



CHILD CARE

State Capacity Building Center

Child Care Consumer Education Website Communication Strategies

National Webinar

September 17, 2020

Introductions

- ◆ **Mel Banks**, Child Care State Capacity Building Center (SCBC), Early Childhood Systems Consultant
- ◆ **Brian Cockman**, ICF Next Government, Senior Communications Advisor
- ◆ **Jeff Gibbons**, ICF Next Government, Media Relations and Crisis Communications Specialist
- ◆ **Elizabeth Jessup**, ICF Next Government, Social Media Specialist
- ◆ **Darren Goldberg**, ICF Next Government, Digital Performance and Optimization Lead



Poll 1

What is your position or role?



Our Presentation Today



Topics for Today

- ◆ Discuss foundational elements of a successful communications plan to ultimately promote your consumer education website.
- ◆ Discuss crisis communications and how your website can be used during an emergency (for example, during the coronavirus disease 2019 [COVID-19] pandemic).
- ◆ Learn how to leverage social media as a communication tool in partnership with your consumer education website.
- ◆ Explore how data analytics can help you optimize your website and communications plan.



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Developing Effective Communications

Brian Cockman

4 Steps to Success

Conduct	Conduct formative research (for example, environmental scan, literature review, informal or formal interviews, message testing).
Connect	Connect your consumer education website promotion goals and objectives to your department's strategic priorities.
Develop	Develop a messaging bank with "plain language" central points, main points, and takeaway points.
Create	Create a strategic communications plan for your website or initiative with actionable, measurable strategies and tactics.

Plain Language

◆ What is plain language?

- Plain language (also called plain writing or plain English) is communication your audience can understand the first time they read or hear it.

◆ What does it mean regarding website content?

- Plain language helps users do the following:
 - Find what they need
 - Understand what they find
 - Use what they find to meet their needs

◆ Where to get help?

- www.plainlanguage.gov
- www.cdc.gov/healthliteracy/developmaterials/plainlanguage.html
- <https://publichealthcollaborative.org/>

Plain Language Checklist

- ✓ Use active verbs.

“a multisectoral approach is necessary” ➡ “different organizations need to work together”

- ✓ Include familiar phrases.

“child care subsidies” ➡ “child care financial assistance”

Source: Public Health Reaching Across Sectors (PHRASES). (2020). *Motivating the public to support public health: A toolkit for communicating with non-experts*. de Beaumont Foundation, the Aspen Institute, and Hattaway Communications, Inc. https://www.phrases.org/wp-content/uploads/2020/07/Public-Health-Communications-Toolkit-Final_.pdf

Plain Language Checklist

✓ Use simple but descriptive words.

“mandate use of developmentally appropriate activities to support early learning” ➡ “make sure program activities help children learn and grow”

✓ Include repeatable sayings.

“high quality child care is associated with positive child outcomes” ➡ “quality child care matters”

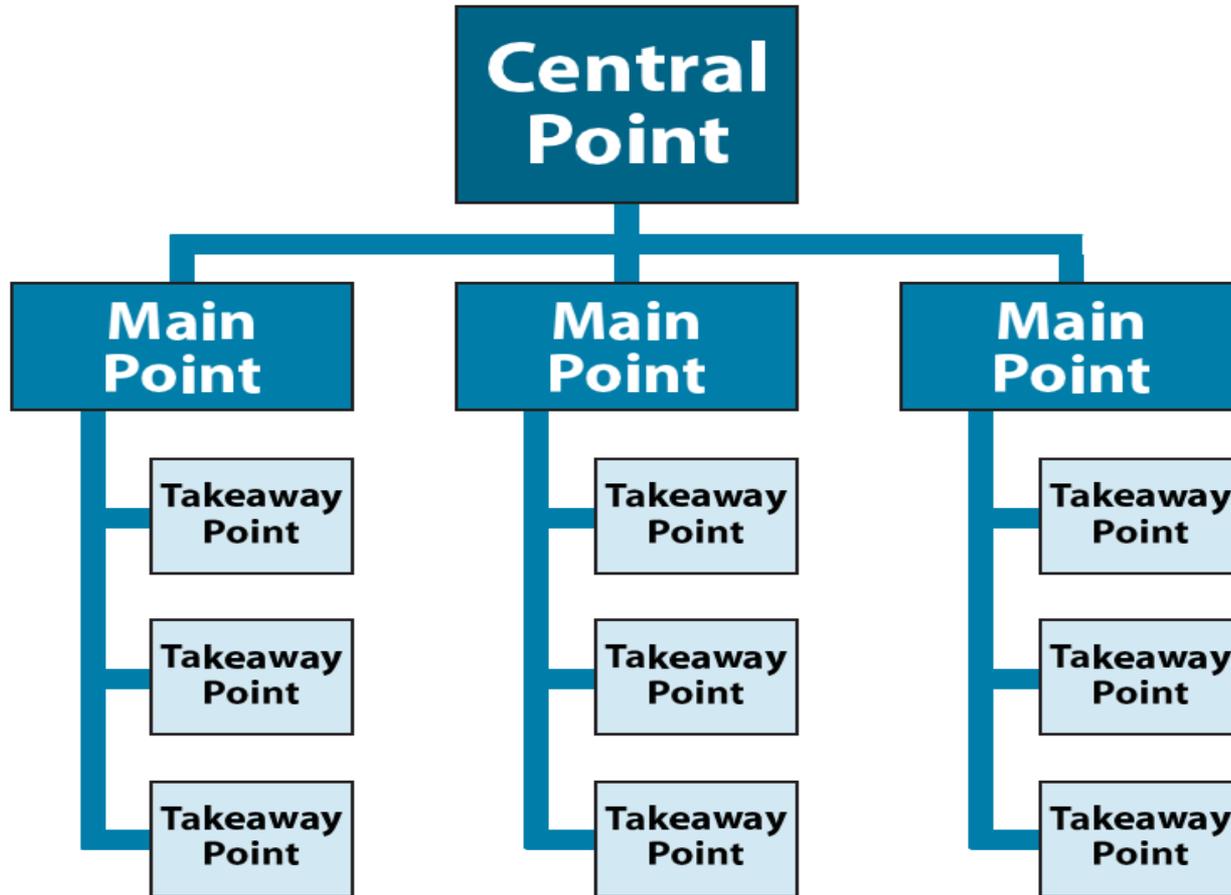
Source: Public Health Reaching Across Sectors (PHRASES). (2020). *Motivating the public to support public health: A toolkit for communicating with non-experts*. de Beaumont Foundation, the Aspen Institute, and Hattaway Communications, Inc. https://www.phrases.org/wp-content/uploads/2020/07/Public-Health-Communications-Toolkit-Final_.pdf

