

## California Cost of Child Care/Alternative Methodology Communications/Messaging Toolkit

The California Department of Social Services (CDSS) has partnered with Prenatal to Five Fiscal Strategies (P5) to design and implement an alternative methodology process to inform child care subsidy payment rates.

Throughout the summer and fall 2023, P5 will be administering an online survey and hosting input sessions to hear from early care and education providers, including child care and development centers, family child care homes, Tribal programs, and those providing license-exempt family, friend, or neighbor care about their expenses and operations. This [toolkit](#) is to support outreach to support provider engagement and participation in California’s Alternative Methodology / Cost of Child Care Process.

The materials include sample outreach emails, newsletter/e-blast language, social media graphics and captions, as well as project materials such as a flyer, project summary, postcard for printing, and Frequently Asked Questions (coming soon). The materials may be customized and edited for content and branding. Most resources are provided in English, Spanish, Traditional Chinese, Simplified Chinese, Arabic, Russian, and Somalian. All materials are available in a [Google Drive](#) for downloading or through the links throughout the document.

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## I. Outreach Email – Survey and Input Sessions (long)

Subject: Share Your Voice to Inform Child Care Subsidy Rates!

Building on the [Cost of Quality Study](#) completed last year, the [California Department of Social Services](#) (CDSS) is working with [Prenatal to Five Fiscal Strategies](#) (P5) to design and implement an alternative methodology process to:

1. Better understand how much it costs providers to deliver high-quality early care and education and stay in business.
2. Develop a tool to help estimate the true cost of care based on variables such as program size, geographic location, and ages of children served that can be used to inform rate setting.

**We need to hear from you!** Make your voice heard by participating in a [Virtual Input Session](#) and by completing the [CA Cost of Child Care Survey](#). This is your opportunity to share what it truly costs to provide quality child care – not just what families can afford.

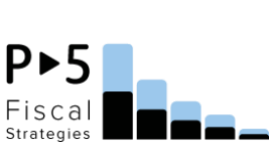
The [survey](#) and [input sessions](#) will allow early care and education providers, including child care and development centers, family child care homes, tribal programs, and license-exempt family, friend, or neighbor care providers to share current expenses and the true cost of care.

The survey is available in multiple languages. Input sessions will be held in English and Spanish (and other languages as requested, if possible). *If you completed the CA Cost of Quality Survey in 2022 and want us to re-use your data from that survey, please email us at [california@prenatal5fiscal.org](mailto:california@prenatal5fiscal.org) with your name, program name, and contact information.*



**Participants completing the survey and attending input sessions will be entered into a giveaway!**

*Prenatal to Five Fiscal Strategies is conducting this study and all data will be kept confidential and not attributed to any one person or program.*



Website: [www.prenatal5fiscal.org/california](http://www.prenatal5fiscal.org/california)  
Email: [california@prenatal5fiscal.org](mailto:california@prenatal5fiscal.org)  
Phone: (217) 469-5250



## II. Simple Outreach Email – Survey and Input Sessions (Short)

Subject: Share Your Voice to Inform Child Care Subsidy Rates!

As the state considers new ways to set state child care subsidy rates, **make your voice heard** by taking the [CA Cost of Child Care Provider Survey](#) and by participating in a [Virtual Input Session](#). This is your opportunity to share what it truly costs to provide quality child care – not just what families can afford.

If you completed the CA Cost of Quality Survey in 2022 and want us to re-use your data from that survey, please email us at [california@prenatal5fiscal.org](mailto:california@prenatal5fiscal.org) with your name, program name, and contact information.

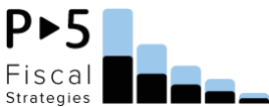
The survey is available in multiple languages. Input Sessions will be held in English and Spanish (and other languages as requested, if possible). Learn more about the [process](#).

