivia" opposite Helen Hunt and Paul Rudd. Recent film credits include "Phenomenon," "Something to Talk About" and "Critical Care."

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**(YOUR ORGANIZATION NAME) AND LIFETIME TELEVISION DECLARE APRIL
NATIONAL CHILDCARE MONTH AS PART OF
CARING FOR KIDS: OUR LIFETIME COMMITMENT
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YOUR TOWN, Month, Day 1999 – (Your Organization Name) and LIFETIME Television, in collaboration with over 100 non-profit women's and children's advocacy organizations, has declared April National Childcare Month to help bring attention to the need for quality, affordable childcare in this country. With this declaration, LIFETIME continues to expand its award-winning *Caring for Kids: Our Lifetime Commitment* campaign, which serves as a voice for viewers' concerns about childcare and urges national policymakers to take action.

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(More)

Local Organization & LIFETIME/*Caring for Kids*: National Childcare Month

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(Quote from your organization on the need for improved childcare in your community and your organization's commitment to helping to bring change through the campaign.)

"We applaud LIFETIME for its long-term commitment to women's issues and to the well-being of American families," said Faith Wohl, President of the Child Care Action Campaign. "LIFETIME's *Caring for Kids* initiative is helping to amplify the voices of thousands of women who are struggling to find safe, affordable, good-quality care for their children. LIFETIME's efforts will go a long way to produce action on childcare that will benefit all families."

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(More)

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Local Organization & LIFETIME/*Caring for Kids*: National Childcare Month

The Network's childcare awareness efforts are the latest in LIFETIME's rich history of national outreach on issues that matter most to women. Each October, LIFETIME conducts an annual breast cancer awareness campaign for National Breast Cancer Awareness Month. Last year, a record 1,400 cable affiliates participated in the program.

LIFETIME Television is dedicated to providing contemporary and informative programming for women. LIFETIME is available on more than 11,000 cable systems and alternative delivery systems nationwide, serving over 73 million households. Learn more about LIFETIME Television on the Lifetime Online website at www.lifetime.com.

(Your Organization's Boilerplate)

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Contact: Local Organization Contact

xxx/xxx-xxxx



FOR IMMEDIATE RELEASE

**(YOUR ORGANIZATION NAME) AND LIFETIME TELEVISION EXPLORE A
NATION'S STRUGGLE WITH CHILDCARE IN MOVING DOCUMENTARY
"CONFRONTING THE CRISIS: CHILDCARE IN AMERICA"**

**Documentary is Directed by Academy Award-Winner Lee Grant
and Premieres Tuesday, April 20 from 10-11pm ET/PT
as Cornerstone of LIFETIME's Childcare Awareness Efforts
Lauded by First Lady Hillary Rodham Clinton**

Actress and Mother Kyra Sedgwick ("Phenomenon") Hosts

YOUR TOWN, Month, Day 1999 – (Your Organization Name) and LIFETIME Television expose the daily drama faced by millions of parents doing their most important job - caring for kids. The changes and pressures of work and family life make securing safe, affordable childcare a great challenge and a source of tension in many families.

This original documentary **"CONFRONTING THE CRISIS: CHILDCARE IN AMERICA,"** is directed by Academy Award-winning director Lee Grant. Actress and mother Kyra Sedgwick ("Phenomenon") hosts this one-hour special premiering **Tuesday, April 20 from 10-11 p.m. ET/PT.**

During the past year, Grant traveled across the country and interviewed families about how they are trying to meet their childcare needs. The documentary weaves the joys, challenges and hopes of parenting with critical national childcare issues. No matter if the families were headed by single mothers or couples, and regardless of economic or ethnic status, the story was the same--finding affordable, quality childcare is a problem. And after speaking with employers and law enforcement officials, Grant finds that childcare shortages can have a negative impact on entire communities.

Stories include:

* A single mother from Phillipsburg, NJ works as a secretary to support her two children. She receives sporadic child support and can barely pay the childcare center which provides before- and after-school care for her older daughter and full daycare for her young son.

* A Denver couple with two pre-teen sons feel they must be vigilant to keep their boys on the right track. Both boys attend an after-school program at their local YMCA.

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- * Single mothers in Marriott's Welfare-to-Work program in Boston, MA, have successfully completed training and are employed. But these young mothers, who face tremendous challenges will lose their childcare vouchers and Medicaid one year after graduating from the program. Earning little more than minimum wage, paying for childcare will be nearly impossible.
- * A widowed single father from Easton, PA works long hours and fears that his young son is growing up without him. His sister has moved nearby so she can share some of the childcare duties.
- * College students in early childhood education in Pennsylvania feel the passion and importance of teaching young children. But their supervisor points out that these enthusiastic young people could earn a better living walking dogs than taking care of preschool children.
- * An upwardly mobile couple from Great Neck, NY are drowning in debt from graduate school and medical school loans. They have found and lost seven nannies since their three-year-old son was born.
- * Sheriff Pat Sullivan of Denver, CO explains why early childhood programs as well as after-school programs for teens are the most effective way to prevent crime.
- * A single mother from Phoenix, AZ who mourns the loss of her teenaged son who was killed in a fight that took place after school.
- * In addition, the film's producers traveled to France and spoke with two families about the country's successful and popular national childcare system. Both families discuss the sense of security the national system provides for the rich and poor alike.

