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State Capacity Building Center

# Leveraging Child Care Consumer Education Websites During Emergencies and Disasters

National Webinar  
August 27, 2020

# Introductions

- ◆ **Amy Page**, Child Care State Capacity Building Center
- ◆ **Mel Banks**, Child Care State Capacity Building Center
- ◆ **Josh Delung**, ICF Next – Government



# Poll 1

What is your position or role?



# Agenda and Objectives

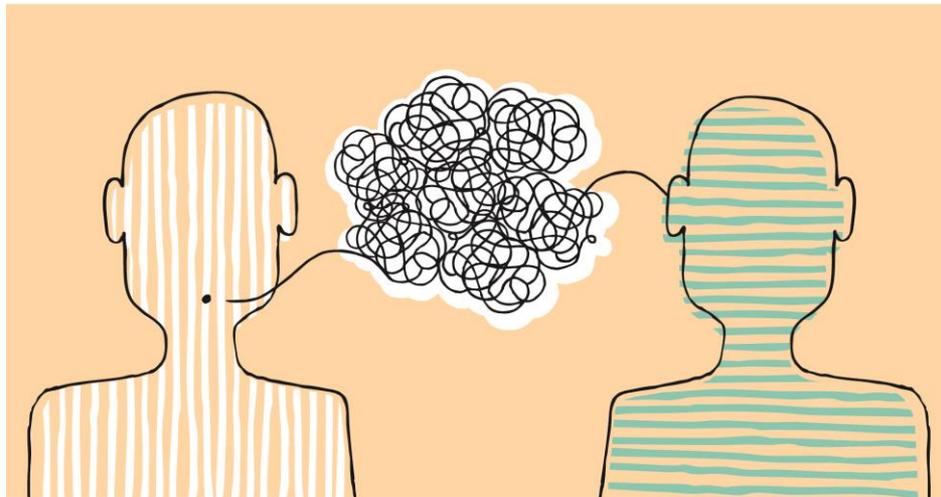
- ◆ Leveraging your consumer education website as a communication tool during all phases of an emergency or disaster
- ◆ Providing helpful emergency or disaster response and recovery child care information to families and providers
- ◆ Identifying resources to support communication with children and families
- ◆ Positioning your consumer education website to be the primary source for child care information in your state or territory

# Your Consumer Education Website is a Communications Tool



# When Communicating About Emergencies and Disasters

- ◆ Direct traffic to your consumer education website
- ◆ Link to reliable local, state, and national resources
- ◆ Use multiple channels of communication





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# Leveraging Your Consumer Education Website

# Resource: Spotlight on Emergency Preparedness, Response, and Recovery Content

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**Consumer Education Website Continuous Improvement Series**  
Spotlight on Emergency Preparedness, Response, and Recovery Content

**TIP SHEET**

## Leveraging Child Care Consumer Education Websites During Emergencies and Disasters

This tip sheet is designed to help states and territories leverage child care consumer education websites to communicate critical information to families, providers, and the general public during times of emergencies and disasters.

### Share Useful, Timely Content

**Focus on the needs of your audience. Post information that families and providers need or want most.**

- Develop and share relevant content. Listen to questions asked in community forums, received through your call center, and on social media. Develop content that addresses those concerns. Information changes rapidly and so must the content. For example, parents may have questions regarding whether their child care provider is open or they may have questions about the status of their child care subsidy. Providers may have questions regarding interim regulation changes that might impact their day-to-day operations and staffing. They may also have questions about how to document care being provided to families eligible for subsidy in order to get reimbursed.
- Get feedback: Consider working with a select group of stakeholders to identify what type of content may be useful to share. Validate that the content you prepare for posting is clear and understandable.

**Ensure users can immediately find critical information once they visit your website.**

- Use color, font, and placement to ensure vital information can be found easily on the page.
- Consider using banners or headers in a bold color to draw attention to critical information.
- Ensure users can access critical information easily from other pages within your site so that they see it even if they access a landing page versus the main home page.

**Format and write user-friendly content to ensure understanding.**

- Format content to facilitate understanding even if users only scan the page.
  - Use descriptive headers and titles.
  - Use a visual hierarchy to organize text. Ensure that information is organized in clear, precise categories.
- Make sure your content is user-friendly.
  - Use plain language. For example, avoid using complicated technical phrases, scientific or medical terms, acronyms, and jargon. Instead, use words that are short, simple, and commonly understood.
  - Provide clear and concise summaries for emergency orders and official memos.
  - Highlight key points in a manner that all user groups will understand.