Use Words Wisely

- ◆ Create an emotional reaction
- ◆ Use language that is familiar and easily understood
- ◆ Generate mental images
- ◆ Use memorable phrases

Source: Public Health Reaching Across Sectors (PHRASES). (2020). *Motivating the public to support public health: A toolkit for communicating with non-experts*. de Beaumont Foundation, the Aspen Institute, and Hattaway Communications, Inc. https://www.phrases.org/wp-content/uploads/2020/07/Public-Health-Communications-Toolkit-Final_.pdf

Message Bank Framework



Message Bank Example (Word)

NLM Enterprise Messages

Core Message 1: The National Library of Medicine (NLM), one of the 27 institutes of the National Institutes of Health (NIH), is the world's largest biomedical library that leads research in biomedical informatics and translational, data, and open science.

- **Key Message:** NLM's research and information services advance digitization in biomedicine to support scientific discovery and health care.
 - **Supporting Point:** PubMed is the most heavily used biomedical literature citation database in the world – containing more than 30 million references, with over 1.2 million citations being added each year. More than 2.3 million people conduct about 2.5 million searches on PubMed each day.
 - **Supporting Point:** NLM uses cutting-edge artificial intelligence (AI) technology to improve PubMed's search functionalities. Using the Best Match Algorithm, which sorts PubMed results by relevance based on learning from past user responses, NLM has improved click-through and overall usage rates of the database – suggesting that the AI technology has made it easier for users to find the information that they need. In addition, AI technology is being used to link citations to relevant supplementary material related to the article, like datasets, images, and multimedia files, which helps PubMed find even more relevant information for its users.
 - **Supporting Point:** ClinicalTrials.gov is the world's largest public database of clinical studies. By the end of FY 2019, the database contained information on more than 318,000 registered studies.
 - **Supporting Point:** GenBank is the world's largest genetic sequence data repository. It contains more than 1.65 billion sequences and over 6.26 trillion base pairs. The database is used by about 60,000 people every day.
 - **Supporting Point:** Each day, more than 6 million people use NLM websites and download 115 terabytes of data.

Source: Excerpt from NLM Messaging Bank, which ICF Next developed in 2020.

Message Bank Example (Excel)

	Strategic Goal 1- Accelerate discovery and advance health through data-driven research	Strategic Goal 2- Reach more people in more ways through enhanced dissemination and engagement	Strategic Goal 3- Build a workforce for data-driven research and health
NLM Enterprise Messages			
Core Message 1: The National Library of Medicine (NLM), one of the 27 institutes of the National Institutes of Health (NIH), is the world's largest biomedical library that leads research in biomedical informatics and translational, data, and open science.	X	X	X
Key Message: NLM's research and information services advance digitization in biomedicine to support scientific discovery and health care.	X		
Supporting Point: PubMed is the most heavily used biomedical literature citation database in the world – containing more the 30 million references, with over 1.2 million citations being added each year. More than 2.3 million people conduct about 2.5 million searches on PubMed each day.	X		
Supporting Point: NLM uses cutting-edge artificial intelligence (AI) technology to improve PubMed's search functionalities. Using the Best Match Algorithm, which sorts PubMed results by relevance based on learning from past user responses, NLM has improved click-through and overall usage rates of the database – suggesting that the AI technology has made it easier for users to find the information that they need. In addition, AI technology is being used to link citations to relevant supplementary material related to the article, like datasets, images, and multimedia files, which helps PubMed find even more relevant information for its users.	X		
Supporting Point: ClinicalTrials.gov is the world's largest public database of clinical studies. By the end of FY 2019, the database contained information on more than 318,000 registered studies	X		
Supporting Point: GenBank is the world's largest genetic sequence data repository. It contains more than 1.65 billion sequences and over 6.26 trillion base pairs. The database is used by about 60,000 people every day.	X	X	
Supporting Point: Each day, more than 6 million people use NLM websites and download 115 terabytes of data.	X	X	

Source: Excerpt from NLM Messaging Bank, which ICF Next developed in 2020.

