

THE LANDSCAPE

OF ADVOCACY OPPORTUNITIES

RESOURCES ON WHERE TO GO, WHAT'S GOING ON, AND HOW TO GET INVOLVED

National

Center for the Study of Child Care Employment

<http://cscce.berkeley.edu/>

Power to the Profession (NAEYC)

<https://www.naeyc.org/our-work/initiatives/profession>

ChildCare Aware

<http://www.childcareaware.org/>

National Association for Family Child Care

<https://www.nafcc.org/>

Head Start

<https://www.nhsa.org/>

State

NC Institute for Child Development Professionals

<http://ncicdp.org/>

Division of Child Development and Early Education

https://www.ncchildcare.nc.gov/parents/pr_sn2_ccc.asp

CCR&R Council

<http://www.childcarerrnc.org/>

NC Child Care Coalition

<https://www.ncearlyeducationcoalition.org/home.html>

T.E.A.C.H. & W.A.G.E.S.

<http://www.childcareservices.org/>

First 2000 Days

<http://www.first2000days.org/>

Kidonomics

<https://iei.ncsu.edu/kidonomics/cribtocareer/>

Local

Single Portal of Entry (SPOE) Call: 336-369-5097

Partnership for Children of Guilford County

<http://www.guilfordchildren.org/>

Ready for School; Ready for Life

<http://getreadyguilford.org/>

Guilford Child Development

<http://guilfordchilddev.org/>

EquIPD

www.equipd.info



LOOKING AT THE STATE OF OUR WORKFORCE...

WHAT WILL IT TAKE TO ATTRACT AND RETAIN HIGH QUALITY EARLY CHILDHOOD TEACHERS?

IN OUR REGION (GUILFORD, ROCKINGHAM, AND RANDOLPH COUNTIES):

- \$10.97** Median ECE teacher wage
- 18%** Turnover rate of teachers in Child Care settings
- 20%** ECE teachers saying they are leaving the field in the next three years
- 41%** ECE teachers that need public assistance (Medicaid, TANF, Food Stamps, etc.)

For every dollar invested in early childhood programs, we see at least an \$8 return on investment.

NUMBER ONE REASON ECE TEACHERS SAY THEY ARE LEAVING?

LOW WAGES



The market rate for high quality infant care would consume **56%** of an early childhood teacher's monthly income.



So...you can provide high quality care but you can't afford it?

Child Care Services Association 2015 Statewide Fact Sheet for Early Care & Education Centers
2017 National Conference of State Legislatures: Early Education as Economic Investment
Worthy Work, STILL Unlivable Wages: The Early Childhood Workforce 25 Years after the National Child Care staffing Study Executive Summary

ADVOCACY IS THE ABILITY TO ARTICULATE ONE'S NEEDS & MAKE INFORMED DECISIONS ABOUT THE SUPPORT NECESSARY TO MEET THOSE NEEDS.



Data and research are important, and so is your own personal story. What is the message, and who is your target audience? What might motivate them to act?



Take ownership of your message. Remember your message impacts both you and the early childhood workforce. This is our opportunity to show others what we really do, and the positive outcomes we create. Stories are powerful, and they are real, but we have control over the words we choose and images we share as part of our message.



Consider the impact and stay true to your values.

These tips and ideas are not suggesting we change our stories or that we need to be "nice" about oppression...We must consider how we might demand change while still cultivating the values we believe in together. The key is in our awareness and remembering that we are in control of our own actions and reactions.