**REGISTER**  
for  
**VIRTUAL INPUT SESSIONS**

**TAKE**  
the  
**COST OF CHILD CARE SURVEY**

**Participants completing the survey and attending input sessions will be entered into a giveaway!**

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### III. Sample Newsletter/E-Blast Blurb

#### SHARE YOUR VOICE TO INFORM CHILD CARE SUBSIDY RATES!

The [California Department of Social Services](#) (CDSS) and [Prenatal to Five Fiscal Strategies](#) (P5) are seeking input on the **cost of child care** from early care and education providers, including child care and development centers, family child care homes, tribal programs, and license-exempt family, friend, or neighbor care providers, **to help inform child care subsidy payment rates.**

**We need to hear from you!** Make your voice heard by participating in a [Virtual Input Session](#) and by completing the [CA Cost of Child Care Provider Survey](#). This is your opportunity to share what it truly costs to provide quality child care – not just what families can afford.

If you completed the CA Cost of Quality Survey in 2022 and want us to re-use your data from that survey, please email us at [california@prenatal5fiscal.org](mailto:california@prenatal5fiscal.org) with your name, program name, and contact information.

The survey is available in multiple languages. Input Sessions will be held in English and Spanish (and other languages as requested, if possible). Learn more about the [process](#).



**Participants completing the survey and attending input sessions will be entered into a giveaway!**

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## IV. Social Media Content

Sample Social Media Graphics – use with sample captions below:



The sample social media captions can be used as is or edited to match your organization’s branding with or without the graphic.

Sample Social Media Captions – Facebook, LinkedIn, and Twitter/Threads Posts	
<p><b>Facebook/LinkedIn Post 1</b></p>	<p><b>Share your voice to inform child care subsidy rates!</b></p> <p>California is considering new ways to set state child care subsidy rates. If you are a child care provider in the state, make your voice heard by taking the <a href="#">CA Cost of Child Care Provider Survey</a> and by participating in a <a href="#">Virtual Input Session</a>. This is your opportunity to share what it truly costs to provide quality child care – not just what families can afford to pay.</p> <p>More information is available at <a href="http://www.prenatal5fiscal.org/california">www.prenatal5fiscal.org/california</a></p>
<p><b>Facebook/LinkedIn Post 2</b></p>	<p><b>Are you a child care provider in California?</b></p> <p>If so, the California Department of Social Services (CDSS) and Prenatal to Five Fiscal Strategies (P5) want to hear from you! The state is considering new ways to set child care subsidy rates and is gathering input from all types of child care providers from across the state to inform this effort. You can complete the <a href="#">CA Cost of Child Care Provider Survey</a> and participate in a <a href="#">Virtual Input Session</a> and be entered into a raffle to win a \$100 coupon to spend at Kaplan Early Learning.</p> <p>Make sure your voice is included in this important study! For more details visit <a href="http://www.prenatal5fiscal.org/california">www.prenatal5fiscal.org/california</a></p>

