



Primary Campaign Talking Points

Use these key messages to share the importance of quality early childhood education with your communities and networks, speak to the value for specific audiences, and tell people about We Care for Kids.

- The more we care about bringing quality early childhood education to all families, the more we ensure that Nebraska thrives.
- Quality early childhood education supports Nebraska's kids—and its future.
- Families can work knowing that their infants, toddlers, and preschoolers are in a safe, loving, and stimulating environment to learn and grow stronger with the help of a quality early childhood educator.
- Early childhood educators know how to nurture and help young children learn skills that will last a lifetime.
- In fact, children who receive quality childhood education are better prepared to learn, more likely to read by the fourth grade, graduate school, and go on to college.
- That's why all working families should have access to quality early childhood educators in their communities—however, many don't because there aren't enough early childhood educators.
- [Recent research](#) finds that early childhood educators in our communities are leaving the profession at an alarming rate—two thirds of licensed center-based providers surveyed reported staff turnover in the past year.
- Early childhood educators are critical to quality learning—and a thriving future—for Nebraska's children and it's up to us to make sure they are appreciated, supported, and recruited to serve our children, families, and state.

Family/Parent Message (to reinforce primary)

- We care to support quality early childhood education in our community.
- We couldn't work without knowing that our early childhood educator was there to provide a safe and supportive place for learning that prepares our child for success in school and life.
- We feel so lucky to have a quality early childhood educator for our child. Many of our friends struggle to find one. There aren't many in our community—and we need more.

Early Childhood Educator Message (to reinforce primary message)

- We do more than just care for and educate young children—we care to help Nebraska thrive.
- Families can work knowing we're preparing their children for success in school and life, and that works for everyone.
- As much as we love this work, it's hard to stay in business and in the profession and still support our families.
- Two-thirds of licensed center-based providers [recently surveyed](#) said they were experiencing turnover, and of those providers, nearly 70% reported that staff had found jobs outside of early childhood—it's a real loss for children, families, and employers in Nebraska.
- If you want Nebraska to thrive, make sure there are more of us working for children and families.

Community Leader Message (to reinforce primary message)

- We care to support quality early childhood education in our community.
- A big part of a thriving community depends on one often overlooked small business—the early childhood educators who enable families to work and help prepare their children for success in school and life.
- Unfortunately, we don't have enough early childhood educators and that hurts everyone.

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- Early childhood educators are the workforce that makes everything work. If you want Nebraska to thrive, make sure there are more of them in our communities.

Communicating Quality

Quality early childhood education starts with a safe and loving environment and ends with a quality early childhood educator with the training and skills to prepare children for school and life.

A lot goes into quality care and education:

- Educators must know the family's goals and each child as a developing person.
- Educators help promote the physical, intellectual, and emotional well-being of children through frequent, warm one-on-one interactions.
- Each child is supported to learn independently and with others.
- There is a close relationship between an educator and each child that builds on their strengths—and both are delighted when they succeed.
- Educators help each child overcome their challenges with patience and tenderness.
- Families are respected for knowing what is best for their child and supported when they have questions or challenges.