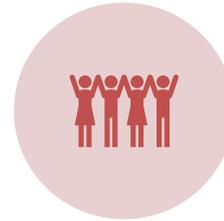
Components of Communications Plan



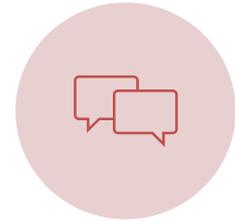
BACKGROUND



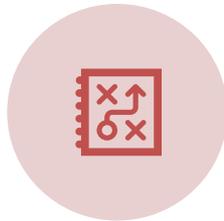
**GOALS AND
OBJECTIVES**



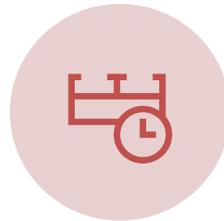
**TARGET
AUDIENCES**



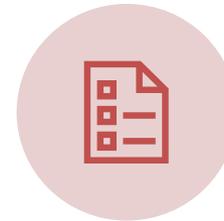
**KEY
MESSAGES**



**STRATEGIES
AND TACTICS**



TIMELINE



EVALUATION

Sample Strategies and Tactics

- ◆ Targeted outreach
 - Partnership development
 - Resource promotion or development
 - Paid social media campaigns
- ◆ Stakeholder engagement
 - Thought leadership
 - Co-branded opportunities
- ◆ Digital content strategy



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Crisis Communications

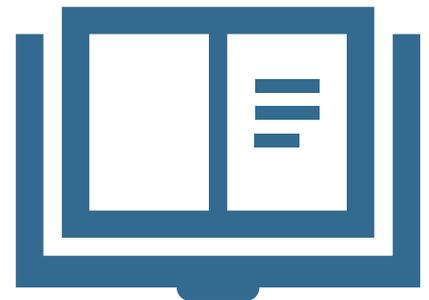
Jeff Gibbons

What Is Crisis Communication?

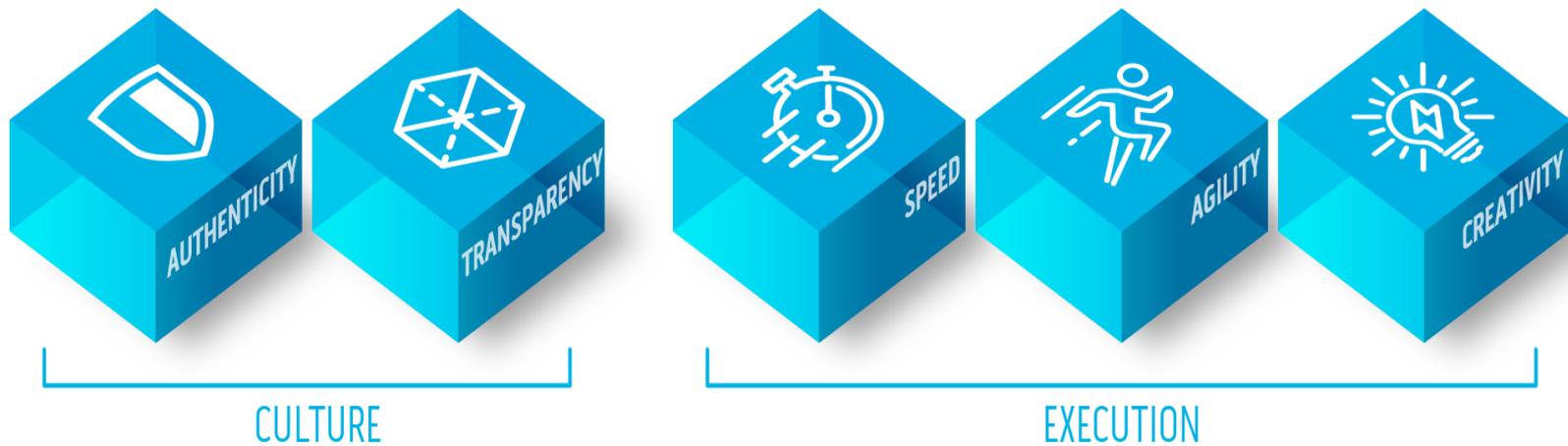
- ◆ A crisis often happens suddenly and unexpectedly and demands a quick response. If mismanaged, it can result in decreased trust in your agency, job loss, decreased morale, reputation damage, and increased stakeholder confusion.
- ◆ Effective crisis communication aims to support the needs of stakeholders and also protect the reputation and public image of the agency.
- ◆ While it is not possible to plan for every event, a well-managed crisis communication plan can help preserve your agency or organization's brand, reputation, and credibility by providing critical support for your stakeholders during a time of crisis.

What Is Crisis Communication?

- ◆ A crisis plan is not meant to sit on a shelf and collect dust. Once created, the crisis plan should continually be reviewed and updated. As new issues unfold, case studies can be developed and included in the crisis plan to help guide future decisions.
- ◆ Some agencies and organizations are moving their plans onto digital platforms in order to effectively manage an issue or situation remotely.



5 Principles to Crisis Management



Crisis Communications Planning

A crisis communication plan can be broken down into six elements:

- 1. Detailed plan:** This plan outlines and explains how your organization will respond, communicate, and manage the crisis.
- 2. Crisis communication team:** This team is responsible for collecting information, creating and disseminating key messages, and working with the media.
- 3. Key messages and holding statements:** These consider all possible crises your organization could face and the key messages and statements to be used in response.

