



Quality Early Childhood Education
For All Nebraska Families

Sample Press Release Template

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FOR IMMEDIATE RELEASE

Date

We Care for Kids: Statewide Early Childhood Campaign Launches in Nebraska

A statewide partnership of public and private organizations today announced the launch of *We Care for Kids*, a public outreach campaign to build support for quality early childhood education for all Nebraska families. A virtual event kicked off the campaign and featured speakers from a variety of backgrounds and disciplines across the state.

We Care for Kids is a collaborative, community-based initiative to help meet the need for quality early childhood programs and services in Nebraska. According to the Nebraska Community Foundation which works in 250 communities across the state, workforce, housing, and child care consistently arise as the most urgent issues facing communities in the state. Seventy-six percent of Nebraska children under the age of six live in homes where all adults work, making it essential that families have access to safe, loving, and stimulating early childhood education with the help of quality early childhood educators.

QUOTE: *What does access to early childhood education mean for your family? (Local Parent, Grandparent, or Family Member)*

Access to quality early childhood education for all Nebraska children is at the heart of *We Care for Kids*. The campaign aims to support families with resources and tools to help them recognize and seek out quality early childhood education for their children, especially in under-resourced communities. A special focus is the importance of early childhood professionals and the need to ensure that they are supported and have what they need to stay in the profession.

The campaign provides families with information on quality early childhood education through a new website that provides easy access to local early childhood education programs and providers and a host of other resources that have been developed by state agencies and organizations, including the Nebraska Department of Health and Human Services, the Nebraska Department of Education, Nebraska Extension, and First Five Nebraska.

A new community toolkit provides resources and templates to support local efforts in underscoring the role of early childhood educators and comes ahead of a state media campaign that begins later this summer.

QUOTE: *What does being an early childhood educator mean to you? (Local Early Childhood Educator or Provider)*

We Care for Kids launches at a time of great strain for early childhood programs and, in particular, the professionals who care for and teach young children. In addition to a statewide shortage of programs – 91 percent of Nebraska counties with child care facilities do not have enough available slots to meet the demand – the ongoing pandemic has taken a toll on the early childhood workforce. Two-thirds of licensed center-based providers [recently surveyed](#) by the Buffett Institute said they were experiencing turnover, and of those providers, nearly 70 percent reported that staff had found jobs outside of early childhood. Nine in 10 providers employing staff have had extreme difficulty hiring for open positions, citing a lack of applicants and inability to offer sufficient pay, among other reasons.

QUOTE: *Why is access to quality early childhood education important for your community? (Local Representative)*

Nebraskans are encouraged to visit NebraskaCaresForKids.org to learn more and sign up to join the campaign. Early childhood educators are invited to share their stories via the website and the campaign will offer additional resources over time. Information and materials are available in Spanish at Portodoslosninos.org.

The U.S. Department of Health and Human Services' [Preschool Development Birth-Five Grant](#), the Holland Foundation, and the Buffett Early Childhood Institute provide funding for the campaign, which is coordinated by the Buffett Early Childhood Institute at the University of Nebraska and operates under the auspices of the Nebraska Department of Health and Human Services and the Nebraska Department of Education. Many Nebraska organizations are included in the grant, all seeking to ensure that Nebraska children and their families can access quality early childhood services to support healthy development from birth through age eight.