

LOUISIANA
EARLY ED
MONTH
2022



SOCIAL MEDIA DAY OF ACTION TOOLKIT



Louisiana

THURSDAY, FEBRUARY 10, 2022

PURPOSE

On Thursday, February 10, 2022, as a part of the annual Louisiana Early Ed Month, the Louisiana Policy Institute for Children is activating partners, child care providers, and early care and education supporters to virtually raise awareness and advocate at the state level for continued investment in early care and education. This toolkit includes several resources for social media actions to take on Thursday, February 10. Join the conversation online and encourage others to do so using the hashtag #LAEarlyEdMonth!

CONTENTS OF THIS TOOLKIT INCLUDE:

- Key messages
- Sample Facebook and Instagram posts
- Sample Twitter posts
- Social media graphics
- Logo + brand colors

KEY MESSAGES

to incorporate during the #LAEarlyEdMonth Social Media Day of Action

- Louisiana needs access to quality early care and education to support a strong workforce and economy, and the lack of reliable, affordable, quality care is a significant barrier to workforce productivity and participation.
- Many Louisiana families continue to lack access to affordable, quality early care and education.
- Studies show child care is often the most expensive item in a family's budget and that some working parents face choices like borrowing money or forgoing necessities when trying to afford child care.
- Child care providers have still not recovered to pre-pandemic levels of service for families, leaving too many families without access to quality care for their children.
- Investing in quality early care and education will have a high return on investment for Louisiana. Research shows a return on investment (ROI) of up to 13%.
- High-quality early care and education can have profound long-term positive effects on children, including fewer referrals for special education services, fewer grade retentions, and an increased likelihood to graduate from high school.
- Right now, 60 percent of Louisiana children begin kindergarten behind their peers, and children who begin school behind generally remain behind. Investing in early care and education will help ensure that more young children in Louisiana are entering school prepared.
- Together, let us work to ensure that Louisiana takes advantage of all opportunities to invest in expanding access to quality early care and education including maximizing federal funding, increasing state investment, and creating opportunities for local governments to invest in early care and education.

SAMPLE FACEBOOK POSTS

can also be shared on Instagram

- f** An astounding 90 percent of human brain development happens between birth and age four! The foundation of a child's capacity to learn, grow and succeed is established before they reach kindergarten, which is why quality early care and education is of critical importance.

Learn more about how early care and education prepares young children for success in school and in life by visiting policyinstitutela.org.

- f** Sixty percent of Louisiana children begin kindergarten behind their peers and children who begin school behind generally remain behind. Significant investments are needed to increase and improve access to quality early care and education for Louisiana's children to best prepare them for success in school and in life.


Learn more about the need to invest in quality early care and education experiences for our youngest Louisianans by visiting policyinstitutela.org.

- f** #DidYouKnow that 67 percent of Louisiana's children birth to age four have both parents, or their single parent, in the workforce, and as a result, need to spend a significant amount of time in child care? Yet, early child care and education in our state costs almost as much as public in-state college tuition, making it unaffordable for many families.

Learn more about the impact that the early care and education sector in Louisiana has on the workforce by visiting policyinstitutela.org

- f** Less than 15 percent of eligible children under age four in Louisiana have access to any public funding for child care. As a result, Louisiana parents with young children have reported missing work, leaving or changing jobs, coming in late, or leaving early because their child care situation was unreliable, unaffordable, and/or inaccessible. Child care is a workforce issue and access to quality early care and education is ESSENTIAL.

To learn more about the state of early care and education in Louisiana and the hardships inflicted on children and their families by the lack of access to affordable and quality ECE, please visit policyinstitutela.org.



f Louisiana's child care sector, which already operated on razor-thin margins, has still not recovered to pre-pandemic levels of service for families, leaving too many families without access to quality care for their children. The reported loss amounts to child care businesses continue to increase, averaging over \$300,000 per center as of October 19, 2021, translating to an estimated \$287 million in collective statewide losses.

You can learn more about the impact quality early care and education is having on Louisiana early care and education providers by visiting **policyinstitutela.org**.

f Child care issues result in a \$1.3 billion loss annually for Louisiana's economy. Employer-related costs for individual employees include time lost from late arrivals or early departures, absences from work, and decreased productivity while at work.

The lack of affordable, quality early care and education in Louisiana has long had significant financial implications for our state and employers, and these hardships will be further exacerbated as a result of the pandemic. Learn more at **policyinstitutela.org**.

f Currently, our state spends less than half of one percent of state dollars on early care and education. Research shows that young children who experience a high-quality early care and education program can achieve higher test scores, improve their social and emotional skills, and reduce their likelihood of future involvement in the criminal justice system. Public investment in early childhood provides a greater return than any other time of life; Nobel Prize-winning economist James Heckman's recent research shows a return on investment (ROI) of up to 13%. Louisiana needs to invest more state dollars into early care and education now

To learn more about the investment quality care and education has on young children's success, please visit **policyinstitutela.org**.

f The Early Childhood Care and Education Commission has found that it will take an initial \$86 million investment, with subsequent investments for 10 years, for Louisiana to ensure every at-risk child who needs access to an early care and education program can have one. Our state will experience a collective \$12.2 billion loss if elected officials continue to put off the \$86 million investment.

Louisiana MUST find stable and sustainable funding sources for early care and education in our state moving forward. To learn more about the additional investments necessary to #SaveChildCare in Louisiana, please visit **policyinstitutela.org**.

SAMPLE TWITTER POSTS



90% of brain development happens between birth and age four — that means the very foundation of a child's capacity to learn, grow and succeed is established before Kindergarten. We must invest in quality early care and education for LA's youngest children.

