



South Carolina Association for the Education of Young Children

Dear Families,

Please join us. We are in an unprecedented time of focus on child care. The pandemic revealed significant flaws in the child care system, and remedies including a substantial financial investment are currently being discussed. We can't go back to the pre-pandemic status quo. Every Congressional representative needs to understand the vital nature of child care and the need to act now.

Child care is important, not only because it helps parents to be a vital part of the workforce, but also because the early childhood years are a critical time in every child's development and learning. The quality of environments young children are in matter – meaning that child care matters. This means that a public investment is essential to provide the quality care that parents need, and our children deserve.

The South Carolina Association for the Education of Young Children, our state affiliation of the National Association for the Education of Young Children, is engaged in a campaign to highlight this need for action in support of child care. We need your help. We are launching a social media campaign on May 8, 2023 to let our representatives know that we need affordable, available, quality child care.

Take these steps:

1. Get a sticker from your child's child care program.
2. Wear it as a badge on May 8 to let others know that child care is important to you. You can also create a digital badge and post it to social media: <http://scaeyc.org/childcareletsmework-badge-maker/>
3. Engage in social media throughout the day. Take a photo of your sticker and post to social media. You can find sample social media posts and talking points here: <https://www.ffyf.org/south-carolina-october-toolkit/>
4. Include the hashtag #ChildCareLetsMeWork
5. Tag your Congressional Representatives – a list of contacts is attached. You can find your representatives at scstatehouse.gov. The goal is to flood their platforms with messaging from our campaign.
6. Follow SCAEYC's Facebook page for updates – like and share our campaign posts: <https://www.facebook.com/South-Carolina-Association-for-the-Education-of-Young-Children-SCAEYC-439283649451108/>

If you have questions, contact Meredith Burton, SCAEYC Public Policy Chair. (mburton@holpen.com)

We want to keep the conversation in the forefront even after May 8 with Messaging Mondays! Keep sharing the importance of early childhood education with our legislators every Monday on social media!