Social Media Share Kit

Child Care Aware® of America

Mapping the Gap™

A new series examining child care supply and demand in states and communities across the country through the use of GIS mapping and analysis

States face unique challenges in exploring child care supply and demand and directing precious resources to ensure accessibility to quality child care. With the passage of the Child Care and Development Block Grant Act of 2014, it is critical for states and communities to understand how to study child care supply and demand, analyze their findings, identify areas of need, and implement policy solutions that ensure parents and families have access to quality child care. At the local and state levels, child care leaders (especially CCR&Rs) can use the information to continue to examine child care access, conduct needs assessments, and evaluate supply and demand for target populations.

Following the inaugural launch of our Child Care Deserts report in fall 2016, Child Care Aware® of America is partnering with several states to take a deeper look at and map their unique child care supply and demand issues. We are releasing the first story maps in our series, "Mapping the Gap™" highlighting GIS mapping to help policymakers visualize areas of greatest need. Our partnership with state child care leaders allows them to share their state's unique child care landscapes via customized story maps. These interactive maps are the result of collaboration between child care resource and referral (CCR&R) agencies, various state agencies and partners, and the CCAoA research and NDS teams.

Please join us in spreading the word about these maps in your state by following the directions below.

Copy and paste these posts into your social media channels for sharing for Facebook, Twitter, Instagram, email, and LinkedIn. To manually post graphics, right click on the graphic and "Save as Picture" to a location on your computer/phone. Then upload the file to your social media post!

Text in purple is meant as an instruction or note – do not copy it into your post

Included in this share kit:

- Press Release
- Facebook posts
- Twitter posts
- Instagram posts
- E-mail
- LinkedIn
- **Graphics (via dropbox)**

National Press Release

Child Care Aware® of America's New Story Maps Show States' Child Care Gaps

First data-rich interactive maps show vast gaps in MA and AK

WASHINGTON, DC — Child Care Aware® of America today released the first in its series of data-rich story maps of state child care gaps. The first interactive maps showed that one in four children in Alaska's working families and two in five children in Massachusetts's working families lack access to licensed child care.

The maps, some of which show childcare supply and demand by areas as small as a zip code, will be an important tool for state policymakers. The Child Care and Development Block Grant (CCDBG) Act of 2014 expects states to analyze child care supply and demand, identify areas of concern, and target resources and develop solutions to ensure quality child care for all families in need. These maps are part of a series; more interactive examinations of child care supply and demand gaps are planned for release later this year.

"At Child Care Aware® of America, we are leading the charge in the child care for all movement," said Lynette Fraga, executive director of Child Care Aware® of America. "Our deeply detailed maps, which show which areas in a state have the largest gaps in available childcare, are a vital tool to help policymakers direct resources to the areas of greatest need."

The Massachusetts map highlights the need for child care centers with nontraditional hours near three casinos in the state, one that opened in 2015 and two expected to open in the next two years. One of the planned casinos, the MGM Springfield, projects it will hire 3,000 employees. The maps show:

- There are no licensed child care providers open on weekends within a 10-mile radius of the Plainridge Park Casino, built in 2015.
- There are only six child care providers within a 10-mile radius of the planned Springfield casino open on weekends. The centers' combined capacity is 54 children.
- There is only one licensed child care provider open after 10 pm within 10-miles of the Plainridge Park Casino; only two in Springfield and three within 10 miles the planned Wynn Boston Harbor Casino.

The Alaska map shows that more than 80 percent of infants and toddlers in the state may not have access to licensed care while their parents are at work. In Anchorage, four out of five infants and toddlers may not have access to licensed care while their parents are at work.

For 30 years, CCAoA has been the leading voice for quality, affordable child care in the United States. While CCAoA continues to pursue our vision of the future in which every family in the United States has access to a high quality and affordable child care system, the sharing of accurate and updated information remains critical.

More than 11 million children under the age of five are in some form of child care in the United States. As the nation's leading voice for child care, CCAoA is comprised of 125,000 online advocates from across the country and more than 32,000 members. Over 250 parents have shared their stories with lawmakers through our Family Advocacy Summit and Day on The Hill. For child care providers, we offer trainings on emergency preparedness as well as technical assistance that emphasize health, nutrition and obesity prevention and more.

To learn more about Child Care Aware® of America's advocacy efforts visit childcareworks.org or follow us on Twitter, Instagram and Facebook using #ChildCareWorks.