1

Child Care State Capacity Building Center. (2019). Consumer education continuous quality improvement series [Web page]. Washington, DC: Office of Child Care. Retrieved from <https://childcareta.acf.hhs.gov/consumer-education-website-continuous-quality-improvement-series>

# Sharing Useful, Timely Content

- ◆ Focus on the needs of your audience.
- ◆ Ensure users can immediately find critical information.
- ◆ Format and write user-friendly content.
- ◆ Coordinate information to avoid confusion.
- ◆ Provide regular and consistent updates.

# Sharing Useful, Timely Content



Protecting Children, Strengthening Families, Building Communities

Report Child Abuse

Report Fraud



Select Language | Disclaimer

Start Typing to get Search Suggestions



Home

How do I... ▾

I Am ▾

Assistance Programs ▾

Child Care ▾

Protecting Children ▾

DCF Partners ▾

## COVID-19 Child Care Resources

COVID-19 Home

**COVID-19 Child Care Home**

For Essential Workers

For Providers

For Families

Available child care map

Educator availability survey

Information for Essential Workers



Information for Providers



Information for Families

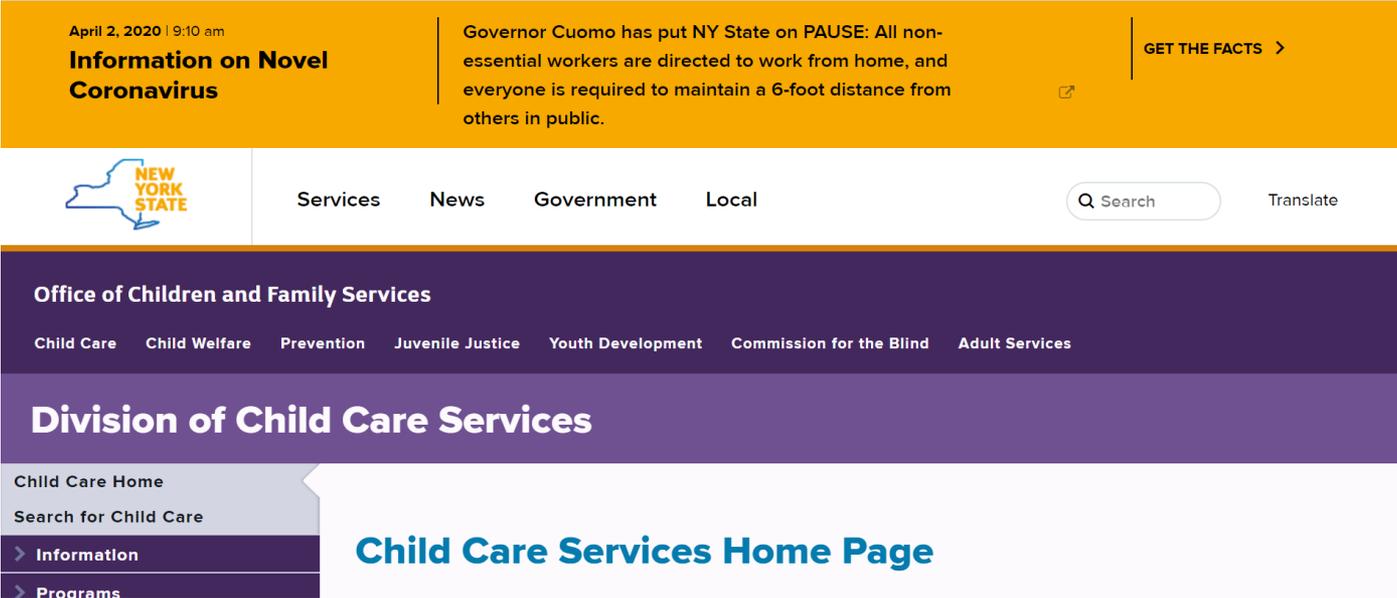


The Department of Children and Families (DCF) has compiled resources to help essential workers, providers, and families navigate the child care landscape during the COVID-19 crisis. While the state has aggressively mobilized to slow the spread of COVID-19 through the [Safer at Home order](#), many healthcare employees and essential workforce members still need child care to continue serving our communities in this time of need. [Learn more about DCF's efforts to date](#).

