



# Fostering an Informed and Engaged Community That Is Ready to Take Action to Support the Child Care Field

## Root Cause Addressed

Market failure and underinvestment

## Challenges Addressed

- Unaffordable child care
- Challenges recruiting and retaining staff

## Rationale

At the first meeting of the Livingston and Washtenaw Counties Child Care Coalition, the question was asked, “What is the most important thing for this group to accomplish?” The most common answer was getting members of the community who are not impacted by child care to care about child care. Through the promotion of the findings in this report, and a coordinated effort to build public support for the advocacy and actions detailed through different action areas, this coalition can have a much greater and more sustained impact on child care in the region.

## Community Objectives

1. Develop visionary shared language for increased and improved messaging and outreach

# Develop Visionary Shared Language for Increased and Improved Messaging and Outreach

Priority: High | Time frame: June 2024

## Description

The sharing of this report and associated short reports will help increase the understanding of the wide-ranging impact of child care on the community. The next step is capitalizing on that increased understanding to generate the broad community support that will encourage the key parties identified throughout this report to take action.

## Key Parties

- Coalition members (lead)
- Public Sector Consultants
- Child care providers
- Ann Arbor SPARK
- Child Care Network

## Potential Activities

- Publish the report on the coalition's website
- Promote the publishing of this report via local media
- Directly share this report with policymakers, local employer groups, and community groups through attending community meetings and other outreach efforts

## Opportunities for Statewide Coordination

While local campaigns and messaging is needed within the region, this coalition and other partners should participate in and help support any other statewide or regional communication efforts.

## Tracking Progress

### *Outputs*

- The number of media stories about the state of child care in the region
- The number of community meetings at which this report, or findings related to it, are presented

### *Outcomes*

- There are no direct outcomes of an engaged community, but it can lead to success in other areas