LIFETIME Television declared April as National Childcare Month in conjunction with the Network's award-winning public affairs campaign, "Caring for Kids: Our Lifetime Commitment." The year-long campaign serves as a voice for viewers' concerns about childcare and urges national policymakers to take action.

In addition to the original documentary, LIFETIME's late night magazine series "New Attitudes," with hosts Leanza Cornett and Kim Coles, will air a five-part series on childcare beginning the week of Monday, April 19 at 11PM ET/PT as well as public service announcements.

LIFETIME kicked off "Caring for Kids: Our Lifetime Commitment" in March, 1998, when the Network partnered with leading women's and children's organizations representing more than six million women (including Families and Work Institute, the Committee for Hispanic Children and Families and the National Council of Women's Organizations, which encompasses organizations including NOW Legal Defense and Education Fund, the Childcare Action Campaign and the YWCA of the U.S.A.) and the Congressional Caucus for Women's Issues to draw attention to the childcare crisis in this country.

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Throughout the year, via a toll-free number (1-800-522-0925) and Lifetime Online (www.lifetimetv.com), LIFETIME gathered thousands of childcare stories from women and families across the country and presented them to all Members of Congress, the President and the First Lady, who read one of LIFETIME's stories in a Rose Garden Ceremony. The Network and its partners also served as the catalyst for one e-mail writer to testify before the Senate Banking Committee.

In February 1999, the First Lady read one of LIFETIME's stories in a discussion on childcare. Mrs. Clinton complimented LIFETIME's efforts "to bring to a broader audience the real true-life stories," noting "the impact that one single story ... can have" versus the confusing statistics and data that too often define the nation's struggles with childcare.

"CONFRONTING THE CRISIS: CHILDCARE IN AMERICA" is a Feury/Grant production. Lee Grant is the director and Joseph Feury is the executive producer. Virginia Cotts and Roberta Morris are co-producers.

Actress Kyra Sedgwick just finished a triumphant Broadway run of Nicholas Hytner's "Twelfth Night" at Lincoln Center. Sedgwick starred as a playful and provocative "Olivia" opposite Helen Hunt and Paul Rudd. Recent film credits include "Phenomenon," "Something to Talk About" and "Critical Care."

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Contact: **Local Organization Contact** **xxx/xxx-xxxx**



Lifetime
Television for Women™

FACT SHEET

Childcare has been a consistent high priority for women and the viewers of *Lifetime Television*. The following statistics show how some form of childcare is a reality and challenge for virtually every family.

Key Facts on Childcare and Early Education

- The median pay for dog walkers is \$6.90 an hour.
- The median pay for parking lot attendants is \$6.38 an hour.
- The median pay for childcare providers is \$6.12 an hour.

12 million children (under age six) and 17 million children (between the ages of six and 13) have both parents, or their only parent, in the workforce.

By the age of six, 84% of children have received supplemental care and education.

According to the U.S. Census Bureau in 1993, of the nearly ten million preschoolers (under age five) with employed mothers:

- 29.9% were cared for in childcare facilities (i.e., childcare centers, nursery schools, preschools).
- 25.3% were cared for by relatives either in the child's home or in the relative's home.
- 22.2% were cared for by their own parents (mothers while working at home or away from home: 6.2%; fathers caring for children at home: 16%).
- 16.6% were cared for in the home or by a non-relative provider.
- Five percent were cared for in their own homes by non-relatives.
- One percent were cared for with other arrangements.

Families with employed mothers of preschool children (under age five) spend an average of \$74 per week on childcare, or about eight percent of their annual income.

There are approximately three million childcare teachers, assistants, and family childcare providers in the U.S.

Teachers, assistant teachers, and teacher-directors working in childcare centers earn an average of \$6.89 per hour, \$12,057.50 for 35 hours/week, 50 weeks/year.

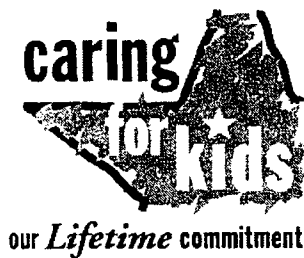
U.S. employers lose three billion dollars annually due to childcare-related absences.

