



Consumer Education Websites: Resources for States and Territories

The Child Care State Capacity Building Center (SCBC) has published a series of guides, tools, and webinars to help states and territories create and maintain effective and family-friendly child care consumer education websites. These resources are listed below, along with relevant resources from federal agencies and other National Centers.

Resources for Child Care and Development Fund Consumer Education Website Requirements

Tools

- ◆ [“CCDF Consumer Education Website Requirements Fillable Checklist”](#) (2018): This handout lists all Child Care and Development Fund Administrators (CCDF) child care consumer education website requirements, as well as CCDF recommended features.
- ◆ [“State and Territory Child Care Consumer Education Website: Self-Assessment Checklist”](#) (2018): This checklist is designed to be used as a self-assessment tool by states as they review their child care consumer education website for 1) alignment with Child Care and Development Fund (CCDF) consumer education website requirements; 2) recommendations within the preamble to the CCDF final rule; and 3) additional best practice considerations for user-friendly website design. The items within each section of the checklist reference the regulatory requirements within the Child Care and Development Block Grant Act of 2014 and the CCDF final rule at Child Care and Development Fund, 45 C.F.R. 98.33 (2016).
- ◆ [“Template for Displaying Serious Injuries, Deaths, and Instances of Substantiated Child Abuse in Child Care”](#) (2019): This guide describes the requirements for posting aggregate data and provides an example of how states and territories can display the aggregate number of serious injuries, deaths, and instances of substantiated abuse in child care on their consumer education websites to meet CCDF regulations and facilitate user understanding.

Webinars

- ◆ [“Posting Serious Incident Data and Child Care Inspection Reports”](#) (2019): This webinar provides an overview of CCDF requirements related to posting serious incident data and inspection reports. It shares best practices for posting this information in a way that facilitates understanding and presents other approaches for enhancing consumer education websites to support these requirements.
- ◆ [“Posting Serious Incident Data and Child Care Inspection Reports: Questions and Answers”](#) (2019): This document shares written responses to questions posed after the *Posting Serious Incident Data and Child Care Inspection Reports* webinar.

Resources for Best Practice

Accessibility and Translation Resources

SCBC Resources

Guides

- ◆ [Best Practices for Consumer Education Websites: Translation](#) (2019): This resource guide offers best practices, strategies, and examples for state and territory staff to consider as they work to provide translated materials on their consumer education websites.
- ◆ [Designing Websites That Are Accessible for All Families](#) (2019): This guide offers best practices, strategies, and examples for state and territory staff to consider as they work to ensure that their consumer education websites are accessible to people with disabilities.

Webinars

- ◆ [Making Your Website Accessible to All Families](#) (2019): This webinar addresses CCDF consumer education requirements related to ensuring that websites provide the widest possible access to services for families who speak languages other than English and for people with disabilities. Audience members learn about different resources to help ensure that their consumer education website is accessible to all families.
- ◆ [“Making Your Websites Accessible to All Families: Questions and Answers”](#) (2019): This document provides written responses to questions posed following the *Making Your Website Accessible to All Families* webinar.

Other Resources

- ◆ U.S. Department of Health and Human Services. (2019). Section 508 [Web page]. Retrieved from <https://www.hhs.gov/web/section-508/index.html>
- ◆ U.S. Department of Health and Human Services. (2019). Required fixes for HTML files. [Web page]. Retrieved from <https://www.hhs.gov/web/section-508/making-files-accessible/html-required/index.html>
- ◆ U.S. General Services Administration. (2018). Developing accessible web content [Web page]. Retrieved from <https://www.section508.gov/create/web-content>

Website Design and Optimization Resources

SCBC Resources

Guides

- ◆ [Child Care Consumer Education Website Type Decision Tool](#) (2020): If you are thinking about enhancing the structure of your child care consumer education website, identifying the type of website structure that best fits your jurisdiction’s needs, resources, and capacity can be a challenge. This tool is designed to simplify that process and help you choose the type of website that will best support your jurisdiction’s child care consumer education website content and features
- ◆ [Guide for Increasing Search Engine Optimization](#) (2019): This guide aims to help Child Care and Development Fund Administrators learn about how search engine optimization (SEO) helps increase the

visibility of their consumer education website and ensure that their audience can find it easily when using an online search engine.

- ◆ [Guide for Measuring Web Traffic and Engagement](#) (2019): This guide provides Child Care and Development Fund (CCDF) Administrators with an overview of digital analytics so that they may begin to understand how to use them to inform their website development and improvement planning and implementation processes. This knowledge will help also help CCDF Administrators discuss digital analytics with their information technology, web development, and digital communications teams.
- ◆ [Improving Consumer Education Websites with User Research](#) (2019): This guide summarizes key methods that are widely applied in user-experience research and design. It also highlights best practices and key considerations in conducting user research to help states and territories enhance their consumer education websites.