Source: Six Elements of a Crisis Communication Plan. Cassling (2020) <https://www.cassling.com/knowledge-center/six-elements-of-a-crisis-communication-plan>

Crisis Communications Planning

Remaining elements:

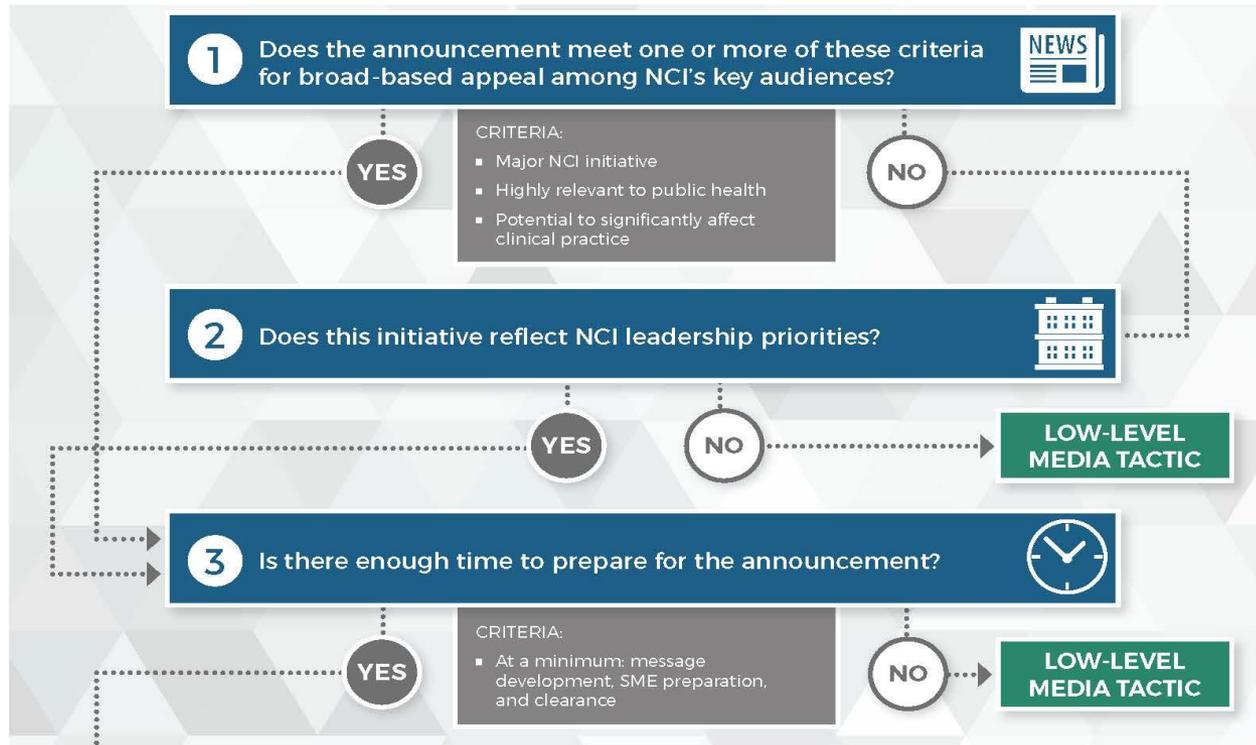
- 4. Internal communications procedures:** These determine how leadership will be consulted and make decisions and how employees will receive key messages.
- 5. Contacts and media list:** These are valuable sources since during a crisis you will not have time to go searching for phone numbers.
- 6. Appendices:** These includes guidelines, checklists, and forms that support and facilitate crisis communication.

Source: Six Elements of a Crisis Communication Plan. Cassling (2020) <https://www.cassling.com/knowledge-center/six-elements-of-a-crisis-communication-plan>