#LAEarlyEdMonth



Over half of Louisiana children begin kindergarten behind their peers — and children who begin school behind, generally remain behind. Significant investments are needed to increase and improve access to quality early care and education for Louisiana's children. **#LAEarlyEdMonth**



#DidYouKnow that 67% of LA's children birth to age four have both parents, or their single parent, in the workforce, & must spend a significant amount of time in child care? Yet, early care & education here costs almost as much as annual public in-state college tuition!

#LAEarlyEdMonth



We must make access to quality early care and education a priority for our state. Call on your legislators to let them know the critical need for robust and ongoing investment in our state's youngest children. **#LAEarlyEdMonth**



Less than 15 percent of eligible children under age four in Louisiana had access to any public funding for child care. Without robust investments in the sector, LA parents won't be able to afford the care necessary to get back to work. **#LAEarlyEdMonth**



Louisiana's child care sector, which already operated on razor-thin margins, has yet to recover to pre-pandemic levels. Child care businesses continue to report increased losses, averaging over \$300,000 per center as of October 19, 2021. **#LAEarlyEdMonth**



The lack of affordable, quality, early child care and education in Louisiana has SIGNIFICANT financial implications for the state. In fact, child care issues result in a \$1.3 BILLION loss annually for Louisiana's economy. **#LAEarlyEdMonth**



Louisiana spends less than 1% of its state general funds on early child care and education, Child care is a workforce issue and access to quality early care and education is essential. State legislators need to make early care and education a priority in our state budget.

#LAEarlyEdMonth



Access to quality early care and education is ESSENTIAL to helping working families in Louisiana Louisianans go to work and go to school. Louisiana's workforce needs affordable child care. **#ChildCareIsEssential #LAEarlyEdMonth**

SOCIAL MEDIA GRAPHICS



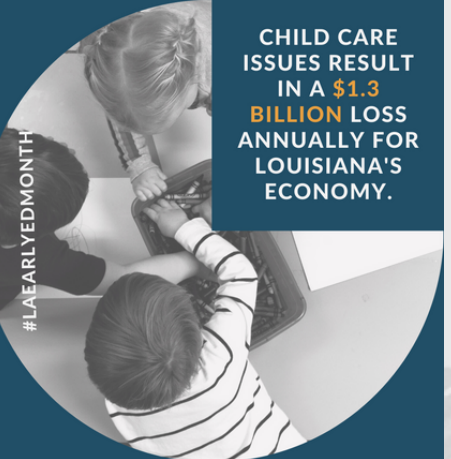
HIGH-QUALITY EARLY CARE AND EDUCATION CAN HAVE PROFOUND LONG-TERM POSITIVE EFFECTS ON CHILDREN.

#LAEARLYEDMONTH

LESS THAN
15%

OF ELIGIBLE CHILDREN UNDER AGE FOUR IN LOUISIANA HAD ACCESS TO ANY PUBLIC FUNDING FOR CHILD CARE.

#LAEARLYEDMONTH



CHILD CARE ISSUES RESULT IN A **\$1.3 BILLION** LOSS ANNUALLY FOR LOUISIANA'S ECONOMY.

#LAEARLYEDMONTH

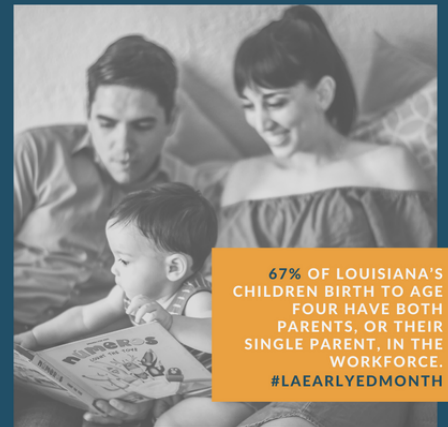
90 PERCENT OF HUMAN BRAIN DEVELOPMENT HAPPENS BETWEEN BIRTH AND AGE FOUR WHICH MEANS THE FOUNDATION OF A CHILD'S CAPACITY TO LEARN, GROW AND SUCCEED IS ESTABLISHED BEFORE THEY REACH KINDERGARTEN

#LAEARLYEDMONTH



INVESTING IN EARLY CARE AND EDUCATION WILL HELP ENSURE THAT MORE YOUNG CHILDREN IN LOUISIANA ARE ENTERING SCHOOL PREPARED.

#LAEARLYEDMONTH



67% OF LOUISIANA'S CHILDREN BIRTH TO AGE FOUR HAVE BOTH PARENTS, OR THEIR SINGLE PARENT, IN THE WORKFORCE.

#LAEARLYEDMONTH



#LAEARLYEDMONTH

CHILD CARE PROVIDERS HAVE STILL NOT RECOVERED TO PRE-PANDEMIC LEVELS OF SERVICE FOR FAMILIES, LEAVING TOO MANY FAMILIES WITHOUT ACCESS TO QUALITY CARE FOR THEIR CHILDREN.



LOUISIANA SPENDS **LESS THAN HALF OF ONE PERCENT** OF STATE DOLLARS ON EARLY CARE AND EDUCATION.

#LAEARLYEDMONTH

[Click here to download graphics](#)

LOGO & BRAND COLORS

LOUISIANA EARLY ED MONTH

HEX: #eaa141
RGB: (234, 161, 65)
CMYK: (0, 31, 72, 8)

HEX: #214f67
RGB: (33, 79, 103)
CMYK: (68, 23, 0, 60)

[Click here to download logo](#)

LOUISIANA
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THANK YOU TO OUR SPONSORS



Louisiana

Baptist Community Ministries (BCM)
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