Wisconsin Department of Children and Families. (2020). COVID-19 child care resources [Web page]. Retrieved on April 7, 2020, from <https://dcf.wisconsin.gov/covid-19/childcare/>.

# Promote Your Resources

- ◆ Make sure your audience can find your website and resources.
- ◆ Use social media.



The screenshot shows a news banner at the top of the New York State website. The banner is orange and contains the following text: "April 2, 2020 | 9:10 am", "Information on Novel Coronavirus", "Governor Cuomo has put NY State on PAUSE: All non-essential workers are directed to work from home, and everyone is required to maintain a 6-foot distance from others in public.", and "GET THE FACTS >". A red arrow points to the "Information on Novel Coronavirus" link. Below the banner is the New York State logo and a navigation menu with links for "Services", "News", "Government", and "Local". A search bar and a "Translate" link are also visible. Below the navigation menu is a dark purple header for the "Office of Children and Family Services" with links for "Child Care", "Child Welfare", "Prevention", "Juvenile Justice", "Youth Development", "Commission for the Blind", and "Adult Services". Below this is a lighter purple header for the "Division of Child Care Services". A red arrow points to the "Child Care Home" link in the left-hand navigation menu. The main content area displays "Child Care Services Home Page".

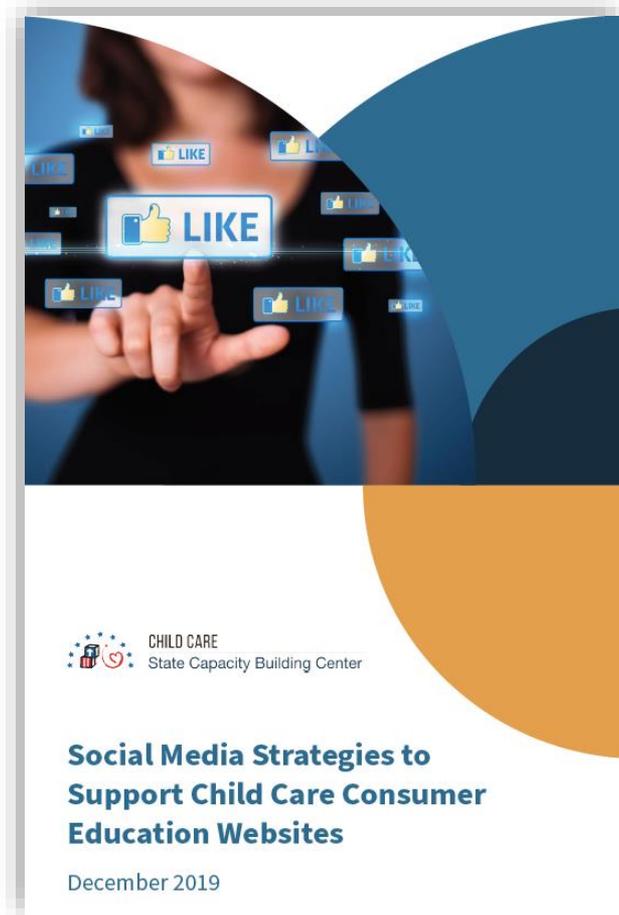
Division of Child Care Services, New York Office of Children and Family Services. (2020). Child care services home page [Web page]. Retrieved on April 2, 2020, from <https://ocfs.ny.gov/programs/childcare/#t1-Updates-and-Important-Announcements>

## Poll 2

How easily can users find your consumer education website through an online search?



# Resource: Promote Your Resources



Child Care State Capacity Building Center. (2019). Consumer education resource guides [Web page]. Washington, DC: Office of Child Care. Retrieved from <https://childcareta.acf.hhs.gov/consumer-education-resource-guides>

# Remember Accessibility

- ◆ Ensure that people can get information, regardless of their abilities.
- ◆ Provide translated information and resources.
- ◆ Use plain language.
- ◆ Format content and documents to support screen readers and keyboard-only navigation.
  - Use alternative text; Accessible Rich Internet Applications; headings; labels; and hierarchy.
- ◆ Avoid conveying information with images or color.
  - Use a 4.5:1 contrast ratio, at minimum.