Decision Tree

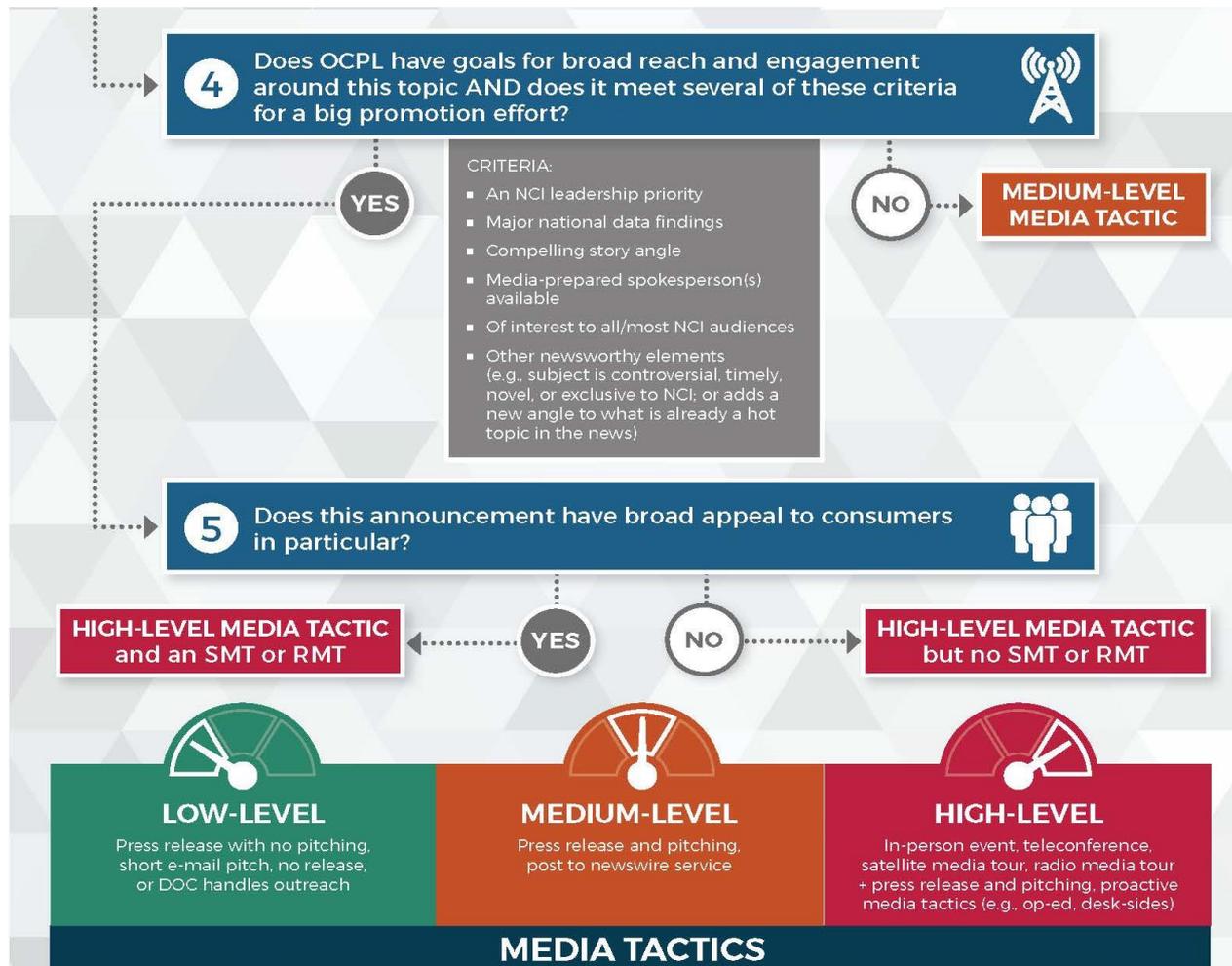
MEDIA RELATIONS DECISION TREE

A starting point for determining media strategy for an NCI announcement



Source: NIH/NCI Media Relations Decision Tree, which ICF Next developed in 2020.

Decision Tree



Source: NIH/NCI Media Relations Decision Tree, which ICF Next developed in 2020.

Seven Steps for Crisis Management

1. Verify the issue or crisis situation
2. Clarify notification and assignments
3. Assess the communication crisis level
4. Use a communication management process
5. Develop messages
6. Ensure timely approval and message releases
7. Monitor and mitigate

Using your Website During a Crisis

- ◆ Websites are a go-to source for information in times of crisis—not only for the media, but also for families, providers, stakeholders, and the community at large.
- ◆ Your consumer education website should be updated quickly, serve as a source of truth, and be a forum to share the steps that need to be taken to address or correct the situation.
- ◆ Work with your organization's information technology department to help ensure that the appropriate crisis communication team member(s) can access and update the website from locations outside your building.

Ways to Leverage Your Website During a Crisis

- ◆ Display an alert bar
- ◆ Add a homepage announcement
- ◆ Make blog post statements
- ◆ Run a pop-up window
- ◆ Update your press room and media kit
- ◆ Publish a resource landing page



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Social Media

Elizabeth Jessup

Why Use Social Media?

- ◆ Americans are spending more time on social media than ever before.
- ◆ A majority of U.S. consumers report that social media influences their spending decisions.
- ◆ Social media allows you to reach your target audience where they already are.
- ◆ After search engines, social media is the largest driver of website referrals.

Platform Overview



Facebook

- Largest and most diverse potential audience
- Most used for staying connected to friends and family



Twitter

- Fast paced and time sensitive
- Home to many informal communities
- Highly responsive and reactive



Instagram

- Photo- and video-sharing platform
- Younger audience
- Influencers are prevalent
- Owned by Facebook



LinkedIn

- Professionally focused
- Primarily used for networking, recruitment, and thought leadership

Quick Tips for Effective Social Content

- ◆ **Engage** with other users and your audience.
- ◆ **Post regularly** and avoid long periods of inactivity.
- ◆ Use **plain language** and a friendly tone.
- ◆ Include a **clear, direct call to action**.
- ◆ Use trending **hashtags** and campaign-specific hashtags to boost reach and improve brand awareness.
- ◆ Include **visuals** and **links** whenever possible.
- ◆ **Monitor** account performance and use analytics to **optimize tactics**.

Partnerships on Social Media

- ◆ Interacting with other social media users is essential for maximizing your reach and growing your audience.
- ◆ Consider the following criteria when selecting partners:
 - **Existing social media footprint:** Do they post regularly? Do they have a large, engaged follower base?
 - **Credibility:** Are they verified? Can you confirm their legitimacy? Are their posts factually accurate?
 - **Content alignment:** Do their posts align with your values, audience, and objectives?

Partnership Activities

◆ Low effort

- Tagging an account in a social media post
- Engaging with posts from other accounts (for example, retweeting, sharing, liking, or commenting)

◆ Medium effort

- Participating in a Twitter chat
- Posting content from a partner toolkit

◆ Higher effort

- Creating a partner toolkit
- Organizing a Twitter chat

Partner Toolkits

- ◆ Create a partner toolkit so partners can share key content that is consistent and accurate.
 - Useful for social media campaigns and important observances
- ◆ Partner toolkits provide everything a partner would need to promote content.
 - Post content
 - Accompanying graphics (static image, video, GIF)
 - Recommendations of when to publish
 - Mock-up of published content

Crisis Communications on Social Media

- ◆ Create a crisis communications plan for social media before you need it.
- ◆ Include the following:
 - Guidelines for pausing and resuming social media activities, including recalling scheduled posts
 - The chain-of-command—who will be responsible for determining when to activate the crisis communications plan and who will execute the various parts of the plan
 - Canned messages for use during anticipated crises
 - Guidelines for amplifying content from other accounts during a crisis

Crisis Communications on Social Media

- ◆ Use social media to support broader crisis communications plan.
 - Promote links to relevant web resources.
 - Add a “pinned” Tweet or Facebook post with any key information related to the crisis.
 - Use social media to disseminate and highlight the most up-to-date information available.
 - Maintain engagement with audiences on social media to ensure you are supporting them as effectively as possible
 - Monitor your direct messages, respond to comments requesting information, etc.



