

# Strong, Powerful Voices for Children

## NAEYC's Advocacy in 2020

In 2020, NAEYC stood alongside early childhood educators and our national and state partners and Affiliates, fighting for respect, resources, support, and justice.

### What did we collectively achieve in order to support children, families, and educators?

- › Bipartisan support for investing billions of dollars in child care relief
  - **\$13.5 billion** in emergency relief funding for the Child Care and Development Block Grant
  - Bipartisan passage of the **\$50 billion** Child Care is Essential Act in the House of Representatives
  - [Open letter](#) signed by more than **125** national and state organizations representing **10 million** educators and parents, urging Congress to fund both child care and K-12 needs

- › Increased recognition from policymakers, the media, businesses, and the public that child care is essential and must be supported, stabilized, and strengthened moving forward

We have a long way to go, but together, we are **building the power** needed to ensure that each and every child has the opportunity to benefit from high-quality early childhood education, delivered by an effective, equitable, diverse, well-prepared, and well-compensated workforce across all states and settings. **What kind of power?**

### Let's take a look back at some key highlights from NAEYC's work in this challenging year:

#### Walking (or Zooming) in the Halls of Power

- › **545** educator meetings and town halls with state and federal policymakers in key states
- › **11** targeted virtual Congressional meetings with child care providers and Affiliate leaders
- › **281** meetings held by more than **400** early childhood educators during February's Public Policy Forum
- › In just the last two months of 2020, **6,200** messages sent to Congress asking them to #SaveChildCare
- › With partners, and to center the voices of educators in policymaking, NAEYC organized or supported Congressional briefings, child care roundtables, webinars, and panels
  - [House Committee on Education and Labor Member Briefing: Child Care in Peril](#)
  - [The Workforce Behind the Workforce: Child Care Providers in the Coronavirus Pandemic](#)
  - [Learning from Experience: Preparing for Virtual Congressional Meetings](#)
  - [Stabilizing the Child Care Industry, Enabling America's Economic Recovery—A Bipartisan Bicameral Congressional Briefing](#)
  - [Child Care Roundtable](#)



"This year was my first year attending the NAEYC Public Policy Forum and it was truly a great experience . . . It was a great mix of newcomers (like me) and veteran members who welcomed us with open arms and supported us as we made the leap from educators and providers to advocates." — Catherine Worrell, Washington, DC, "[2020 NAEYC Public Policy Forum: Perspective of a First Time Attendee](#)"

## Harnessing the Power of the Profession

- Released the [Unifying Framework for the Early Childhood Education Profession](#), with 15 national organizations and as a result of engagement with more than **11,000** early childhood educators



In September 2020, NAEYC received the prestigious Power of A Summit Award from the American Society of Association Executives (ASAE) for its work on Power to the Profession.

- Released [Professional Standards and Competencies for Early Childhood Educators](#), leveled to the ECE I, II, and III designations for the first time ever
- Released the fourth edition of [Developmentally Appropriate Practice](#), updated to reflect new research and align to the Unifying Framework, the Professional Standards and Competencies, and the [Advancing Equity in Early Childhood Education](#) position statement, released in 2019

- With support from the Robert Wood Johnson Foundation, **14** key states receive support to increase equitable access to high-quality child care. In those states alone:

States	Accomplishments By The Numbers
Alaska Arizona Idaho Iowa Maine Minnesota Nevada New Mexico Ohio Oklahoma South Dakota Pennsylvania Wisconsin Wyoming	<ul style="list-style-type: none"> <li><b>4,896</b> early childhood educators and <b>234</b> family members were trained in ECE advocacy</li> <li><b>46</b> advocacy and leadership trainings were conducted in-person and virtually</li> <li><b>1,230</b> personal stories were collected from educators by state grantees</li> <li><b>114</b> testimonies were provided at the local, state, or federal level, including <b>29</b> first-timers</li> <li><b>135</b> media quotes were given across multiple media platforms</li> <li><b>109</b> op-eds and letters to the editor were written and published</li> </ul>

