Consumer Education
Resource List

**National Center on Tribal
Early Childhood Development**

Early Childhood
National Centers

Consumer Education Resource List

Introduction

The Child Care and Development Fund (CCDF) final rule outlines regulations for implementing the Child Care and Development Block Grant Act of 2014 and administering the CCDF program, including provisions about consumer education activities. The final rule expanded requirements for CCDF grantees regarding the content of consumer education that is made available to providers, the public, and parents receiving CCDF assistance.

American Indian and Alaska Native (AI/AN) CCDF grantees with medium allocations ($250,000 to $1 million in CCDF funds) and large allocations (more than $1 million in CCDF funds) are required to meet the majority of consumer education requirements in the CCDF final rule. **Grantees with small allocations (less than $250,000 in CCDF funds) are exempt from these requirements.**

Consumer and Provider Education Requirements for Medium- and Large-Allocation AI/AN CCDF Grantees

The following resource list was designed to help AI/AN CCDF grantees implement the components of CCDF consumer education requirements, which include the following:

♦ Collecting and disseminating provider-specific consumer education information. All AI/AN CCDF grantees are **exempt** from the requirement for a consumer education website but are still required to share provider-specific information with parents, providers, and the public. They may do so using methods other than a website.

♦ Sharing additional consumer education information for parents, providers, and the public. This includes information about the availability of child care services and financial assistance; other programs for which families might be eligible; programs under Section 619 and Part C of the Individuals with Disabilities Education Act; research and best practices on child development, family engagement, and physical health and development; and information about tribal policies regarding the social, emotional, and behavioral health of children.

♦ Providing information about developmental screenings to parents and providers.

♦ Sharing a consumer statement for CCDF families that includes information about the provider that the family selected, information regarding how CCDF subsidies support equal access, instructions on how to submit provider complaints if needed, and instructions on how to contact community-based organizations that can help parents find quality child care.

While AI/AN CCDF grantees are exempt from the website requirement, they can choose to have a website or coordinate with local or state agencies to make sure provider-specific information is otherwise accessible to their respective communities.

This resource list is not exhaustive, but AI/AN CCDF grantees can use it to help determine their implementation strategies for meeting requirements.

Resources

Consumer education activities include efforts to inform parents, providers, and the general public about the CCDF program and other available services to support families, provider quality and health and safety, family engagement, and early childhood development. This list includes resources related to key topics in consumer education for AI/AN CCDF grantees:

♦ Dissemination of data and information about child care options

♦ Choosing quality

♦ Meaningful parent engagement

♦ Infant/toddler and school-age programs

♦ Developmental screening

♦ Consumer statements

♦ Additional consumer education information for parents, providers, and the public

Resource Spotlight: ChildCare.gov

ChildCare.gov, funded by the Office of Child Care, is a website that provides child care consumer education information that is aligned with CCDF requirements. The text and resources identified on ChildCare.gov provide a comprehensive sample of state and territory information to enhance knowledge and understanding of child development, quality care, and child care options available to parents. AI/AN CCDF grantees can leverage and adapt these resources to develop their consumer education strategies.

CCDF Final Rule Requirements

AI/AN CCDF grantees with medium and large allocations are required to meet the majority of CCDF consumer education requirements. The resources in the following table provide an overview of the requirements as they apply to AI/AN CCDF grantees.

Resource Title	Description
"Consumer Education in American Indian and Alaska Native CCDF Programs: Presentation for Medium and Large Allocation AI/AN CCDF Grantees"	This PowerPoint presentation provides an overview of the consumer education requirements of the CCDF final rule that apply to AI/AN CCDF grantees with medium and large allocations. It also includes information regarding implementation considerations and additional resources to support implementation.

Dissemination of Data and Information About Child Care Options and Providers

Although all AI/AN CCDF grantees are exempt from the requirement to have a consumer education website, those with medium and large allocations are still required to develop and implement consumer education regarding the availability of child care services and provider-specific information. They can choose to share consumer education information via a website or other mechanisms that fit their programs. The following resources provide information about effective consumer education strategies, including information about designing websites (if applicable), provider monitoring and inspection data, health and safety information, the use of social media, and other family-friendly approaches for educating parents about child care options.