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Website Analytics

Darren Goldberg

Analytics Today

- ◆ Data are more important than ever for making smart program decisions and recommendations.
- ◆ There are so many data points from multiple data sources.
- ◆ Lack of communication between key stakeholders and data analysts leads to misrepresentation of goals and key performance indicators.
- ◆ It is important to have upfront involvement from analytics to help determine strategic measures of success.



What Can Analytics Answer?

By providing strategic insights and recommendations, analytics can help you answer the following questions:

- ◆ Where are there opportunities to optimize user experience?
- ◆ Where are there opportunities to generate better outcomes that align with our goals?
- ◆ **Did our work-to-date have the desired effects?**



Common Use of Analytics

You can make smart business decisions by leveraging data to do the following:

- ◆ Identify successes and failures.
- ◆ Inform design and development concepts.
- ◆ Test new ideas and optimize pages and content on your website.
- ◆ Spend resources smartly and appropriately.



The Complete Digital Story

- ◆ Digital analytics involves measuring, collecting, analyzing, and reporting digital performance data to understand and optimize web usage.
- ◆ In a digital space, it's not just the measurement of your web presence but also the reach of your tactics that drives traffic to your site.



Analytics Uses During Emergencies or Disasters

1. Leverage outreach tactics to promote new content for users. Measure click behavior and conduct testing to optimize page experience to help improve engagement behavior (that is, clicks, scrolls).
2. Monitor internal (onsite) and external (organic) search terms to see what users are looking for and adjust messaging and content accordingly.
3. Review feedback mechanisms to determine if there are patterns to what users are requesting.
4. Take advantage of your own website to conduct internal cross promotion.
5. Create a digital dashboard that consolidates as many data sources as possible in one place to monitor key performance indicators and react appropriately.

Onsite Promotion Examples

The screenshot shows the website childcareta.acf.hhs.gov. At the top, there is a search bar and several utility icons. Below the address bar is a prominent orange banner with a warning icon and the text: "View COVID-19 resources for CCDF Lead Agencies, policymakers, child care providers, and families". Underneath the banner is a navigation bar with links to "U.S. Department of Health & Human Services", "Administration for Children & Families", "Office of Child Care (return to main site)", and "Office of Child Care (TA Network)".

The screenshot shows the website childcare.gov. The header includes the "ChildCare.gov" logo, a "FIND CHILD CARE" button, a "SEE YOUR STATE'S RESOURCES" button, a "LEARN MORE" button, and a "LANGUAGES" dropdown menu. Below the header is a yellow banner with a warning icon and the text: "REVIEW THE STATE-BASED COVID-19 CHILD CARE INFORMATION".

Internal banners like these will draw attention from users who come to the site a different way versus our direct outreach of email and social media.

Onsite Promotion Examples

COVID-19 ▾

RESEARCH &
POLICY
LIBRARY ▾

DATA ▾

RESEARCH
TOOLS ▾

FEDERAL
EFFORTS ▾

Add COVID-19 to your main navigation bar.

Current Topics



Dr. McCance-Katz delivers video message celebrating Recovery Month



SAMHSA's Recovery Month webinar series



\$1.5 billion to states, tribes to combat opioid crisis



SAMHSA statement regarding CDC's MMWR on mental health during pandemic



Second Lady and Dr. McCance-Katz discuss veteran suicide prevention in NC



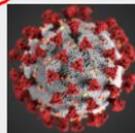
FCC Designates 988 for National Suicide Prevention Lifeline