CHILDCARE HOTLINES

Lifetime will take childcare stories to Washington to show policymakers what American families are facing. Write to *Lifetime* at www.lifetimetv.com or call 1-800-522-0925 and share your childcare story.

Child Care Aware/NACCRRA provides a hotline to help families find childcare resources in their communities. For assistance, call them at 1-800-424-2246.

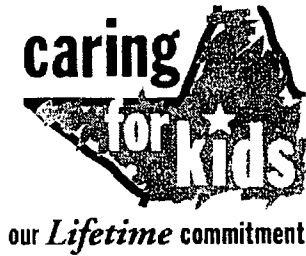
(SOURCE: From Key Facts on Child Care and Early Education, compiled by Child Care Action Campaign and Communications Consortium Media Center.)



EARLY CHILDHOOD ACTION TIPS

Caring for Kids: Our Lifetime Commitment is working to make safe, high quality and affordable childcare a reality for all American families. We can't do it without you! Here are some ideas provided by the Families and Work Institute on how to take action on this important issue.

- Use the terms childcare and caregiver, not daycare and baby-sitter.
- E-mail *Lifetime* about your childcare needs and experiences at www.lifetimetv.com or call us at 1-800-522-0925.
- Encourage your childcare providers to e-mail *Lifetime* about their needs and experiences and we'll continue to share their stories with policymakers.
- E-mail or write a letter to candidates and elected officials about your childcare needs and experiences.
- Call a radio talk show and share your childcare stories and experiences.
- Ask your employer to talk to elected officials about childcare needs and issues in the office.
- Ask religious, school or community leaders to set up a town meeting so families in your community can speak to elected leaders about childcare.
- Visit elected officials with a group of friends or neighbors to tell them your childcare stories.
- Send a letter or story about your childcare needs and experiences to your local newspaper, school, church or PTA newsletter.
- Attend or organize a community forum to talk with candidates or elected officials about childcare.



FIVE THINGS YOU CAN DO ABOUT CHILDCARE WHEN LOOKING FOR CARE FOR YOUR OWN CHILD

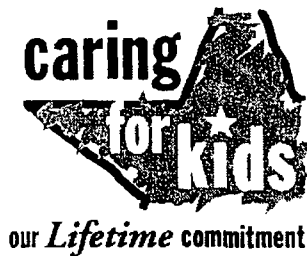
LOOK: Visit several homes or centers. Look for a safe environment with toys, books and materials within a child's reach. Do the teachers enjoy talking and playing with children? Are infants able to crawl and explore safely? Do providers devote time to one-on-one activities with infants and toddlers, to reading to children and to frequent conversation?

LISTEN: Do children sound happy and involved? Do they converse easily with each other and with caregivers? Do caregivers speak in cheerful and patient tones? Too much noise may signal a lack of control; too much quiet may mean not enough activity. Is TV used as a substitute for more stimulating activities?

COUNT: Count the children in the group, and the number of staff members caring for them. For each adult, there should be no more than: 3-4 infants or toddlers; 4-6 two-year-olds; 7-8 three-year-olds; 8-9 four-year-olds; 8-10 five-year-olds.

ASK: What is the background and experience of all staff? Providers trained in child development are more likely to be able to meet your child's individual needs. Ask about staff turnover. Find out if family providers are licensed, and if the center or home is accredited by a professional organization.

CHECK: Talk to other parents who have used the center or home. Call Child Care Aware to locate providers in your area, and call Child Care Action Campaign for further information on how to assess quality (for contact numbers, see Partner Directory). Even after you start using childcare, continue to drop in and check it out for quality.



FIVE THINGS YOU CAN DO ABOUT CHILDCARE IN YOUR COMMUNITY

LOOK: Is the childcare in your community of good quality? Is safe and stimulating care available for babies and toddlers? Is there care for school-age children before and after school and during vacations? How many families lack affordable, reliable care? Are there long waiting lists for childcare subsidies for working parents? Is there a formal network or organization for home-based providers? Are employers, local government and community organizations investing in childcare?

LISTEN: Talk to other parents in your workplace and in your community. What are their childcare needs? Think about what you can do together in your community to make childcare better and more affordable for all working parents.

ASK: Ask your employer, elected officials, school, union, religious, community or professional organization what they are doing to help working parents who need childcare. Contact your local resource and referral agency or one of the organizations in the Partner Directory for information and to find out who is working to make childcare better in your community. We can expand and improve childcare when everyone works together.

ACT: Get involved in the parent organization at your childcare center, or help start one if none exists. Volunteer at a local childcare center. Find out which local organizations are working to improve childcare by contacting your local resource and referral agency or one of the organizations in the Partner Directory.

CHECK: Check on the progress your community is making to meet the childcare needs of working parents. Hold elected officials to promises they make. Remind them that good quality childcare is essential for children's healthy growth and development – and it keeps America working.