Resource Title	Description
ChildCare.gov: "Child Care Options"	The ChildCare.gov website, funded by the Office of Child Care (OCC), illustrates an approach for providing consumer education information about

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	child care options for parents, including descriptions of child care programs, a list of state and local agencies that provide information about child care services, and information about finding quality child care and financial assistance for families.
ChildCare.gov: "Ensuring Safe and Healthy Child Care"	The ChildCare.gov website, funded by OCC, illustrates an approach for sharing consumer education information about provider health and safety requirements such as regulation of providers, background checks, ratios and group sizes, nutrition and physical activity, and health and safety trainings.
Consumer Education and Engagement Social Media Guide	This guide illustrates how traditional and digital outreach methods can be blended to provide a variety of audiences with consumer education information. The guide focuses on strategies for meaningfully connecting with families through social media.
Consumer Education: Information about Provider Monitoring and Oversight	This issue brief focuses on requirements for sharing consumer education information regarding providers' monitoring history and the processes that grantees use to protect and ensure children's health and safety. It provides state examples that can help AI/AN CCDF grantees as they develop and implement their consumer education efforts.
Consumer Education Websites: A Guide to Creating a Family-Friendly Experience	This guide offers research-based information that agencies and organizations can use to create or enhance a family-friendly consumer education website.
Designing Family-Friendly Consumer Education on Child Care	This brief provides information about why and how families search for child care, the features families look for in child care settings, and how to take this information into account when designing consumer education activities.

Choosing Quality

The following resources can be used to inform consumer education approaches that specifically focus on child care quality. This includes helping parents understand the importance of quality early care and education, identify components of quality child care, and select quality child care settings that meet their needs.

Resource Title	Description
ChildCare.gov: "Choosing Quality Child Care for Your Children"	The ChildCare.gov website, funded by OCC, illustrates an approach for providing consumer education information that can help parents understand how to identify and select quality programs for their children, including steps for choosing quality care, selecting a child care program, visiting and asking questions, and understanding child care policies and quality ratings.
Consumer Education: Child Care Services and Resources for Choosing Care	This issue brief focuses on consumer education efforts to support families in choosing quality care and understanding quality rating and improvement systems (QRISs) or other quality standards.
QRIS Resource Guide: "Consumer Education"	This chapter of the *QRIS Resource Guide* addresses a variety of strategies for communicating with parents, consumers, and providers on the importance of quality early and school-age care and education programs and the role that QRISs play in improving quality.

Meaningful Parent Engagement

AI/AN CCDF grantees with medium and large allocations are required to provide consumer education information regarding research and best practices for meaningful parent engagement. The following resources provide information to help AI/AN CCDF grantees and providers engage and develop strong relationships with families. The resources can aid the development of consumer education approaches that meaningfully engage parents in their child care options and their children's learning and development.

Resource Title	Description
Building Partnerships: Guide to Developing Relationships with Families	This guide provides information, tools, and strategies to help early childhood program staff develop positive, ongoing, and goal-oriented relationships with families.
Consumer Engagement: Orientation for Early Childhood and School-Age Care and Education Professionals	This resource introduces a vision for engaging families as consumers of early childhood and school-age care and education services and explains how this vision relates to consumer education and family engagement.
Family Engagement and Cultural Perspectives: Applying Strengths-Based Attitudes	This resource explores how understanding families' cultural perspectives can positively impact relationship-building and family-engagement efforts.
Parent, Family, and Community Engagement Simulation: Boosting School Readiness through Effective Family Engagement Series	This interactive resource can help early childhood providers and staff understand and practice meaningful family engagement. It includes simulations of engaging families in a variety of situations on a variety of topics.
"Partnering with Families: Building Positive Goal-Oriented Relationships"	This learning module for early childhood professionals focuses on building strengths-based relationships with families to support positive outcomes for children.
Understanding Family Engagement Outcomes: Research to Practice Series	This website provides resources about family engagement research, promising practices, and program strategies for fostering strong relationships and supporting positive outcomes for children, families, and staff.

Infant/Toddler and School-Age Programs

The following resources can be used to support the development and implementation of consumer education activities that focus on families who need infant/toddler or school-age care.