Fact Sheet: SAMHSA 42 CFR Part 2 Revised Rule



Health Privacy Rule 42 CFR Part 2 Is Revised

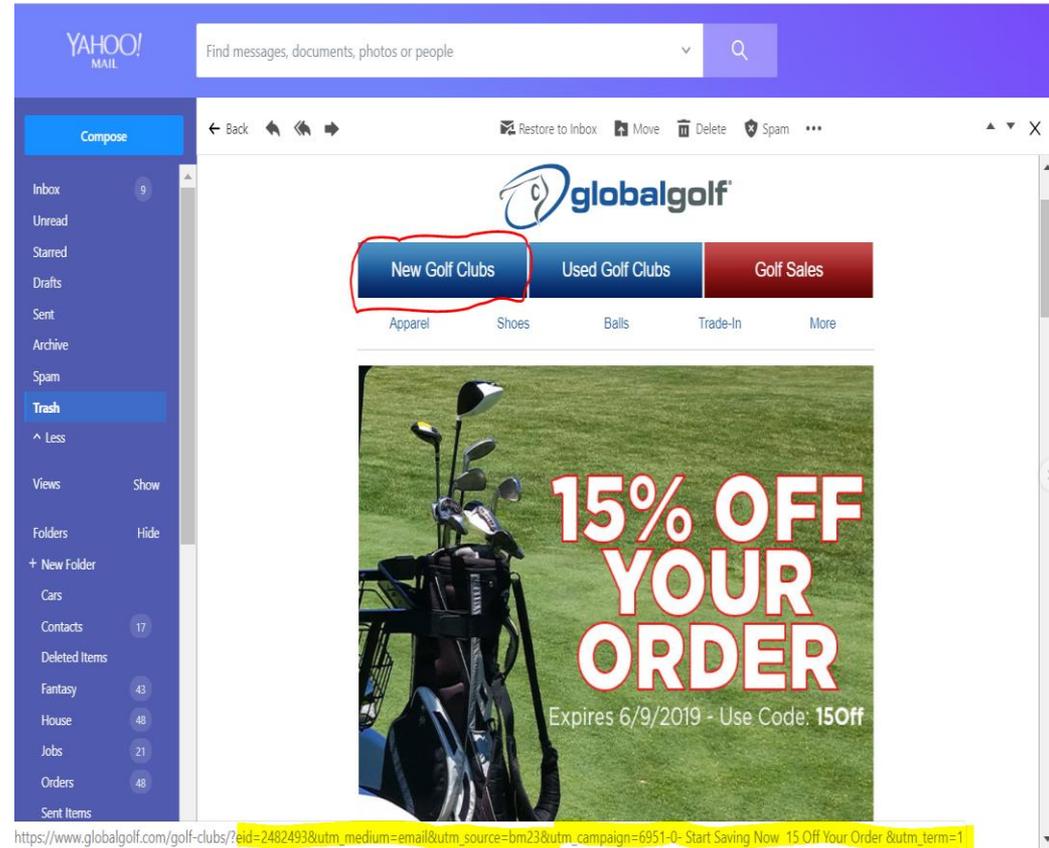


COVID-19 Guidance and Resources

Use key areas of your website to promote current topics, the latest updates, what's new, or a slideshow promotion.

How Do We Measure Outreach Tactics?

- ◆ You should uniquely track all outreach that points traffic back to your site.
- ◆ Within Google Analytics, you can do this by using Urchin Tracking Module (UTM) parameters.
- ◆ By uniquely tracking outreach, you can segment users and better understand their behavior (what certain channels interact with, and those tactics that drove people there?).
- ◆ The important thing is to develop and consistently use a process to track **any** of your outreach.



When and Why Should You Use Campaign URL Codes?

You should uniquely track all outreach that points traffic back to your site. The following are examples:

- ◆ Banner ads
- ◆ Social media posts (for example, Facebook, Twitter)
- ◆ Email marketing
- ◆ Google search ads (the Google AdWords platform will automatically create UTM codes for your search and display campaigns; manual generation is not necessary). You can find your google campaigns under the following:
 - Source/medium → Google/search
 - Source/medium → Google/display
- ◆ Print campaigns

Vanity URL Tracking for Print

- ◆ You can also use UTM codes if your print campaigns use vanity URLs. Some examples might be a billboard, printed pamphlet, newspaper ad, etc.
- ◆ The vanity URL would redirect to a URL with UTM codes
 - Determine what your vanity URL would be.
 - Set up your UTM parameters.
 - Ask your technical resource to create a 301 vanity redirect.
 - The redirect would have the UTMs appended to the link.
- ◆ Example
 - Vanity URL: childcareta.acf.hhs.gov/NCDR
 - Redirect: https://childcareta.acf.hhs.gov/centers/national-center-child-care-data-and-reporting?utm_medium=Print&utm_source=Press_Release&utm_campaign=NCDRAnnouncementsOct2020

Questions





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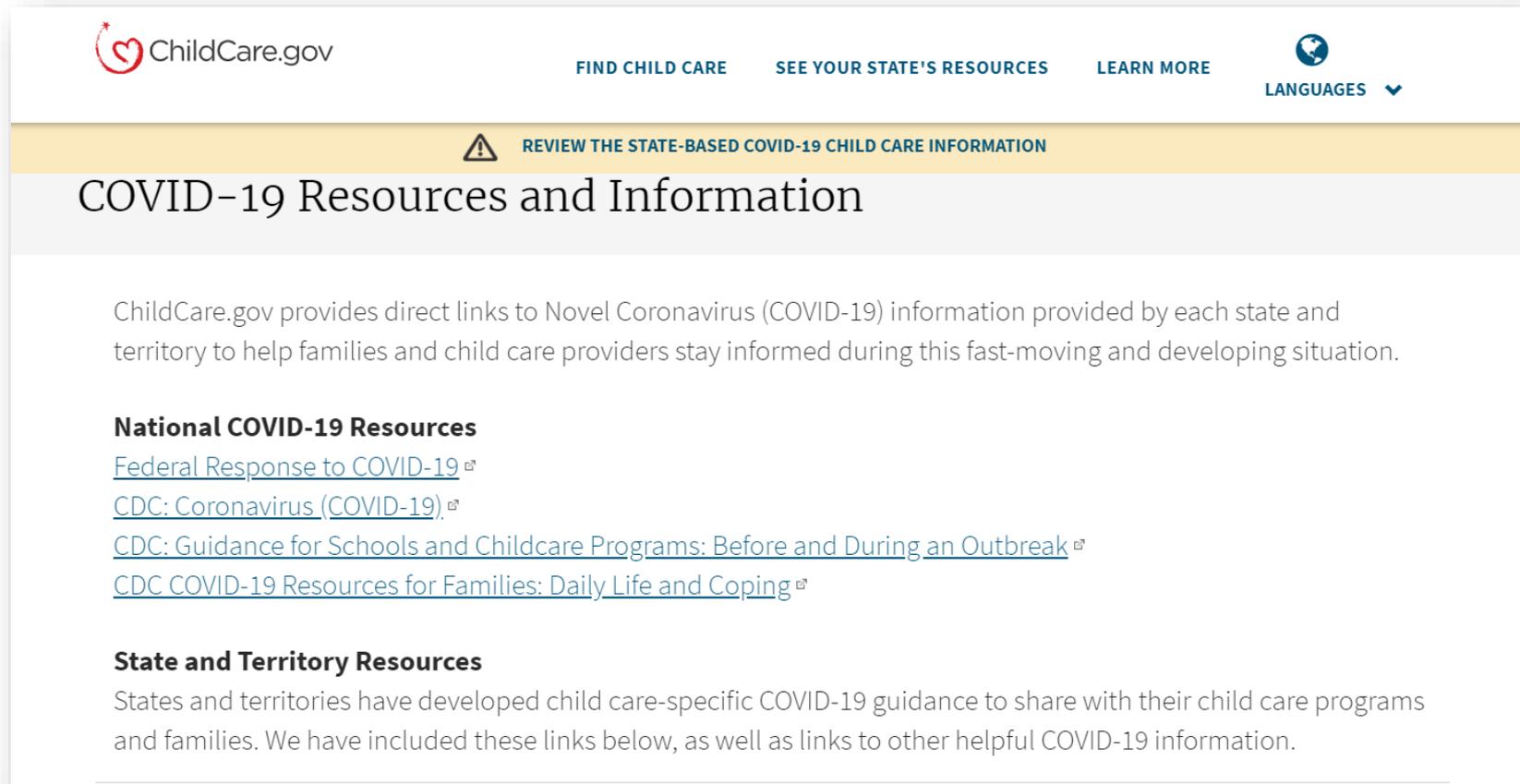
Resources