## The Power of Counting

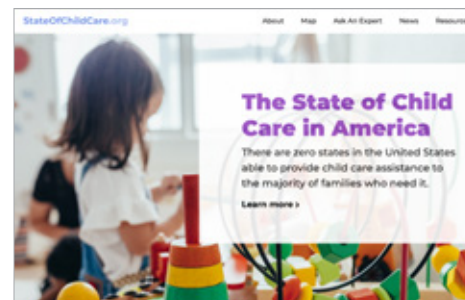
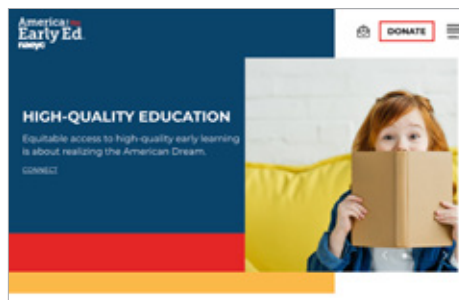
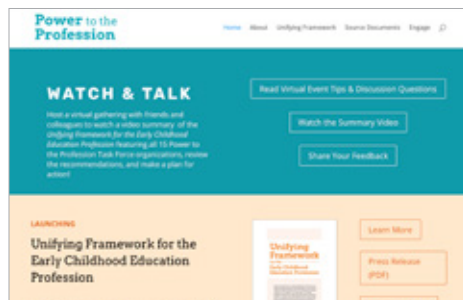
- 400+** phone calls made to NAEYC members in the **14** Super Tuesday states reminding them to go out and vote
- [In 2020, We Voted and Made Our Voices Heard](#)
- National push to #CountAllKids via [AmericaForEarlyEd.org/census](#)
- [America for Early Ed + Week of the Young Child Toolkit: COVID Edition](#)



NAEYC's CEO, Rhian Evans Allvin, and Past Governing Board President, Amy O'Leary, phone bank for America for Early Ed!

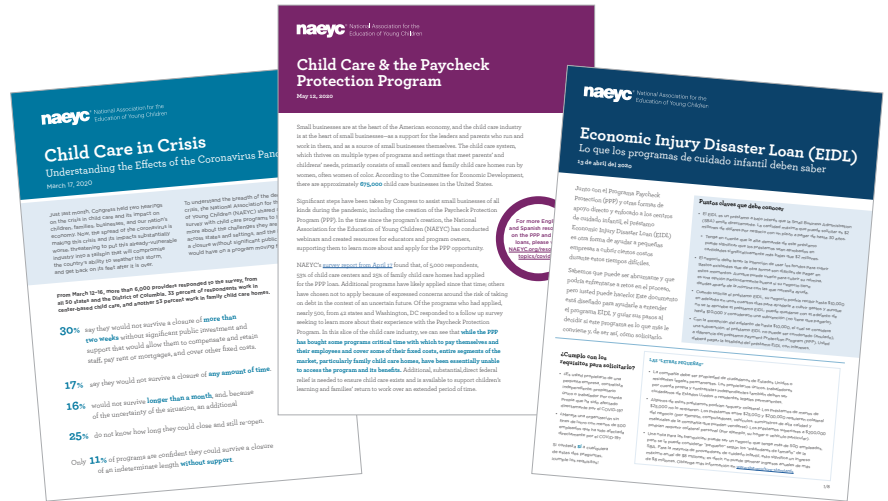
## Powering New Websites

- [PowerToTheProfession.org](#)
- [AmericaForEarlyEd.org](#)
- [StateOfChildCare.org](#) with partners and led by the Center for American Progress



