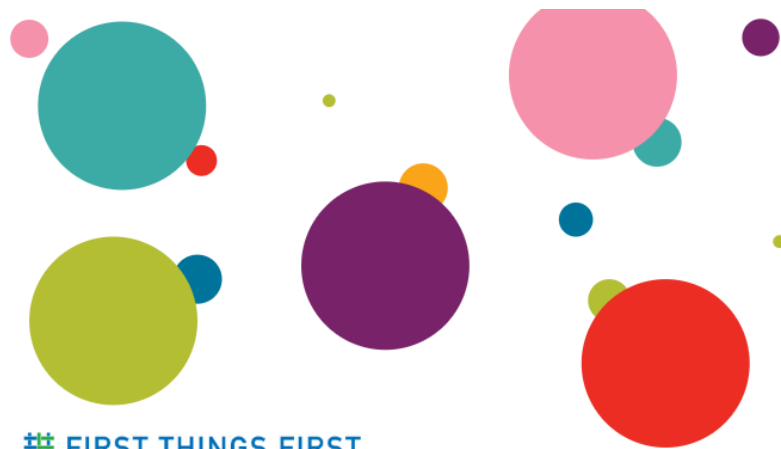


April 6 - 12 | #WOYC24



# FIRST THINGS FIRST



## PARTNER TOOLKIT

Thank you for helping to promote *Week of the Young Child*, taking place April 6-12, 2024!

Once again, **First Things First (FTF)** has partnered with the **Arizona Association for the Education of Young Children (AzAEYC)** and the Southern Arizona Association for the Education of Young Children (**SAZAEYC**) to join the annual nationwide celebration that focuses attention on early learning and the educators who support the positive development of young children.

This year, we are focused on the importance of access to affordable, quality child care to the workforce —Arizona’s working families. We have included messaging and graphics below to help you spread the word to our communities that affordable, quality child care matters and deserves to be prioritized at every level. Join us for a week of celebrating early learning, young children, their teachers, families and communities.

To participate, we encourage you to:

1. Use the sample captions and the graphics in this social media kit to post on your social media channels throughout the Week of the Young Child and
2. Share posts from the Arizona Association for the Education of Young Children (AzAEYC) and the Southern Arizona Association for the Education of Young Children (SAZAEYC).

Together, we can make sure **#ECEwins**—across the country and in your community during **#WOYC24!**

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## FACEBOOK AND LINKEDIN MESSAGES

**Pro-tip:** Don't forget to tag FTF's or AzAEYC's name by including the @ symbol in front of either name. After copying one of the messages below, click the agency's name, and a drop-down menu should appear. If it doesn't work, delete the @ and keep our names.

### General Messages:

1. A strong Arizona economy needs a well-educated and skilled workforce. But Arizona can't work unless child care works. Learn more about how you can get involved and raise your voice for #EarlyChildhood to support Arizona's families with this resource from **@First Things First**. #WOYC24 **@Arizona Association for the Education of Young Children @Southern Arizona Association for the Education of Young Children**. [www.firstthingsfirst.org/take-action](http://www.firstthingsfirst.org/take-action)
2. Child care challenges cause a staggering loss of \$1.7 billion annually to Arizona's economy, according to the **@U.S. Chamber of Commerce** Foundation. Employees have to miss work or eventually quit if they can't find and afford child care. Show your support for early childhood education and educators by celebrating #WOYC24 with **@Arizona Association for the Education of Young Children, @Southern Arizona Association for the Education of Young Children** and **@First Things First**.  
[www.firstthingsfirst.org/2023/11/arizona-survey-shows-child-care-challenges-impacting-working-families-and-their-jobs](http://www.firstthingsfirst.org/2023/11/arizona-survey-shows-child-care-challenges-impacting-working-families-and-their-jobs)
3. Child care is expensive, and parents can't afford to pay more. Infant care for one child costs 19.8% of a median Arizona family's income. Celebrate #WOYC24 with **@Arizona Association for the Education of Young Children, @Southern Arizona Association for the Education of Young Children** and **@First Things First** to show your support for quality, affordable and accessible child care for Arizona's families with young children.  
[www.firstthingsfirst.org/2023/10/federal-pandemic-era-assistance-to-arizonas-child-care-industry-is-ending-what-does-that-mean-for-arizonas-future](http://www.firstthingsfirst.org/2023/10/federal-pandemic-era-assistance-to-arizonas-child-care-industry-is-ending-what-does-that-mean-for-arizonas-future)
4. Quality early learning is strongly connected to higher graduation rates and less dependence on social services later in life. Increased school readiness leads to workforce readiness, and Arizona needs a strong workforce to support a strong economy. Learn more about the return on investing in early childhood and celebrate #WOYC24 with **@Arizona Association for the Education of Young Children, @Southern Arizona Association for the Education of Young Children** and **@First Things First**.  
[www.firstthingsfirst.org/early-childhood-matters/investing-in-early-childhood](http://www.firstthingsfirst.org/early-childhood-matters/investing-in-early-childhood)
5. Providing resources to support the health and learning of our young children is a crucial economic development strategy. After all, Arizona doesn't work if child care doesn't work. Investing in quality early care and education is the best opportunity to ensure a solid foundation is set from the start. Learn more about the importance of access to quality, affordable child care to Arizona's economy and celebrate #WOYC24 with **@Arizona Association for the Education of Young Children, @Southern Arizona Association for the Education of Young Children** and **@First Things First**.  
[www.firstthingsfirst.org/take-action](http://www.firstthingsfirst.org/take-action)