Resource Title	Description
Infant/Toddler Resource Guide: "Consumer Education"	This guide focuses on infant/toddler care and building relationships between parents and providers of infants and toddlers.
School-Age Consumer Education Toolkit	This toolkit shares consumer education information, including state examples and resources about the physical, social, and emotional health and development of school-age children. It also has information about engagement efforts with parents and families.
Spotlight on Quality: What Choices Do Families Make and Why?	This brief describes the choices families make when selecting school-age care and provides research on how families make these decisions.

Developmental Screening

AI/AN CCDF grantees with medium and large allocations are required to provide parents with information about developmental screening, including information on existing resources and services and a description about how these resources and services can be used to obtain screenings for children. The following resources can be used to support the development and implementation of consumer education regarding developmental screenings.

Resource Title	Description
Birth to 5: Watch Me Thrive! An Early Care and Education Provider's Guide for Developmental and Behavioral Screening	This guide includes information for providers about the importance of developmental and behavioral screening, how to talk to parents, where to go for help, and how to select the most appropriate screening tool.
"Developmental Monitoring and Screening"	This document highlights ways to observe children's developmental milestones through developmental monitoring and screening. It provides information for families regarding developmental monitoring and screening, ways to track milestones, and what to do if they are concerned about their child's development.
"Developmental Screening Resources in Support of Reauthorization"	This resource list provides a variety of resources to help CCDF grantees understand and implement CCDF final rule requirements regarding consumer education and developmental screening.
Learn the Signs. Act Early.	This website features a variety of resources that help track children's development and celebrate their milestones from birth to 5 years. These resources can be used by families and child care providers to ensure that children are meeting their developmental milestones.
Milestones Checklists	This document lists developmental milestones by age and category from ages 2 months to 5 years.
"Milestones in Action"	This web page offers a library of photos and videos of developmental milestones in children ages 2 months to 5 years. Providers and families can access photos and video examples of important developmental milestones to aid their completion of a milestones checklist.
"Screening: The First Step in Getting to Know a Child"	This web page provides basic information about screening and shares resources about screening infants and toddlers. It includes information about culturally and linguistically responsive screening; lead screening; sensory screening; and social, emotional, and behavioral screening.
Watch Me! Celebrating Milestones and Sharing Concerns	This free training course for providers includes tools and best practices for monitoring the development of children in care and talking about their development with families.

Consumer Statements

AI/AN CCDF grantees with medium and large allocations are required to develop and provide a consumer education statement for parents receiving CCDF services. This statement should include information about the child care provider that families select, information on how CCDF subsidies are designed to support equal access, a description of how to submit complaints, and a description of how to contact local child care resource and referral agencies or other community-based organizations that help parents find quality child care. The consumer statement can be provided as an electronic or hard copy.

Resource Title	Description
Arkansas Consumer Education Statement	This consumer education statement was developed for families in Arkansas. AI/AN CCDF grantees can use it as a reference when developing their own consumer statements.
New Hampshire Consumer Education Statement	This consumer education statement was developed for families in New Hampshire. AI/AN CCDF grantees can use it as a reference when developing their own consumer statements.

Additional Consumer Education Information

AI/AN CCDF grantees with medium and large allocations are required to provide consumer education information to parents, providers, and the public regarding specific topics. This includes information about the availability of child care financial assistance and services; other programs and supports for which families may be eligible; and information regarding research and best practices related to physical health and development and social, emotional, and behavioral health.

Resource Title	Description
ChildCare.gov: "Other Support and Resources for Your Family"	The ChildCare.gov website, funded by OCC, illustrates an approach for providing consumer education information about the services and supports available for working families. This page includes information for families regarding financial assistance, health insurance programs, mental health services, health and safety, child protective services, and child support enforcement.
ChildCare.gov: "Paying for Child Care"	The ChildCare.gov website, funded by OCC, illustrates an approach for providing information and resources about the availability of child care financial assistance. This page shares available resources and includes information regarding programs that can help parents with child care costs.
ChildCare.gov: "Your Child's Health and Development"	The ChildCare.gov website, funded by OCC, illustrates an approach for providing information and resources about research and best practices concerning children's development. It includes information about the following: child health, child development, and services for children with disabilities. It also shares information about tracking child development, responding to challenging behaviors, partnering with child care providers, preventing exclusion and expulsion from child care programs, and building connections with the community.