## The Power of Information<sup>1</sup>

- State-by-state COVID-19 and Child Care Fact Sheets
- **8** national pandemic survey briefs and **4** state-by-state data briefs
  - [NAEYC.org/pandemic-surveys](https://naeyc.org/pandemic-surveys)
- **3** statements around the impact of COVID-19 on the child care sector and the need for urgent and immediate stabilization funds
- **1** Virtual Congressional Meeting Toolkit
- **6** bilingual webinars and briefs accessed by more than **10,000** child care providers to help them navigate the Small Business Association (SBA) loan programs created by the CARES Act

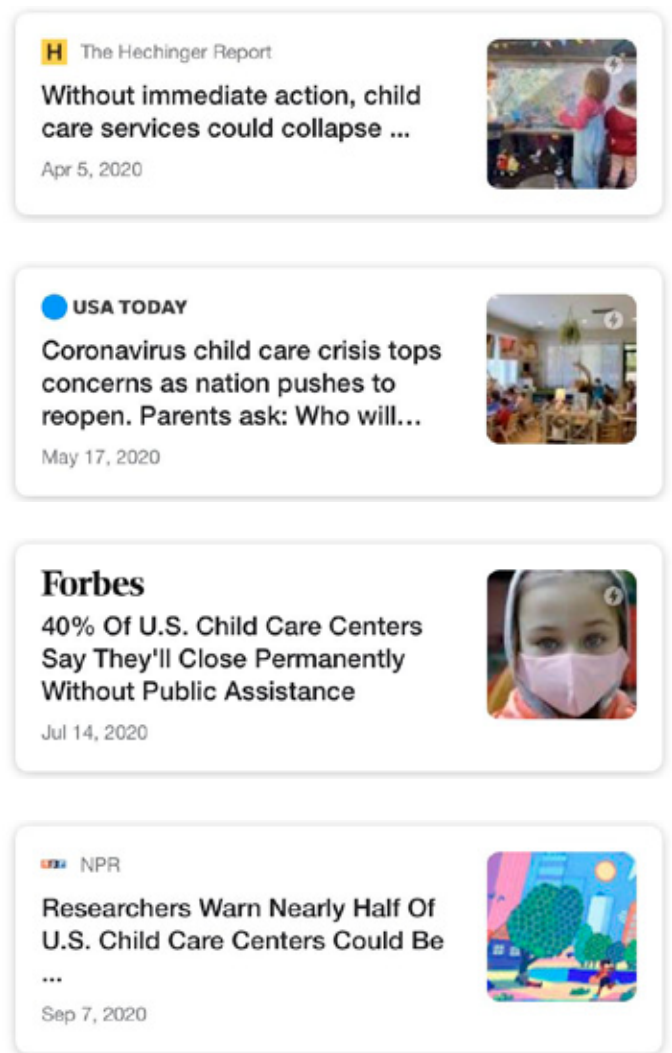


## The Power of Data

- More than **28,500** individuals working in child care centers and family child care homes responded to four NAEYC pandemic surveys, shared between March and December, revealing that the lack of sufficient public investments to #SaveChildCare has pushed the child care sector to the brink of collapse
- More than **3,000** national, state, and local media outlets quoted NAEYC national and state survey data, raising awareness about the child care crisis, while centering the stories of child care providers and early childhood educators
- NAEYC engaged in extensive outreach to members of Congress, Governors, advocates, and the media, sharing issues briefs with national and state-level data to spotlight the importance of urgent, stabilization funds for the child care sector

“The situation is dire for child care providers—the ones that are still open. Add to that the thousands of providers that have already closed and the magnitude of this national crisis is much, much greater.” — Rhian Evans Allvin, CEO, NAEYC

“I’m taking it one week at a time, but we don’t have enough students to pay the teachers, and teachers can’t work without enough students, and parents keep saying they need us and please stay open, but they don’t know when they will come back. We have so much expertise and we work so hard but we can’t do this without assurance and support.” — Athirai, child care provider, Texas