6. Investing in quality early childhood programs helps infants, toddlers and preschoolers learn, grow and succeed. Access to affordable child care is important for today's workforce and for building tomorrow's workforce. Learn more about quality child care and celebrate #WOYC24 with **@Arizona Association for the Education of Young Children, @Southern Arizona Association for the Education of Young Children** and **@First Things First**. [www.firstthingsfirst.org/resources/quality-first](http://www.firstthingsfirst.org/resources/quality-first)
7. Over the last year, 35% of Arizona parents surveyed reported leaving a job due to child care issues, and 82% reported an absence due to child care issues. 90% say that child care costs have escalated. Family-friendly policies support today's workforce, which helps businesses attract and retain talent, promote workforce diversity and increase productivity. Limited options for stable, reliable child care take a heavy toll on Arizona's working parents, employers and state revenues. Learn more about the importance of access to quality, affordable child care to Arizona's economy and celebrate #WOYC24 with **@Arizona Association for the Education of Young Children, @Southern Arizona Association for the Education of Young Children** and **@First Things First**. [www.firstthingsfirst.org/take-action](http://www.firstthingsfirst.org/take-action)
8. \$1 invested in early childhood yields a \$16 return, correlating to increased high school graduation rates, college acceptance, as well as economic development and personal income. Learn more about the importance of investing in #EarlyChildhood and help us make sure #ECEwins by celebrating #WOYC24 with **@Arizona Association for the Education of Young Children, @Southern Arizona Association for the Education of Young Children** and **@First Things First**. [www.firstthingsfirst.org/early-childhood-matters/investing-in-early-childhood](http://www.firstthingsfirst.org/early-childhood-matters/investing-in-early-childhood)
9. The lack of available, accessible, affordable child care greatly impacts parents' work lives, with 70% of Arizona parents surveyed reporting that access to child care presented a challenge, according to a recent report by ReadyNation, part of the Council for a Strong America.

More than half of parents reported being late for work, leaving work early or being distracted at work due to child care problems. Nearly two-thirds reported missing a full day of work, while 28% of parents reported quitting a job due to child care problems. Join us this #WOYC24 as we advocate for investments in #EarlyChildhood. Arizona families deserve access to quality, affordable child care for their young children. **@Arizona Association for the Education of Young Children, @Southern Arizona Association for the Education of Young Children** and **@First Things First**.

[www.firstthingsfirst.org/take-action](http://www.firstthingsfirst.org/take-action)

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## INSTAGRAM MESSAGES

**Pro-tip:** You can post images directly to your page, which stay on your profile forever, or you can upload images to your story (you can use stories on Facebook too!) — these only last for 24 hours.

### General Messages:

1. A strong Arizona economy needs a well-educated and skilled workforce. But Arizona can't work unless child care works. Join us as we celebrate #WOYC24 with **@AZAEYC, @azFirstThingsFirst** and **@SAZAEYC**.

2. Child care challenges cause a staggering loss of \$1.7 billion annually to Arizona's economy, according to the **@uschamber** Foundation. Employees have to miss work or eventually quit if they can't find and afford child care. Show your support for early childhood education and educators by celebrating #WOYC24 with **@AZAEYC**, **@azFirstThingsFirst** and **@SAZAEYC**.
3. Child care is expensive, and parents can't afford to pay more. Infant care for one child costs 19.8% of a median Arizona family's income. Celebrate #WOYC24 with **@AZAEYC**, **@azFirstThingsFirst** and **@SAZAEYC** to show your support for quality, affordable and accessible child care for Arizona's families with young children.
4. Quality early learning is strongly connected to higher graduation rates and less dependence on social services later in life. Increased school readiness leads to workforce readiness, and Arizona needs a strong workforce to support a strong economy. Support investing in early childhood to support Arizona families by celebrating #WOYC24 with **@AZAEYC**, **@azFirstThingsFirst** and **@SAZAEYC**.
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6. Investing in quality early childhood programs helps infants, toddlers and preschoolers learn, grow and succeed. Access to affordable child care is important for today's workforce and for building tomorrow's workforce. Celebrate #WOYC24 with **@AZAEYC**, **@azFirstThingsFirst** and **@SAZAEYC**.
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investments in #EarlyChildhood. Arizona families deserve access to quality, affordable child care for their young children. **@AZAEYC, @azFirstThingsFirst and @SAZAEYC.**