# Poll 3

How recently do you conduct accessibility scans of your consumer education website?



# Resource: Remember Accessibility



Child Care State Capacity Building Center. (2019). Consumer education resource guides [Web page]. Washington, DC: Office of Child Care. Retrieved from <https://childcareta.acf.hhs.gov/consumer-education-resource-guides>



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# Communicating with Families

# ChildCare.gov

ChildCare.gov

[FIND CHILD CARE](#) [SEE YOUR STATE'S RESOURCES](#) [LEARN MORE](#) [LANGUAGES](#)

**⚠️ REVIEW THE STATE-BASED COVID-19 CHILD CARE INFORMATION**

## Find Child Care

Looking for child care in your state?  
**SELECT YOUR STATE TO BEGIN**

Select a State

This site links to state child care search websites.

Office of Child Care, Administration for Children and Families, U.S. Department of Health and Human Services. (n.d.). ChildCare.gov [Website]. Retrieved from <https://childcare.gov/>

# ChildCare.gov

The screenshot shows the ChildCare.gov website interface. At the top left is the ChildCare.gov logo. To the right are navigation links: "FIND CHILD CARE", "SEE YOUR STATE'S RESOURCES", and "LEARN MORE". Further right is a "LANGUAGES" dropdown menu with a globe icon. A yellow banner across the top contains a warning icon and the text "REVIEW THE STATE-BASED COVID-19 CHILD CARE INFORMATION". Below this is the main heading "COVID-19 Resources and Information". The main content area includes a paragraph explaining that ChildCare.gov provides direct links to state and territory information. It then lists "National COVID-19 Resources" with four hyperlinks: "Federal Response to COVID-19", "CDC: Coronavirus (COVID-19)", "CDC: Guidance for Schools and Childcare Programs: Before and During an Outbreak", and "CDC COVID-19 Resources for Families: Daily Life and Coping". Below this is a section for "State and Territory Resources" with a paragraph explaining that states and territories have developed child care-specific COVID-19 guidance.

ChildCare.gov provides direct links to Novel Coronavirus (COVID-19) information provided by each state and territory to help families and child care providers stay informed during this fast-moving and developing situation.

**National COVID-19 Resources**

- [Federal Response to COVID-19](#)
- [CDC: Coronavirus \(COVID-19\)](#)
- [CDC: Guidance for Schools and Childcare Programs: Before and During an Outbreak](#)
- [CDC COVID-19 Resources for Families: Daily Life and Coping](#)

**State and Territory Resources**

States and territories have developed child care-specific COVID-19 guidance to share with their child care programs and families. We have included these links below, as well as links to other helpful COVID-19 information.

Office of Child Care, Administration for Children and Families, U.S. Department of Health and Human Services. (n.d.). ChildCare.gov [Website]. Retrieved from <https://childcare.gov/>

# ChildCare.gov

The screenshot shows the ChildCare.gov website interface. At the top, there is a navigation bar with the ChildCare.gov logo, and links for "FIND CHILD CARE", "SEE YOUR STATE'S RESOURCES", "LEARN MORE", and "LANGUAGES". A yellow banner below the navigation bar contains a warning icon and the text "REVIEW THE STATE-BASED COVID-19 CHILD CARE INFORMATION". The main heading is "Wisconsin: Understanding and Finding Child Care".

On the left side, there is a "Find Child Care Now in Wisconsin" button with an external link icon. Below it is a vertical menu with the following items: "Understanding and Finding Child Care" (highlighted), "Financial Assistance For Families", "Health & Social Services", and "Child Development & Early Learning".

The main content area is titled "Get Child Care Resources for Another State:" and includes a text box: "Find your state's resources for child care, financial assistance, health and social services and more." Below this is a dropdown menu with "Wisconsin" selected and a "SUBMIT" button.