Webinars

- ◆ [Top 10 Actions to Improve Website Content and Design](#) (2019): Building on findings from intensive consumer education technical assistance work, and in partnership with the National Center on Parent, Family and Community Engagement, this webinar highlights best practices and state examples in which states and territories enhanced their consumer education websites to ensure that families can find the information they need.
- ◆ [“Top 10 Actions to Improve Website Content and Design: Questions and Answers”](#) (2019): This document provides written responses to questions posed after the *Top 10 Actions to Improve Website Content and Design* webinar.
- ◆ [Using Data to Inform Your Website](#) (2019): This webinar explores how to use tools such as Google Analytics to understand how consumers use your websites and social media platforms. Audience members learn how to interpret and act upon data to improve user experience. This session also explores search engine optimization techniques to help websites get recognized when families are searching for consumer education resources.
- ◆ [“Using Data to Inform Your Website: Questions and Answers”](#) (2019): This document provides written responses to questions posed after the *Using Data to Inform Your Website* webinar.

Content and Engagement Resources

SCBC Resources

Guides

- ◆ [Branding Your Consumer Education Website: A Guide for States and Territories](#) (2019): This guide offers best practices, tools, and examples to help states and territories develop a brand personality. This brand can extend beyond the consumer education website into other communication platforms, such as social media and print media.
- ◆ [Social Media Strategies to Support Consumer Education Websites](#) (2019): This guide can help states and territories create a successful social media presence by presenting best practices and resources for planning, maintaining, and assessing an effective social media strategy that will engage their audience and support the use and growth of their consumer education website.

Child Care Search Resource Suite

- ◆ [Best Practice Brief: Online Child Care Search Tools](#) (2020): This best practice brief aims to help CCDF Lead Agencies and partners consider program-level information and search tool features that may enhance the

child care search process for families to help them assess and choose child care that meets their specific needs.

- ◆ [Child Care Search Tool Assessment Checklist](#) (2020): This Child Care Search Tool Assessment Checklist is designed to help you identify opportunities to integrate best practices into your current child care search tool. Other resources from the State Capacity Building Center's Child Care Search Suite present best practices to inform child care search tool enhancements.
- ◆ ["Tip Sheet: How to Implement Search Tool Enhancements"](#) (2020): This tip sheet aims to help you think about how to implement enhancements to your child care search tool.
- ◆ [Best Practice Brief: Data Collection Considerations to Support an Enhanced Child Care Search](#) (2020): This best practice brief shares ways in which you can collect more detailed provider-level information as well as ways in which you can share provider availability information to support an enhanced child care search.
- ◆ ["Tip Sheet: Data Governance Makes It Possible"](#) (2020): This tip sheet explores how data collaboration with state partners can support and sustain child care search tool enhancements.

Emergency Preparedness, Response, and Recovery Content Resources

- ◆ [Responding to Disasters and Emergencies: Helpful Child Care Information to Share](#) (2020): During a disaster or emergency that has a widespread impact, it is critical to regularly communicate with families and providers to give them state- or territory-specific information about child care in ways that are easy to access and understand. This tip sheet provides resource topics and frequently asked questions (FAQs) that state and territory Child Care and Development Fund (CCDF) Administrators may consider when developing content and resources to post on their consumer education website in response to an emergency or disaster.
- ◆ [Recovering from Emergencies and Disasters: Helpful Child Care Information to Share](#) (2020): This tip sheet provides resource topics and frequently asked questions (FAQs) that state and territory Child Care and Development Fund (CCDF) Administrators may consider when developing content and resources to post on their consumer education website that address recovery to an emergency or disaster.
- ◆ ["Considerations for Emergency Child Care: Information and Tips for Families and Providers"](#) (2020): During a public health emergency, families' and providers' ability to successfully transition to emergency child care when necessary is crucial. This resource provides a list of tips and considerations for transitioning to using or providing emergency child care.
- ◆ ["Leveraging Child Care Consumer Education Websites during Emergencies and Disasters: Tips and Best Practices"](#) (2020): This tip sheet is designed to help states and territories leverage their child care consumer education websites to communicate critical information to families, providers, and the general public during times of emergencies and disasters.
- ◆ ["Leveraging Your Child Care Consumer Education Website During Emergencies and Disasters: An Assessment Tool"](#) (2020): The purpose of this resource is to help CCDF Lead Agencies (1) assess how well your agency used your consumer education website to communicate with stakeholders during an emergency, (2) identify successes and challenges to inform your ongoing consumer education efforts, and (3) develop an improvement plan to support planning and preparedness for the next emergency or disaster.

