



illinois
action for
children

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

**Why the Child Care
Works Campaign?**

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