The main content area is divided into several sections, each with a title and a list of links:

- Understanding and Finding Child Care**: "This section identifies resources at the state and local level, and the links will take you to websites outside of ChildCare.gov."
- Child Care Search**: [Wisconsin Child Care Search](#)
- Choosing Quality Care for Your Children**: [Wisconsin Consumer Education Website](#), [Quality Rating and Improvement System \(QRIS\)](#), [Child Care Resource and Referral Agency](#)
- Child Care Licensing**: [Wisconsin Child Care Licensing Information](#), [Emergency Preparedness and Response in Child Care](#)
- Inspection Reports**: [Wisconsin Child Care Search \(Inspection Reports Available in Search Results\)](#)
- Child Care Regulations**: [Wisconsin Child Care Licensing Regulations](#), [Child Care Regulation Brochures](#)
- Criminal Background Checks**: [Wisconsin Background Check Requirements](#)
- Afterschool Association**: [Wisconsin Afterschool Network](#)

Office of Child Care, Administration for Children and Families, U.S. Department of Health and Human Services. (n.d.). ChildCare.gov [Website]. Retrieved from <https://childcare.gov/>

# Recommended Resources for Families

Ensure families can access child care during emergencies. Some options for connecting families to child care may include:

- ◆ Adapt current search tool to reflect temporary closures
- ◆ Publish a list or map of emergency child care providers
- ◆ Provide tip sheets on how to navigate subsidy requirements, such as information on eligibility, how to apply, and redetermination processes for current recipients.

# Recommended Resources for Families

Provide age-appropriate emergency or disaster response resources for families to use with their children.

The screenshot shows the top navigation bar of the HEAD START | ECLKC website. It includes the U.S. Department of Health & Human Services and Administration for Children & Families logos, along with contact information (1-866-763-6481) and a Spanish language option. The main header features the HEAD START | ECLKC logo and navigation links for 'About', 'Topics', and 'Policy & Regulations'. A red banner highlights 'View the Latest Coronavirus Disease 2019 (COVID-19) Updates from the Office of Head Start »'. Below this is a search bar with the placeholder text 'Search this Website' and a 'Search' button. The page content includes a 'Home' link, 'Share' and 'Print' icons, and the main heading 'Children's Responses to Crises and Tragic Events'. A paragraph of text explains that infants, toddlers, preschoolers, and young children may show behavioral changes after a crisis. A 'Download the PDF' button (PDF, 124KB) is provided. At the bottom, there is a partial image of children and a 'Give us feedback' button.

Administration for Children and Families. (2020). Children's response to crises and tragic events 2018 [Web page]. Retrieved from <https://eclkc.ohs.acf.hhs.gov/publication/childrens-responses-crises-tragic-events>

# Using Frequently Asked Questions to Inform Families and Providers

FAQs posted on your consumer education website can:

- ◆ address urgent questions from key stakeholders in a timely and well organized manner.
- ◆ address questions in one place.
- ◆ build trust with stakeholders by sharing current information.
- ◆ connect stakeholders directly to the information they need when they need it.

# FAQs from Families

Here are some frequently asked questions (FAQs) about the status of program operations and finding care:

- ◆ How do I know if my child care center is open or closed?
- ◆ How do I find new care if my regular provider remains closed and I have to return to work?
- ◆ Are school-age child care services available if schools remain closed?

# FAQs from Families

Here are some FAQs about safety and precautions:

- ◆ What precautions should I take when my child returns to care?
- ◆ How can I ensure that my child care provider is following proper health and safety precautions?
- ◆ What enhanced health and safety precautions are child care providers required to adopt?

# FAQs from Families

Here are some FAQs about payment and subsidies:

- ◆ My state temporarily expanded subsidy eligibility and changed parent co-payment requirements in response to the emergency or disaster. How long will those changes be in effect? How will I know when they are ending?
- ◆ If I am still paying my regular provider but also need emergency care, can subsidy cover both payments?



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# Communicating with Providers

# Recommended Resources for Providers

Share recommendations for screening and prevention from trusted sources.

The screenshot shows the CDC website interface. At the top left is the CDC logo with the text 'Centers for Disease Control and Prevention' and 'CDC 24/7: Saving Lives, Protecting People™'. To the right is a search bar with a magnifying glass icon and a link to 'A-Z Index'. Below the search bar is a link for 'Advanced Search' with a gear icon. The main content area has a purple header with the text 'Caring for Children in a Disaster'. Below this is a breadcrumb trail: 'CDC > Caring for Children in a Disaster > Tools and Resources'. To the right of the breadcrumb are social media icons for Facebook, Twitter, LinkedIn, Email, and RSS. On the left side of the main content area is a navigation menu with a home icon and the following items: 'Caring for Children in a Disaster', 'How Children are Different', 'Why CDC Makes It a Priority', 'Helping Children Cope', and 'Children with Special Healthcare Needs'. The main content area features a large heading 'Children In Disasters: Teachers and Childcare'. Below this heading is a paragraph: 'Emergencies and disasters can happen during the school day. Taking steps now can help protect the students in your care.' Below this paragraph is another heading 'Planning and Preparing for Emergencies' followed by the text 'Learn more about steps that can keep your schools safer.' A bulleted list contains one item: 'Tools and trainings from [Readiness and Emergency Management for Schools Technical Assistance Center](#)'. To the right of the text is a photograph of a young child playing with colorful toy cars on a table.