Webinars

- ◆ [Child Care Search Tool: Key Components of Your Consumer Education Website](#) (2020): This webinar describes different approaches to developing an effective child care search tool and identifies steps for researching, planning, and implementing a family-friendly tool, and introduces the Child Care Search Suite of materials to support this work.
- ◆ [Leveraging Child Care Consumer Education Websites During Emergencies and Disasters](#) (2020): During emergencies and disasters, families and child care providers need relevant and timely information. This webinar provides best practices and tips that CCDF Lead Agencies may use to better leverage their child care

consumer education website to communicate critical information to families, providers, and the general public during times of crisis.

- ◆ [*Child Care Consumer Education Website Communication Strategies*](#) (2020): The child care consumer education website can be a powerful tool to communicate with families, child care providers, and other stakeholders. This webinar explores ways CCDF Lead Agencies can leverage their consumer education website as a communication tool. This webinar explores how to develop communication plans, how to integrate social media in communication efforts, and how branding can help promote and strengthen awareness for the consumer education website.
- ◆ [*Don't Forget about School-Age Child Care in Your Consumer Education Website*](#) (2019): This webinar explores data and resources for supporting school-age child care and examines how to leverage the state consumer education website. Audience members learn about available resources and ways to collaborate with other systems to support school-age child care. This webinar also shares examples on how some states have used their consumer education websites to highlight school-age child care options.
- ◆ [*"Including School Age Features in Your Consumer Education Website: Questions and Answers"*](#) (2019): This document provides written responses to questions posed after the *Don't Forget About School-Age Child Care in Your Consumer Education Website* webinar.
- ◆ [*National Consumer Education Resources to Help States and Preschool Development Grant Grantees*](#) (2019): This webinar provided an overview of national resources to help states and territories provide relevant and timely consumer education information to families. Together with partners from the National Center on Parent, Family and Community Engagement and the National Center on Afterschool and Summer Enrichment, various resources, such as [Childcare.gov](#), [Consumer Education Websites: A Guide to Creating a Family-Friendly Experience](#), and the [School-Age Consumer Education Toolkit](#), were highlighted. Participants learned how to use these resources to enhance their consumer education efforts.
- ◆ [*"National Consumer Education Resources to Help States and Preschool Development Grant Grantees: Questions and Answers"*](#) (2019): This document provides written responses to questions posed after the *Consumer Education Resources to Help States and Preschool Development Grant Grantees* webinar.
- ◆ [*Using Social Media to Enhance Your Web Presence*](#) (2019): This session explores how to harness the power of social media to increase traffic to consumer education websites. Audience members learn tips and receive information about resources from social media experts on effectively using these tools in consumer education efforts.
- ◆ [*Understanding Your Consumer Education Brand*](#) (2019): This webinar addresses the importance of branding, particularly as it relates to consumer education websites. Audience members learn key aspects of branding and how it can improve the overall look and user experience of consumer education websites.
- ◆ [*"Using Social Media to Enhance Your Web Presence and Understanding Your Consumer Education Brand: Questions and Answers"*](#) (2019): This document provides written responses to questions posed after the *Understanding Your Consumer Education Brand* and *Using Social Media to Enhance Your Web Presence* webinars.

Data Governance Considerations

Guides

- ◆ [*"Tip Sheet: Data Governance Makes It Possible"*](#) (2020): This tip sheet explores how data collaboration with state partners can support and sustain child care search tool enhancements.

Webinars

- ◆ [*Data Integration and Data Governance Structures That Support Consumer Education Websites*](#) (2019): This webinar addressed concepts such as data privacy and security, collection and distribution, sharing and linking, and much more. Participants learned how their data can align with CCDF consumer education



requirements, provide valuable information to families, enhance their state’s knowledge of important data practices, and help them take the next step in their “data journey.”

- ◆ [“Data Integration and Data Governance Structures That Support Consumer Education Websites: Questions and Answers”](#) (2019): This document provides written responses to questions posed after the “Data Integration and Data Governance Structures That Support Consumer Education Websites” webinar.

Plain Language Resources

- ◆ Center for Plain Language. (n.d.). Five steps to plain language [Web page]. Retrieved from <https://centerforplainlanguage.org/learning-training/five-steps-plain-language/>
- ◆ Plain Language Action and Information Network, General Services Administration. (n.d.). Follow web standards [Web page]. Retrieved from <https://plainlanguage.gov/guidelines/web/>
- ◆ Plain Language Action and Information Network, General Services Administration. (n.d.). Federal plain language guidelines [Web page]. Retrieved from <https://plainlanguage.gov/guidelines/>

Other Resources

- ◆ National Center on Parent, Family and Community Engagement. (2019). Foundations for quality: A consumer education and engagement resource series [Web page]. Retrieved from <https://childcareta.acf.hhs.gov/resource/foundations-quality-consumer-education-and-engagement-resource-series>
- ◆ National Center on Afterschool and Summer Enrichment. (2018). School-age consumer education toolkit. Retrieved from <https://childcareta.acf.hhs.gov/sites/default/files/public/ncase-school-age-consumer-education-toolkit.pdf>

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