Advocacy – Provide a tool to advocate on child care programs

Relationship Building – Develop relationships, with community members, providers and legislators

Public Education – Raise people’s awareness of importance of child care programs

Empowerment – Give child care providers a concrete way to see how they are important to the community and economy

Media Messaging – Develop new spokespersons as partners to advocate on why we need to invest in child care services

Why the Child Care Works Campaign?