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## X (FORMERLY TWITTER) MESSAGES

**Pro-tip:** When it comes to hashtags, they highlight certain words that help posts appear in other people's feeds. We have already included #WOYC24, but if you change your mind, simply remove it and place the # in front of a word you choose. To connect a string of words, remove the spaces between them (#ChildCareCrisis).

### General Messages:

1. A strong AZ economy needs a well-educated and skilled workforce. But AZ can't work unless child care works. Raise your voice for #EarlyChildhood to support Arizona's families. #WOYC24 **@AzAEYC @sazaeyc @AZFTF** [www.firstthingsfirst.org/take-action](http://www.firstthingsfirst.org/take-action)
2. Child care challenges cause a staggering loss of \$1.7B annually to AZ's economy, according to the @USChamber Foundation. Employees have to miss work or eventually quit if they can't find affordable child care. Show your support this #WOYC24. **@AzAEYC @sazaeyc @AZFTF**. [www.firstthingsfirst.org/2023/11/arizona-survey-shows-child-care-challenges-impacting-working-families-and-their-jobs](http://www.firstthingsfirst.org/2023/11/arizona-survey-shows-child-care-challenges-impacting-working-families-and-their-jobs)
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## FOR EARLY CHILDHOOD EDUCATORS

If you're an early childhood educator looking for ways to celebrate Week of the Young Child 2024 with the young children in your care, consider the ideas outlined in [this social media toolkit](#) from the 2023 celebration.

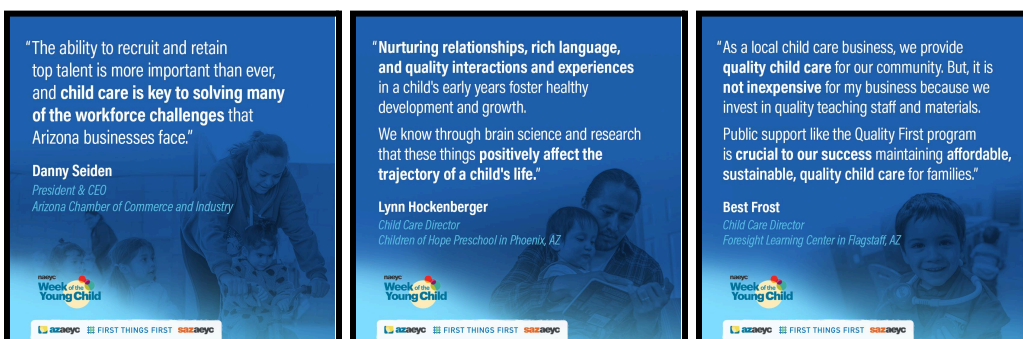
## LINK TO ART FILES

Below are thumbnail images for social media. [Click here to download your favorites.](#)

### Statement Posts



### Quote Posts (Single)



## Quote Posts (Carousels)

“As a local child care business, we provide **quality child care** for our community. But, it is **not inexpensive** for my business because we invest in quality teaching staff and materials.



naayc  
Week of the  
Young Child

Public support like the Quality First program is **crucial to our success** maintaining **affordable, sustainable, quality child care** for families.”

**Best Frost**

Child Care Director  
Foresight Learning Center in Flagstaff, AZ

azazc FIRST THINGS FIRST saazc

“Nurturing relationships, rich language, and quality interactions and experiences in a child's early years foster healthy development and growth.



naayc  
Week of the  
Young Child

We know through brain science and research that these things **positively affect the trajectory of a child's life.**”

**Lynn Hockenberger**

Child Care Director  
Children of Hope Preschool in Phoenix, AZ

azazc FIRST THINGS FIRST saazc

“The ability to recruit and retain top talent is **more important than ever,**



naayc  
Week of the  
Young Child

and **child care is key to solving many of the workforce challenges** that Arizona businesses face.”

**Danny Seiden**

President and CEO  
Arizona Chamber of Commerce and Industry

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