



Getting it Right for Our Babies

A For Our Babies and Center for the Study of Child Care Employment video

MEDIA TOOLKIT

With the average cost of child care in the U.S. equaling college tuition and millions of early childhood educators facing wages so low they often struggle to support their own families, the Center for the Study of Child Care Employment and For Our Babies released a new video to help people understand the challenges facing families, babies, and the teachers that work with them. Through the story of baby Eva, her parents who need care for her while they work, and infant/toddler teachers Nora and Carmen, we discover a broken system that needs our immediate attention. “Getting it Right for our Babies” presents three key strategies to right this situation in the United States: paid parental leave; affordable, quality child care; and investment in teachers.

We hope that you find the video useful to your policy and advocacy efforts, and we’d appreciate your help in sharing it via social media. To make it easier, we include sample posts that you can cut and paste. We’ve also attached graphics that can draw attention to your posts.

Sample Facebook Post

With the average cost of child care in the U.S. equaling college tuition and millions of early childhood educators facing wages so low they often struggle to support their own families, For Our Babies and the Center for the Study of Child Care Employment released a new animated video to help people understand the challenges facing families, babies, and the teachers that work with them. Through the story of baby Eva, her parents who need care for her while they work, and infant/toddler teachers Nora and Carmen, we discover a broken system that needs our immediate attention. “Getting it Right for our Babies” presents three key strategies to right this situation in the United States: paid parental leave; affordable, quality child care; and investment in teachers.

Sample Tweets

New @ForOurBabies & CSCCE video on what’s wrong with the US child care system:

<https://youtu.be/WasyS6gk9Fk> Learn more at <http://cscce.berkeley.edu/>

Learn about the status of the #ECE workforce in your state:

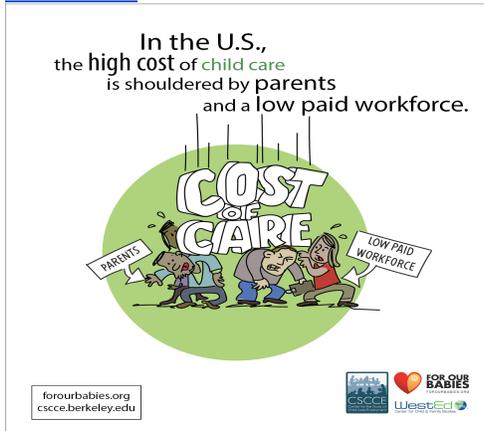
<http://cscce.berkeley.edu/early-childhood-workforce-index/> <https://youtu.be/WasyS6gk9Fk>

@ForOurBabies

FOB video on broken US child care system: <https://youtu.be/WasyS6gk9Fk> Learn what good child care reform looks like: <http://cscce.berkeley.edu/what-does-good-child-care-reform-look-like/>

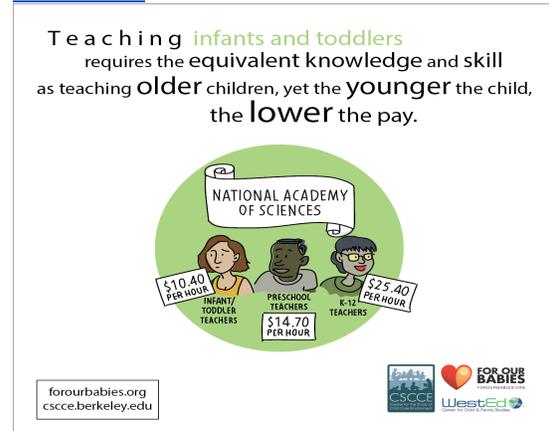
Sample Graphics and Tweets

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Public investment necessary for
#worthywages for teachers and quality
care #forourbabies
<https://youtu.be/WasyS6gk9Fk>

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Insufficient teacher pay
is lowest for infant/toddler teachers.
#worthywages are linked to quality
#forourbabies
<https://youtu.be/WasyS6gk9Fk>

[Download](#)



Importance of early brain development
is clear; Need coherent policies that support
families, #babies, & #ECE teachers #forourbabies
<https://youtu.be/WasyS6gk9Fk>