<p><b>Twitter/Threads Post 1</b></p>	<p>Calling all #childcare providers in California! The state is considering new ways to set child care subsidy rates and is seeking your input. Take the online <a href="#">survey</a> and join a virtual <a href="#">input session</a>. More information available at <a href="http://www.prenatal5fiscal.org/california">www.prenatal5fiscal.org/california</a>.</p>
<p><b>Twitter/Threads Post 2</b></p>	<p>The true cost of child care is much higher than families can afford. If you are a child care provider in California, complete the <a href="#">Cost of Child Care Provider Survey</a> and participate in a <a href="#">virtual input session</a> to share your expertise on what child care truly costs as the state looks to change how it sets subsidy rates: <a href="http://www.prenatal5fiscal.org/california">www.prenatal5fiscal.org/california</a>.</p>
<p><b>Twitter/Threads Post 3</b></p>	<p>Child care providers know that families cannot afford the true cost of child care. California is considering changing how it determines child care subsidy rates – so that they are informed by the true cost of care, not what families can afford. But the state needs to hear from you! Share your insights and expertise to ensure your voice is included in this new process. More information at: <a href="http://www.prenatal5fiscal.org/california">www.prenatal5fiscal.org/california</a></p>
<p><b>General Caption: All Providers 1</b></p>	<p>We want to hear from all early care and education providers and owners to help inform child care subsidy payment rates. Complete the short online <a href="#">survey</a> and register for a virtual <a href="#">input session</a> today!</p> <p>Learn more about the process at <a href="http://www.prenatal5fiscal.org/california">www.prenatal5fiscal.org/california</a>!</p>
<p><b>General Caption: All Providers 2</b></p>	<p>Calling all child care providers and owners! Inform California’s child care subsidy payment rates by sharing your experience operating a child care program.</p> <p>Complete the <a href="#">California Cost Of Child Care Survey</a> and <a href="#">register for an input session</a>!</p> <p>Learn more about the process at <a href="http://www.prenatal5fiscal.org/california">www.prenatal5fiscal.org/california</a>!</p>
<p><b>General Caption: All Providers 3</b></p>	<p>Share your costs and experiences operating a child care and development program, family child care home, tribal program, or providing license-exempt family, friend, or neighbor care.</p> <p>Complete the <a href="#">cost of child care survey</a> and register to participate in an <a href="#">input session</a>!</p> <p>Learn more about the process at <a href="http://www.prenatal5fiscal.org/california">www.prenatal5fiscal.org/california</a>!</p>
<p><b>General Caption: All Providers 4</b></p>	<p>California is changing how it pays for child care and we need your input!</p> <p>Inform California’s child care subsidy payment rates by sharing your experience operating a child care program. Complete the <a href="#">California Cost Of Child Care Survey</a> and <a href="#">register for an input session</a>!</p> <p>Learn more about the process at <a href="http://www.prenatal5fiscal.org/california">www.prenatal5fiscal.org/california</a>!</p>
<p><b>General Caption: Family Child Care Home Providers</b></p>	<p>Are you a family child care home provider? Complete the California Cost of Child Care / Alternative Methodology <a href="#">survey</a> and participate in an <a href="#">input session</a> to help inform child care subsidy payment rates.</p>

	Learn more about the process at <a href="http://www.prenatal5fiscal.org/california!">www.prenatal5fiscal.org/california!</a>
<b>General Caption: Family, Friend, and Neighbor Care Providers</b>	Do you care for the child of a family, friend, or neighbor? We invite you to inform child care subsidy payment rates by <a href="#">completing the survey</a> and participating in an <a href="#">input session</a> !  Learn more about the process at <a href="http://www.prenatal5fiscal.org/california!">www.prenatal5fiscal.org/california!</a>



## V. Other Resources:

### a. Project Summary

*One-page project summary describing the goals and process California is implementing for alternative methodology.*

**CALIFORNIA IS CHANGING HOW IT PAYS FOR CHILD CARE!**

To increase positive outcomes for children, families, and the early care and education workforce, California will be setting child care subsidy payment rates informed by the cost of care, moving away from market rates.

The California Department of Social Services (CDSS) is working with national experts, Prenatal to Five Fiscal Strategies (P5), to design and implement an alternative methodology process.

**APPROACH**

CA's alternative methodology process will help the State:

- Understand how much it costs providers and programs to provide care and education services.
- Develop a tool that will help estimate the cost of care based on the information collected from providers and other sources. This tool will estimate the cost of care for different types of programs using variables such as program type, geographic location, and ages of children served.

**There are Five Phases of the Alternative Methodology Process:**

- Engage with diverse families, providers, and communities.
- Collect information through surveys, input sessions, and other sources.
- Develop a tool that uses that information to estimate the cost of care.
- Analyze the findings to understand variations in the cost of care.
- Inform how the state sets rates and policies.

**ENGAGEMENT**

CDSS and P5 will engage and learn with the early care and education workforce, families, and partners across the State, especially with historically underserved racial, ethnic, and linguistic groups, in underserved geographic regions, and in marginalized communities.

To understand the true cost of care, CDSS and P5 will need input and participation from many different early care and education providers, including child care and development centers, family child care homes, tribal programs, and license-exempt family, friend, and neighbor providers as well as families. CDSS and P5 will provide many opportunities for participation throughout the five phases of the alternative methodology process.

Data will only be shared as a summary and individual program data will be kept confidential and not shared beyond P5.

**Rate & Quality Advisory Panel**

CDSS formed the California Rate & Quality Advisory Panel to provide the State with advice on setting child care subsidy rates. P5 is facilitating the panel meetings, which will take place every two months, are open to the public, and will include time for public comments. More information about the Panel, including meeting details and materials, and how to participate can be found below.