Centers for Disease Control and Prevention. (2020). Children in disasters: teachers and child care [Web page]. Retrieved from <https://www.cdc.gov/childrenindisasters/schools.html>

# FAQs from Providers

Here are some FAQs about policy changes:

- ◆ How will providers be informed about evolving guidance and policy changes during the recovery period?
- ◆ Are there any benefits or supports available to open new child care centers or expand services?
- ◆ Will providers be allowed to charge the state based on enrollment, rather than attendance, during this time (if applicable to your state)?

# FAQs from Providers

Here are some FAQs about payment and subsidy:

- ◆ Are there any state reimbursements through the subsidy program for financial losses during this period?
- ◆ What is the cutoff date for submitting invoices for emergency subsidy payments?
- ◆ How will the Lead Agency manage the phase out of temporary subsidy expansion or changes?

# FAQs from Providers

Here are some FAQs about operations:

- ◆ If I am open to serve children of emergency and essential staff, am I also permitted to serve children of nonessential staff?
- ◆ Can in-home or family, friend, and neighbor providers continue to provide care if licensed centers are closed?
- ◆ Is there a process for emergency child care providers to apply for regular licensure?

# FAQs from Providers

Here are some FAQs about safety and prevention:

- ◆ How can providers ensure children's safety after returning to regular operations?
- ◆ How can providers ensure staff members' safety after returning to regular operations?
- ◆ How should providers keep families informed about proper health and safety measures?

# Poll 4

Did you post FAQs on your consumer education website in response to your last emergency?





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# Tips and Additional Resources

# Tips to Remember:

- ◆ Direct traffic to your Consumer Education Website
- ◆ Link to reliable local, state, and national resources
- ◆ Use multiple channels of communication



# Consumer Education Resources

- ◆ Office of Child Care. (n.d.). *Consumer education resources*. U.S. Department of Health and Human Services, Administration for Children and Families. <https://childcareta.acf.hhs.gov/topics/consumer-education>
- ◆ Office of Child Care. (n.d.). *Early childhood training and technical assistance system*. U.S. Department of Health and Human Services, Administration for Children and Families. <https://childcareta.acf.hhs.gov/>

# SCBC Consumer Education Website Guides

These resources were created by the Child Care State Capacity Building Center's Intensive Technical Assistance team to guide CCDF Lead Agencies through the process of building and maintaining consumer education websites.

- ***Designing Websites that Are Accessible for All Families*** (2019),  
<https://childcareta.acf.hhs.gov/resource/designing-websites-are-accessible-all-families>
- ***Guide for Increasing Search Engine Optimization*** (2019),  
<https://childcareta.acf.hhs.gov/resource/guide-increasing-search-engine-optimization>
- ***Guide for Measuring Web Traffic and Engagement*** (2019),  
<https://childcareta.acf.hhs.gov/resource/guide-measuring-web-traffic-and-engagement>
- ***Improving Consumer Education Websites with User Research*** (2019),  
<https://childcareta.acf.hhs.gov/resource/improving-consumer-education-websites-user-research>
- ***Social Media Strategies to Support Consumer Education Websites*** (2019)  
<https://childcareta.acf.hhs.gov/resource/social-media-strategies-support-consumer-education-websites>
- ***Branding Your Consumer Education Website: A Guide for States and Territories*** (2019)  
<https://childcareta.acf.hhs.gov/resource/branding-your-consumer-education-website-guide-states-and-territories>

# SCBC Consumer Education Webinar Series

Child Care State Capacity Building Center. (2019). *Consumer education webinar series*. U.S. Department of Health and Human Services, Administration for Children and Families, Office of Child Care. <https://childcareta.acf.hhs.gov/consumer-education-webinar-series>