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" (underlined), "SEE YOUR STATE'S RESOURCES", "LEARN MORE", and "LANGUAGES" with a dropdown arrow. A yellow banner below the navigation contains a warning icon and the text "REVIEW THE STATE-BASED COVID-19 CHILD CARE INFORMATION". The main content area features a dark grey "Find Child Care" section with the text "Looking for child care in your state? SELECT YOUR STATE TO BEGIN". Below this is a "Select a State" dropdown menu and a blue "SUBMIT" button. A map of the United States is visible in the background of this section. At the bottom of the "Find Child Care" section, it says "This site links to state child care search websites." To the right of the "Find Child Care" section is a collage of images showing children in various settings: eating, sleeping, and playing.

Source: Office of Child Care. (n.d.). ChildCare.gov. U.S. Department of Health and Human Services, Administration for Children and Families. <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 COVID-19 information from each state and territory. 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". Finally, it lists "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/>

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/>

Featured Consumer Education Resources

The screenshot displays the website for the Early Childhood Training and Technical Assistance System. At the top, there is a navigation bar with links to the U.S. Department of Health & Human Services, Administration for Children & Families, Office of Child Care (return to main site), and Office of Child Care (TA Network). Below this is a header with the system's logo and name, a search bar, and a 'FOR FAMILIES' button. A main navigation menu includes 'RESOURCES', 'FOR GRANTEES & PROVIDERS', 'CENTERS & PARTNERS', 'PROFESSIONAL DEVELOPMENT', and 'STATE DATA & STATISTICS'. The page content shows a breadcrumb trail: 'Home > Resources > By Topic > Consumer Education Resources'. The main heading is 'Featured Consumer Education Resources'. A paragraph explains that consumer education helps families access information for informed child care choices. Below this, a blue button links to 'View Additional Consumer Education Resources and the CCDF Requirements on the Office of Child Care site'. Two featured resource cards are shown: 'Consumer Education Website Continuous Quality Improvement Series' with an image of wooden blocks spelling 'RESOURCES', and 'Consumer Education Resource Guides' with an image of 'HELP' and 'GUIDANCE' signs.

View COVID-19 resources for CCDF Lead Agencies, policymakers, child care providers, and families

U.S. Department of Health & Human Services Administration for Children & Families Office of Child Care (return to main site) Office of Child Care (TA Network)

FOR FAMILIES

SEARCH

RESOURCES FOR GRANTEES & PROVIDERS CENTERS & PARTNERS PROFESSIONAL DEVELOPMENT STATE DATA & STATISTICS

[Home](#) > Resources > By Topic > Consumer Education Resources

Featured Consumer Education Resources

Consumer education helps families access the information needed to make informed child care choices. Well-crafted consumer education is strengths based and culturally and linguistically responsive to the needs of communities. When done well, consumer education can reach large numbers of diverse families and ensure the widest possible access to information and services.

These resources provide guidance to states and territories as they develop, implement, and maintain effective consumer education strategies.

[View Additional Consumer Education Resources and the CCDF Requirements on the Office of Child Care site](#)

Consumer Education Website Continuous Quality Improvement Series

Suites of resources on key topics designed to help CCDF Lead Agencies develop and maintain effective, family-friendly consumer education websites.

Consumer Education Resource Guides

A series of resource guides that offers best practices, strategies,

SCBC Consumer Education Website Guides

These resources were created by the Child Care State Capacity Building Center's Intensive Technical Assistance team to guide Child Care and Development Fund Lead Agencies through the process of building and maintaining 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>
- ◆ *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>

SCBC Consumer Education Website Guides

- ◆ *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>

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***
- ◆ ***Top 10 Actions to Improve Website Content and Design***
- ◆ ***Using Data to Inform Your Website***
- ◆ ***Don't Forget about School-Age Care in Your Consumer Education Website***
- ◆ ***Data Integration and Data Governance Structures that Support Consumer Education Websites***
- ◆ ***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 website continuous quality improvement 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-website-continuous-quality-improvement-series>

- ◆ Child Care Search Tool: Key Components of Your Consumer Education Website
 - Recorded on August 13, 2020

- ◆ Leveraging Child Care Consumer Education Websites During Emergencies and Disasters
 - Recorded on August 27, 2020

- ◆ Child Care Consumer Education Website Communication Strategies
 - Will be recorded on September 17, 2020

Poll 2

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



Poll 3

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



Poll 4

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

Please respond in the chat.



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A Service of the Office of Child Care**

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