About Child Care Aware® of America

Child Care Aware® of America is our nation's leading voice for child care. CCAoA works with state and local Child Care Resource and Referral agencies (CCR&Rs) and other community partners to ensure that all families have access to quality, affordable child care. CCAoA leads projects that increase the quality and availability of child care, offer comprehensive training to child care professionals, undertake research, and advocate for child care policies that improve the lives of children and families. To learn more, visit usa.childcareaware.org. Follow them on Twitter @USAChildCare and on Facebook at facebook.com/usachildcare.

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Facebook

Right click on the image and select "Save Image As" to save to your computer/phone. Then copy and paste the text into a Facebook post and upload the image along with it.
Graphics (via dropbox)

- Get the first look at the @USAChildCare "Mapping the Gap™" child care supply and demand mapping series. Child Care Aware® of America has partnered directly with state child care leaders to help them share unique stories via customized state story maps. The first two story maps feature Alaska and Massachusetts. They will add more exclusive story maps throughout the year, so stay tuned and check the site often! #mappinggaps http://ow.ly/SClI30g7CpJ

- Child Care Aware® of America examines how parents and communities are grappling with the increasing gap between the supply of quality child care and demand for some families across the country. Check out our new state story maps. @USAChildCare #mappinggaps http://ow.ly/SClI30g7CpJ

- Are you a state child care leader who'd like to share your unique story on supply and demand using interactive mapping resources? These innovative data maps influence national discussions on child care and can be used as a tool to advocate for high-quality, affordable child care. Reach out to us at learnmore@usa.childcareaware.org to learn more. @USAChildCare #mappinggaps http://ow.ly/SClI30g7CpJ

- Did you know that more than 80% of infants and toddlers in Alaska may not have access to licensed child care while their parents are at work? And in Massachusetts, nearly 2 in 5 children in working families are left without access to child care? Check these new state story maps detailing this supply & demand issue in both states – and policy recommendations! @USAChildCare #mappinggaps http://ow.ly/SClI30g7CpJ

Twitter

Right click on the image below and select "Save Image As" to save to your computer/phone. Then copy and paste the text into a tweet and upload the image along with it.
Graphics (via dropbox)

- @USAChildCare has released customized state #childcare maps showing supply & demand child care issues. #mappinggaps http://ow.ly/SClI30g7CpJ

- Each state has a unique #childcare story. @USAChildCare shares its first 2 story maps -AK & MA. #mappinggaps http://ow.ly/SClI30g7CpJ

- Here's your exclusive look at the first 2 customized supply & demand #childcare maps. #mappinggaps http://ow.ly/SClI30g7CpJ

- When licensed programs are full, abt 2 in 5 children in Massachusetts are left without licensed care. #mappinggaps http://ow.ly/SClI30g7CpJ

- Nearly 1 in 4 children in Alaska are left without access to licensed #childcare. #mappinggaps http://ow.ly/SClI30g7CpJ

- Alaska's story map focuses on issues with infant/toddler supply & demand. @USAChildCare #mappinggaps http://ow.ly/BtU130fC68i
- MA has a special map showing #childcare needs for parents working #nontraditionalhours. @USAChildCare #mappinggaps http://ow.ly/SClI30g7CpJ
- @USAChildCare will release more supply & demand maps this year - check back often for updates! #mappinggaps http://ow.ly/SClI30g7CpJ
- More than 80% of infants & toddlers in AK may not have access to licensed care. #mappinggaps http://ow.ly/SClI30g7CpJ
- Are you a state #childcare leader that'd like to use @USAChildCare exclusive maps to tell your story? #mappinggaps http://ow.ly/SClI30g7CpJ
- Through the magic of mapping, @USAChildCare shares two exclusive supply & demand state maps. #mappinggaps http://ow.ly/SClI30g7CpJ

Instagram

To share on Instagram pick a post you would like to share. Then, right click on an image and select "Save Image As" to save to your phone. Finally, upload the photo and copy and paste your text. Change you're the link in your bio to: http://ow.ly/SClI30g7CpJ
Graphics (via dropbox)

- @USAChildCare examines how communities are grappling with the increasing gap between the supply of quality child care and demand for some families across the country. See link in our bio to see these exclusive maps! #mappinggaps
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Email

Copy and paste the text and create your own e-mail.
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To share on LinkedIn, click the icon to the left OR open your own post and copy and paste the text below and post!

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***All Images can be found here:**

Graphics (via dropbox)