1. Links to key resources available on the last page.

## Direct Links to Highlights from NAEYC's COVID-19 Policy & Advocacy Resources

- [Child Care is Essential and Needs Emergency Support to Survive](#) (March)
- [Child Care In Crisis: Understanding the Effects of the Pandemic on Child Care](#) and [State-By-State Data](#) (March)
- [Press release with the Early Care and Education Consortium calling for \\$50 billion investment in the child care industry](#), accompanied by a #FundChildCare Twitter Storm (March)
- [Statement on CARES Act](#) (March)
- [SBA Loan Resources for Early Childhood Educators](#) (April and May)
- Paying Yourself, Your Staff, and Your Bills: Helping Child Care Program Understand and Navigate SBA Loan Options
  - PDF slides in [English](#) and [Español](#)
- Paycheck Protection Program: What Child Care Programs Need to Know
  - PDF in [English](#) and [Español](#)
- Economic Injury Disaster Loan (EIDL): What Child Care Programs Need to Know
  - PDF in [English](#) and [Español](#)
- [From the Front Lines: The Ongoing Effect of the Pandemic on Child Care](#) (April) and [State-By-State Data](#) (May)
- [Child Care & the Paycheck Protection Program](#) (May)
- As part of Child Care Relief Campaign, release [By The Numbers: State-By-State Look at COVID-19 and Child Care](#) (May)
- [From On Campus to Online: The Impact of the Pandemic on ECE Higher Education Programs](#) (June)
- [Holding On Until Help Comes: A Survey Reveals Child Care's Fight to Survive](#) and [State-By-State Data](#) (July)
- [NAEYC Virtual Congressional Meeting Toolkit](#) (July)
- [Families Suffer Without Child Care Relief from Congress](#) (September)
- [Child Care Programs are Being Forced to Raise Tuition or Close for Good](#) (October)
- [Sacrificing to Stay Open, Child Care Providers Face a Bleak Future Without Relief](#) and [State-By-State Data](#) (December)

### Child Care in Crisis

Understanding the Effects of the Coronavirus Pandemic

March 15, 2020

Just this month, Congress took the first steps on the child care side and the impact on children, families, businesses, and the economy. The speed of the coronavirus is making it more difficult to respond effectively. We're looking for ways to make sure that the industry can survive and continue to provide care for the children who need it.

**From March 16-18, more than 100 providers responded to the survey, from all 50 states and the District of Columbia. The results show that the industry is in crisis, and without a parent who can pay for child care, many businesses will close.**

**30%** of providers reported that they would not survive a closure of more than two weeks without significant public intervention and support that would allow them to compensate and retain staff pay and/or mortgage and other other fixed costs.

**17%** say they would not survive a closure of any amount of time without support.

**66%** would not survive longer than a month, and, because of the economic effects of the situation, an additional...

### A State-by-State Look at Child Care in Crisis

Understanding Early Effects of the Coronavirus Pandemic

March 15, 2020

On March 16, the National Association for the Education of Young Children (NAEYC) released a report titled "A State-by-State Look at Child Care in Crisis: Understanding Early Effects of the Coronavirus Pandemic." The report provides a snapshot of the challenges child care programs are facing across the country. It includes data on the number of child care programs that have closed, the number of children who are not in care, and the financial impact on providers and families. The report also highlights the need for federal and state intervention to support the industry and ensure that children continue to receive the care they need.

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### Paycheck Protection Program

What Child Care Programs Need to Know

April 16, 2020

The COVID-19 pandemic is creating massive challenges for early childhood education across all states and settings. In response, federal and state governments are creating new ways to help. The Paycheck Protection Program (PPP) is one of those ways. This program is specifically designed to help small businesses—like your child care center or family child care home—maintain payroll and benefits for employees and cover other fixed costs during the shutdown. It's a loan that can be forgiven if you use the money to pay payroll and other eligible expenses. This is a critical tool for child care programs to stay open and keep their staff. The report provides a detailed overview of the program and how to apply for it.

