



State & Territory CCDF Administrators Meeting

July 30–August 1, 2019 • Hyatt Regency Crystal City • Arlington, Virginia

Using ChildCare.gov to Support Consumer Education and Engagement

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Summer Enrichment



Session Objectives

- ◆ Learn more about ChildCare.gov and what's next for this national consumer education website.
- ◆ Understand how families are using technology to find care.
- ◆ Discuss how to leverage ChildCare.gov to support your own state or territory consumer education website.
- ◆ Explore available resources to support the ongoing development of consumer education websites.



Agenda



- ◆ Introductions
- ◆ Panel discussion
- ◆ Participant question and answer

Panel Discussion



Families Are Looking Online for Useful, Credible Information

Results from a 2016 survey

- ◆ 82 percent of families use search engines or websites to find information about parenting and child care
- ◆ Only 47 percent rate the information they find as useful
- ◆ 58 percent say that the overwhelming amount of information available makes it hard to trust the quality of the information
- ◆ 54 percent say they want information from an “expert”

Source: Zero to Three. (2016). *Tuning in: National parent survey overview*. Washington, DC: Author.

Note: A nationally representative sample of 2,200 parents of children birth to 5 years was surveyed. The survey was made available in Spanish and English.

ChildCare.gov Performance

- ◆ **33,175 average monthly users**
- ◆ **34,697 average monthly visits**
- ◆ **Organic search (85% on average)** and **direct traffic (12% on average)** were the two dominant traffic sources
- ◆ Getting Help Paying for Child Care is the topic in which most users are interested
- ◆ On average, 68% of visits came from mobile devices and 32% from desktops

Recent Use

Month	Users
Nov. 2018	7,852
Dec. 2018	12,184
Jan. 2019	27,845
Feb. 2019	30,840
Mar. 2019	38,713
April 2019	45,123
May 2019	48,470

National Center on Parent, Family and Community Engagement (NCPFCE) Resources

- ◆ PFCE Framework for Early Childhood Systems Series
 - <https://childcareta.acf.hhs.gov/resource/parent-family-and-community-engagement-framework-early-childhood-systems-series>
- ◆ Foundations for Quality: A Consumer Education and Engagement Series
 - <https://childcareta.acf.hhs.gov/resource/foundations-quality-consumer-education-and-engagement-series>
- ◆ Implementing Child Care Resource and Referral Call Centers Series
 - <https://childcareta.acf.hhs.gov/resource/implementing-child-care-resource-and-referral-call-centers-series>

NCPFCE Resources: Coming Soon!

- ◆ Engaging All Families: Strategies for Outreach Series
 - Strategies for Outreach: Overview
 - Strategies for Outreach to Families Experiencing Homelessness
 - Strategies for Outreach to Families with Limited English Proficiency
 - Strategies for Outreach to Families Living in Remote or Rural Areas

- ◆ Promoting Consumer, Family, and Community Engagement: A Training Guide for Child Care Subsidy Staff



National Center on Afterschool and Summer Enrichment (NCASE) Resources

- ◆ School-Age Consumer Education Toolkit
<https://childcareta.acf.hhs.gov/resource/school-age-consumer-education-toolkit>
- ◆ Summer Learning and Enrichment: Tips for School-Age Care Providers
<https://childcareta.acf.hhs.gov/resource/summer-learning-and-enrichment-tips-school-age-care-providers>
- ◆ Summer Learning Fun: Tips for Parents and Caregivers
<https://childcareta.acf.hhs.gov/resource/summer-learning-fun-tips-parents-and-caregivers>
- ◆ School-Age Data Profiles <https://childcareta.acf.hhs.gov/school-age-profiles>

Child Care State Capacity Building Center (SCBC) Resources

- ◆ Consumer Education Resources
 - <https://childcareta.acf.hhs.gov/topics/consumer-education>
- ◆ Resources from the Consumer Education Hot Topic Webinar Series
 - <https://childcareta.acf.hhs.gov/consumer-education-webinar-series>
- ◆ Consumer Education Website Requirements Infographic
 - <https://childcareta.acf.hhs.gov/resource/ccdf-consumer-education-website-requirements-infographic>

To Request a Change on ChildCare.gov

- ◆ Email
ChildCare.gov@acf.hhs.gov

or

- ◆ Melanie Brizzi,
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Questions



For Additional Information

- ◆ SCBC: CapacityBuildingCenter@ecetta.info
- ◆ NCPFCE: PFCE@ecetta.info
- ◆ NCASE: ncase@ecetta.info



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Thank You



Early Childhood
National Centers