- ◆ ***Posting Serious Incident Data and Child Care Inspection Reports***
- ◆ ***Making Your Website Accessible to All Families***
- ◆ ***Data Integration and Data Governance Structures That Support Consumer Education Websites***
- ◆ ***Using Data to Inform Your Website***
- ◆ ***Top 10 Actions to Improve Website Content and Design***
- ◆ ***Don't Forget About School-Age Care in Your Consumer Education Website***
- ◆ ***Using Social Media to Enhance Your Web Presence***
- ◆ ***Understanding Your Consumer Education Brand***

# Current Webinar Series

Child Care State Capacity Building Center. (2019). Consumer education continuous quality improvement series [Web page]. Washington, DC: Office of Child Care. Retrieved from <https://childcareta.acf.hhs.gov/consumer-education-website-continuous-quality-improvement-series>

- ◆ **Child Care Search Tool: Key Components of Your Consumer Education Website**
  - Recorded on August 13<sup>th</sup>, 2020
  
- ◆ **Leveraging Child Care Consumer Education Websites During Emergencies and Disasters**
  - Recorded on August 27<sup>th</sup>, 2020
  
- ◆ **Child Care Consumer Education Website Communication Strategies**
  - **Thursday, September 17<sup>th</sup> – 12:00 pm ET**

# Poll 5

How much did your understanding about this topic improve as a result of this webinar?



# Poll 6

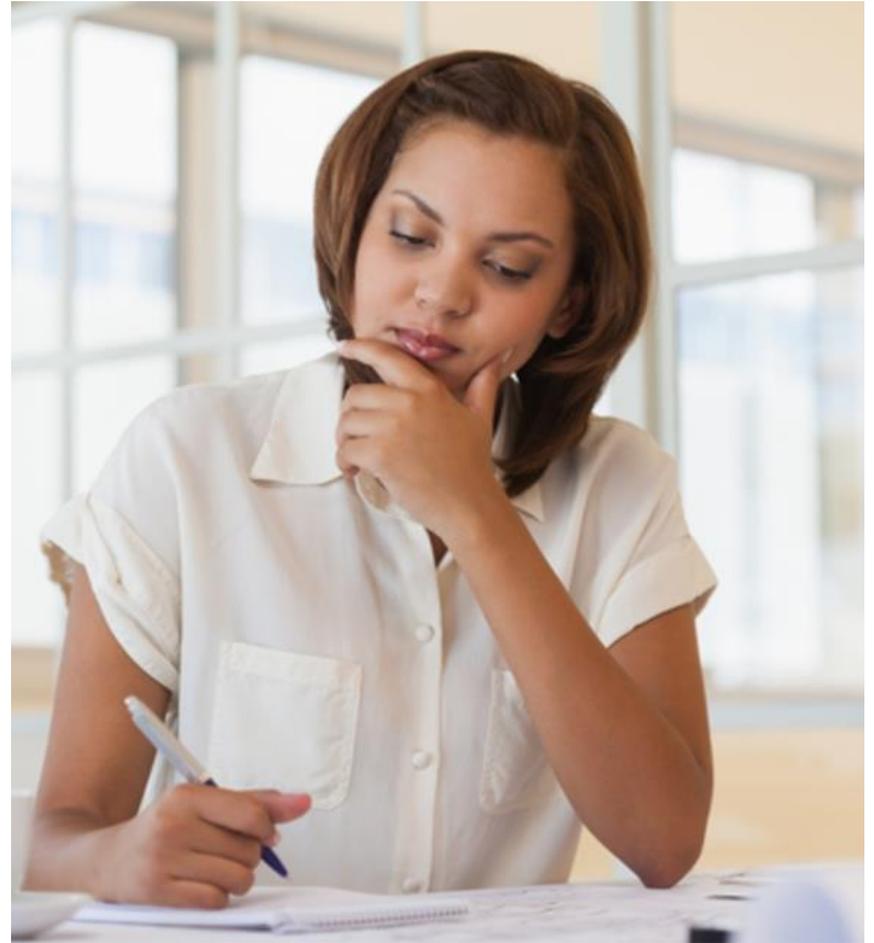
How likely are you to use these strategies in the future for your work with consumer education websites?



# Poll 7

Are there other webinar topics that would be useful to you?

Please respond in the chat.



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