

QUALITY CHILD CARE MATTERS!

Quality child care benefits all of us!

The term “Early Care & Education” or ECE is used synonymously with “child care.”

Whether your role is in government, business, nonprofits, education, or elsewhere in the community, here are ways you can help promote quality ECE!

GOVERNMENT

How can governments promote quality Early Care & Education (ECE)?

- Work actively with the Council to implement the Strategic Plan
- Foster support for the development of ECE facilities
- Include ECE as an integral part of city or county general plans
- Remove regulatory barriers to the establishment and expansion of ECE facilities
- Use ECE data as indicators of economic and social health of the community
- Establish local tax credits to support parents' use of ECE services
- Provide incentives to local employers to help employees with ECE needs
- Support legislation that insures a worthy wage and benefits for ECE providers
- Promote financial support for ECE workforce education
- Sponsor and/or support ordinances and legislation promoting ECE initiatives
- Encourage modification of area transit systems to accommodate family needs

BUSINESS

How can business promote quality Early Care & Education (ECE)?

- Work actively with the Council to implement the Strategic Plan
- Take advantage of employer child care tax credits
- Establish employee work/life policies including:
 - ◇ Cafeteria benefit plans
 - ◇ Dependent care assistance programs
 - ◇ Child care vouchers
 - ◇ Job-sharing, flex-time, and telecommuting
 - ◇ Resource and referral service access
 - ◇ On-site early care and education services
- Form partnerships with the ECE community to:
 - ◇ Increase availability of affordable, high-quality ECE services
 - ◇ Provide facilities for ECE services
 - ◇ Use ECE data as an indicator of community and economic strength

NONPROFITS & FOUNDATIONS

How can community-based organizations (CBOs) and philanthropists promote quality Early Care & Education (ECE)?

- Work actively with the Council to implement the Strategic Plan
- Collaborate in funding opportunities
- Encourage support of ECE initiatives
- Build partnerships with the ECE and education community and Family Resource Centers to:
 - ◇ Share parent education opportunities
 - ◇ Share staff development opportunities
 - ◇ Increase access to community information and resources



ELEMENTARY EDUCATION & CHILD CARE

How can the education and child care sectors promote quality Early Care & Education (ECE)?

- Work actively with the Council to implement the Strategic Plan
- Plan and participate in program quality improvement activities
- Implement developmentally-appropriate and research-informed practices
- Offer joint trainings, workshops and other professional development activities
- Promote collaboration among ECE programs, elementary school teachers, and before- and after-school care providers
- Participate in relevant training opportunities offered throughout the community
- Become active members of NAEYC, NAFCC or other recognized professional ECE and elementary education organizations
- Create greater awareness of ECE as a valuable profession
- Collaborate with institutions of higher education to provide a seamless system of ECE workforce education and credentialing

THE MEDIA

How can the media promote quality Early Care & Education (ECE)?

- Work actively with the Council to implement the Strategic Plan
- Cover ECE in regular reports and articles

THE COMMUNITY

How can other community members promote quality Early Care & Education (ECE)?

- Work actively with the Council to implement the Strategic Plan
- Recognize the need for high-quality ECE
- Participate in activities that support ECE
- Encourage government and business to keep ECE needs at the forefront of their policy decisions
- Encourage legislators and community leaders to make policy and funding decisions that:
 - ◇ Support professional development of the ECE workforce
 - ◇ Increase funding for ECE services
 - ◇ Support improved ECE program quality
 - ◇ Increase the number of ECE subsidies
 - ◇ Increase support for providers serving children with special needs
 - ◇ Provide tax incentives for family-friendly businesses
- Promote worthy wages and benefits for ECE providers
- Support improved ECE program quality
- Encourage foundations and philanthropists to support ECE initiatives

DESIRED OUTCOME I

Caring communities will support high-quality ECE throughout Santa Barbara County.

- Goal 1:* The public will be informed about the importance of ECE.
- Goal 2:* The community will support access to high-quality, affordable ECE for all families.

DESIRED OUTCOME II

A high-quality ECE system is available throughout Santa Barbara County.

- Goal 1:* A system of high-quality ECE for all children in Santa Barbara County will be sustained and expanded.
- Goal 2:* High-quality ECE programs will be staffed by a stable, well-qualified, and well-compensated workforce.

DESIRED OUTCOME III

Santa Barbara County supports the healthy development of the whole child and promotes strong, nurturing families.

- Goal 1:* All entities serving children will be part of a coordinated, integrated countywide system.
- Goal 2:* All children and their families will have access to integrated and culturally relevant services.



**Santa Barbara County
Child Care Planning Council**

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position or policy of the California Department of Education.

A CALL TO ACTION!

**This is your opportunity
to make a difference!**



**QUALITY
CHILD CARE
LASTS A LIFETIME**



WHAT IS THE COUNCIL?

Instituted in 1991, the Santa Barbara County Child Care Planning Council (the Council) plans, coordinates and advocates for high-quality, affordable, and accessible Early Care & Education (ECE) services for all children and families countywide.

The Council is responsible for conducting an ECE needs assessment every 5 years; developing a long-range countywide plan for ECE; establishing local priorities for state-funded ECE expansion; and facilitating efforts to coordinate services to meet local ECE needs.

Membership in the Council is by appointment and is open to people interested in fostering the availability of high-quality ECE services.

WHAT IS VISION 2020?

Our needs assessment of child care in Santa Barbara County highlighted the shortage of ECE capacity and subsidized spaces, the high cost of ECE, the limited availability of high-quality ECE programs, the shortage of a well-educated and well-compensated ECE workforce, and limited ECE services for special populations.

The Strategic Plan for ECE, Vision 2020, is a working plan designed to address these critical findings and local needs. It defines Desired Outcomes, each with two goals.

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