

Childcare Lunch and Learn
Licensed Family Childcare Home and
Infant Care
Community Feedback



**PUBLIC PERCEPTION
and PUBLIC WILL**

In response to Senate Bill 63, The Colorado Office of Early Childhood asked communities to gather feedback in 5 areas as it applies to the need for licensed infant and family home childcare. This is the first of those areas, with the top 3 to 5 barriers and solutions. We had over 9 total pages with your comments, so please know that we will use those locally even if they didn't all make the top 5.

Barriers

- ◆ People who do not need childcare do not understand the urgency, aren't aware of the need, or it's just not their issue.
- ◆ Early childhood education is not a valued profession – seen as babysitting, especially when it's done in the home.
- ◆ HOA's and some neighbors may not want childcare in their backyard.
- ◆ There is a sense that childcare is a lower income problem.
- ◆ More understanding needed about how important quality infant care is to growth and development.

Ideas / Solutions

- ◆ On-going community awareness programs, public engagement.
- ◆ Partnerships with larger employers (leadership) to advocate for early childhood education, set an example with funding, then market that.
- ◆ Give priority to childcare staff in affordable housing, specifically infant teachers.

Kids First staff hosts public events throughout the year including parenting workshops, Month of the Young Child parade, Read with Me Day, and more to increase the awareness about how important early childhood education is for children, their families, and the community. Because we support quality improvement in the Pitkin County childcare programs, most are highly rated programs, and the families who use them do understand how much education goes on every day, even with, maybe especially with, infants!

This is one area where you can really help spread the word. We know that "word of mouth" is one big way that new parents learn about childcare. Let's widen that, and talk to neighbors and co-workers about how important high quality childcare is for your family, your employer, and our next generation.

We look forward to sharing the other areas that we asked for your feedback. Please also contact us to learn more about the services we provide and how we work with childcare programs and families.

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