**Key Points You Need to Know:**

- PPP can be used to cover payroll, rent, mortgage, and other fixed costs.
- The loan can be forgiven if you use the money to pay payroll and other eligible expenses.
- The program is available to small businesses, including child care programs.
- The report provides a detailed overview of the program and how to apply for it.

### Economic Injury Disaster Loan (EIDL)

What Child Care Programs Need to Know

April 16, 2020

Alongside the Paycheck Protection Program and other direct targeted supports for child care, the Economic Injury Disaster Loan (EIDL) is another way for your small business to help cover costs during the challenging times. We know it can feel overwhelming, and you may not understand all the options available to you. This report is designed to help you understand the EIDL program and how to apply for it. It includes information on the loan's purpose, terms, and how to use the funds. The report also provides a detailed overview of the program and how to apply for it.

**Key Points You Need to Know:**

- EIDL can be used to cover a wide range of expenses, including payroll, rent, and other fixed costs.
- The loan is available to small businesses, including child care programs.
- The report provides a detailed overview of the program and how to apply for it.

### From the Front Lines

The Ongoing Effect of the Pandemic on Child Care

April 16, 2020

Child care is the backbone of our nation's economy and the most critical to our nation's future. The pandemic is creating massive challenges for the industry, and the report provides a detailed overview of the challenges and the need for federal and state intervention. The report also highlights the need for federal and state intervention to support the industry and ensure that children continue to receive the care they need.

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- The report provides a detailed overview of the challenges and the need for federal and state intervention.
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### Child Care & the Paycheck Protection Program

What Child Care Programs Need to Know

April 16, 2020

Real business is on the front of the American economy and the child care industry is no exception. Child care is a critical part of the economy, and the industry is in crisis. The report provides a detailed overview of the challenges and the need for federal and state intervention. The report also highlights the need for federal and state intervention to support the industry and ensure that children continue to receive the care they need.

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### A State-by-State Look at the Ongoing Effects of the Pandemic on Child Care

What Child Care Programs Need to Know

April 16, 2020

The coronavirus pandemic is having a devastating impact on child care. It is critical for policymakers and the public to understand this impact, as well as the potential effects on the economy and the future of the industry. The report provides a detailed overview of the challenges and the need for federal and state intervention. The report also highlights the need for federal and state intervention to support the industry and ensure that children continue to receive the care they need.

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### Paycheck Protection Program – Updates

What Child Care Programs Need to Know

April 16, 2020

The COVID-19 pandemic is creating massive challenges for early childhood education across all states and settings. In response, federal and state governments are creating new ways to help. The Paycheck Protection Program (PPP) is one of those ways. This program is specifically designed to help small businesses—like your child care center or family child care home—maintain payroll and benefits for employees and cover other fixed costs during the shutdown. It's a loan that can be forgiven if you use the money to pay payroll and other eligible expenses. This is a critical tool for child care programs to stay open and keep their staff. The report provides a detailed overview of the program and how to apply for it.

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- The report provides a detailed overview of the program and how to apply for it.

### From On Campus to Online

The Impact of the Pandemic on ECE Higher Education Programs

June 2020

The early childhood education (ECE) field has been devastated by the COVID-19 pandemic. The pandemic has created massive challenges for the industry, and the report provides a detailed overview of the challenges and the need for federal and state intervention. The report also highlights the need for federal and state intervention to support the industry and ensure that children continue to receive the care they need.

**Key Points You Need to Know:**

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### Holding On Until Help Comes

A Survey Reveals Child Care's Fight to Survive

July 15, 2020

Our nation's children, families, and early childhood education and business have been devastated by the pandemic. The report provides a detailed overview of the challenges and the need for federal and state intervention. The report also highlights the need for federal and state intervention to support the industry and ensure that children continue to receive the care they need.

**Key Points You Need to Know:**

- The report provides a detailed overview of the challenges and the need for federal and state intervention.
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