**MORE INFORMATION**

Rate and Quality Advisory Panel Meetings: <https://cdss.ca.gov/information/child-care-and-development/reform-and-quality>

For information about the alternative methodology process, and to contact P5, visit <http://www.prenatal5fiscal.org/california>

- English
- Spanish
- Simplified Chinese
- Traditional Chinese
- Arabic
- Russian
- Somali

### b. Survey and Input Session Flyer

*Flyer to support early care and education provider outreach for completing the Cost of Child Care/Alternative Methodology online survey and registration for virtual input sessions.*

**CA COST OF CHILD CARE**

Share Your Voice to Inform Child Care Subsidy Rates!

**California is changing how it pays for child care!**

The California Department of Social Services (CDSS) and Prenatal to Five Fiscal Strategies (P5) are seeking input on the cost of child care from early care and education providers, including child care and development centers, family child care homes, tribal programs, and license-exempt family, friend, or neighbor care providers, to help inform child care subsidy payment rates.

**We need to hear from you!** Make your voice heard by participating in a **Virtual Input Session** and by completing the **Cost of Child Care Survey**. This is your opportunity to provide information on what it truly costs to provide quality child care – not just what families can afford to pay.

Virtual Input Sessions will be held in English and Spanish (and other languages as requested). The online survey is available in multiple languages.

**REGISTER**

FOR

**VIRTUAL**

**INPUT SESSIONS**

**TAKE**

THE

**COST OF CHILD**

**CARE SURVEY**

**Participants completing the survey and attending input sessions will be entered into a giveaway!**

Visit [www.prenatal5fiscal.org/california](http://www.prenatal5fiscal.org/california) for more information.  
Questions? Contact the P5 Fiscal Strategies Team at [california@prenatal5fiscal.org](mailto:california@prenatal5fiscal.org) or (217) 469-5250.

- English
- Spanish
- Simplified Chinese
- Traditional Chinese
- Arabic
- Russian
- Somali

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**c. Survey and Input Session Postcard**

Printable postcards with a QR code to access the online survey and registration for virtual input sessions. One version may be customized with organization branding.

<p>5X7 Mailing</p>		<ul style="list-style-type: none"> <li>– English</li> <li>– Spanish</li> <li>– Simplified Chinese</li> <li>– Traditional Chinese</li> <li>– Arabic</li> <li>– Russian</li> <li>– Somali</li> </ul>
<p>5X7 Mailing with logo customization option</p>		<ul style="list-style-type: none"> <li>– English</li> <li>– Spanish</li> <li>– Simplified Chinese</li> <li>– Traditional Chinese</li> <li>– Arabic</li> <li>– Russian</li> <li>– Somali</li> </ul>

<p>4X6 Handout</p>	<div style="border: 1px solid black; padding: 5px; margin-top: 10px;"> <p><b>SHARE YOUR VOICE</b></p> <p>Your information will help develop a tool to support setting child care subsidy payment rates – informed by the cost of care, rather than market rates. We will ask you about program operations &amp; expenses.</p> <p><b>Provide input by:</b></p> <ul style="list-style-type: none"> <li>• Attending an Input Session</li> <li>• Completing an Online Survey</li> </ul> <p><b>Participants will be entered in a giveaway!</b></p> <p><a href="http://www.prenatal5fiscal.org/california">www.prenatal5fiscal.org/california</a></p> <p>Scan the QR code to participate in an Input Session and complete the online survey!</p>  </div>	<ul style="list-style-type: none"> <li>– English</li> <li>– Spanish</li> <li>– Simplified Chinese</li> <li>– Traditional Chinese</li> <li>– Arabic</li> <li>– Russian</li> <li>– Somali</li> </ul>
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**d. Frequently Asked Questions (Coming Soon)**

*Frequently Asked Questions document outlining possible questions about the California Cost of Child Care/Alternative Methodology Process.*

<p><i>Coming Soon</i></p>	<ul style="list-style-type: none"> <li>– English</li> <li>– Spanish</li> <li>– Simplified Chinese</li> <li>– Traditional Chinese</li> <li>– Arabic</li> <li>– Russian</li> <li>– Somali</li> </ul>
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