



### How Can This Tip Sheet Help You?

To be successful in its aim to stabilize the child care market, the child care stabilization grants should be accessed by as many eligible providers as possible. Use these considerations to help ensure that your outreach efforts extend to all eligible child care providers throughout your state, territory, or Tribal community. Review the questions below to help you think about how you can leverage partnerships to extend the reach of your awareness campaign for the child care stabilization grants.

### Know Your Target Audience



- Understand the size and composition of your eligible provider pool.
  - Do you have access to a provider population by different demographics (such as provider type, geographic location, and languages spoken)?
  - Which partners can you work with to obtain data about eligible providers who may not be part of your licensing database (such as those who are registered with different authorities)?
  - Does your provider information include all child care providers (not just providers who receive subsidy)?
- Ensure your communication materials reach all eligible providers.
  - Do you have materials available in multiple languages that were translated by native speakers?
    - See the Child Care State Capacity Building Center (SCBC)'s [Best Practices for Consumer Education Websites: Translation](#) (2019) and [Consumer Education Website Online Module Series, Module 1 - Building a Family-Friendly Website](#) (2021) for more information about identifying languages for translation.
  - Do your communication materials reflect the populations you serve (including images that reflect those populations)?
  - Will your messages reach programs across the entirety of your jurisdiction's geography (such as rural areas, child care deserts, and urban areas)?
- Choose a range of communication methods that providers use.
  - Have you identified the communication platforms and methods that providers prefer and use?
  - Does your communication plan include traditional channels (such as emails, websites, and newsletters), as well as social media and messaging applications (such as SchoolMessenger or WhatsApp)?
  - Do you have communication methods that will reach the provider populations who are not connected to traditional channels?

**Note:** See SCBC's [Child Care Stabilization Grant Best Practice Brief: Using A Public Awareness Campaign](#) (2021) for more detailed best practices about communication.

## Understand and Address Accessibility Issues

- Are you using plain language to describe how to apply for the child care stabilization grants?
- Do you offer different ways for providers to obtain answers to questions, such as by email or phone?
- Can providers connect with local partners to help answer questions?
- If Internet access is a challenge, can partners provide community spaces during evenings and weekends to help providers apply for the grants? Do you have partners who can support child care providers who are completing the online application?



## Know Your Messengers

- Have you communicated with child care licensing, quality rating and improvement system, and subsidy staff about the child care stabilization grants and how they could encourage eligible providers to apply?
- Have you identified partners who are trusted by the child care community and can help you reach different geographic areas?
- If you are working in Tribal communities, what role can the Indian Health Service and other community organizations play in helping you reach eligible child care providers?
- Child care providers in some communities may think that the child care stabilization grants program is too good to be true. Which partners can help correct this misunderstanding within the provider community? Who can help providers understand that this is a legitimate opportunity for relief?

