

Cultivating Support for Public Investment in Child Care



weca

Wisconsin Early
Childhood Association



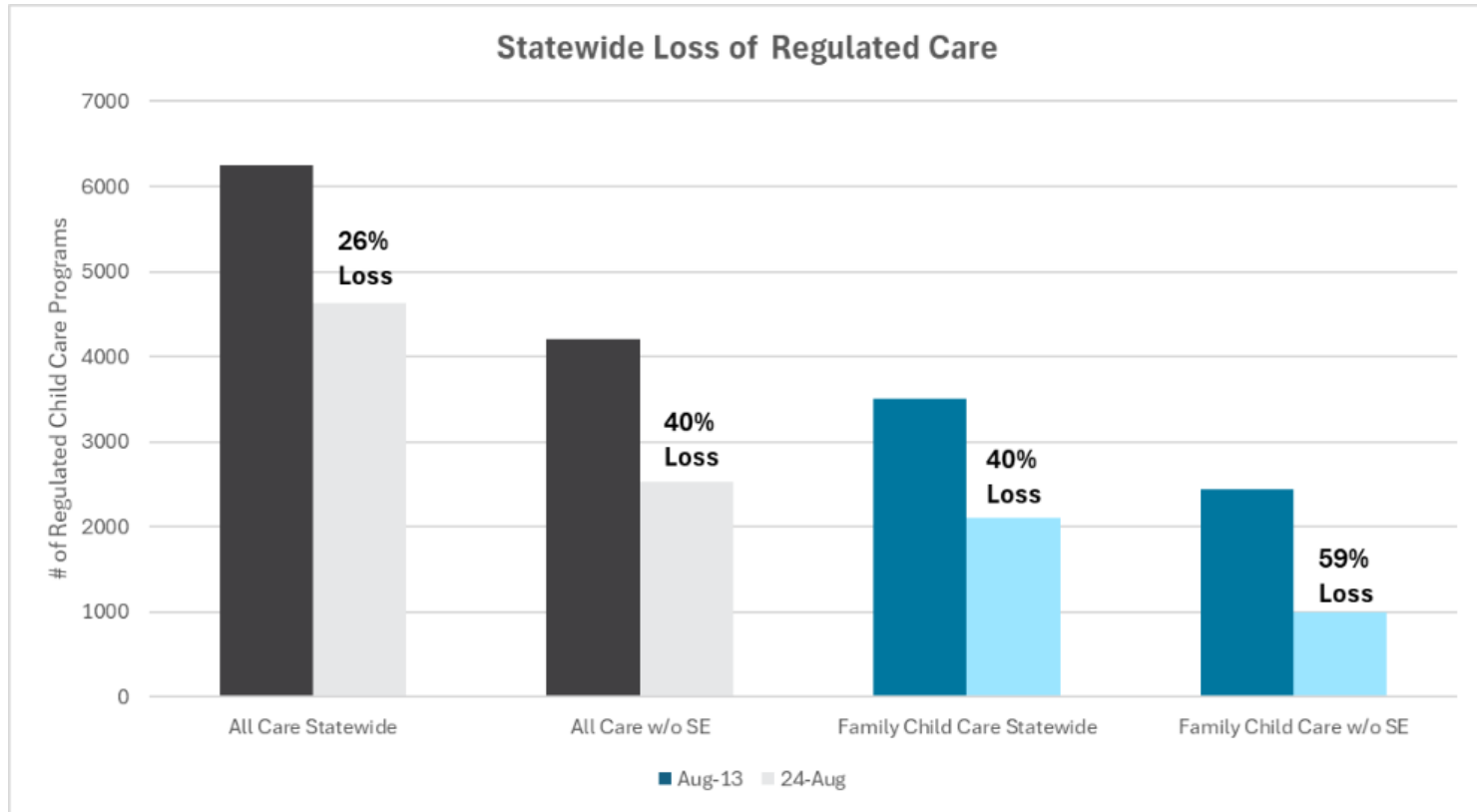
**Raising
Wisconsin**

The Child Care Landscape: What We All Know and Why It's Important To You

- Cost is High for Families
- Providers are Significantly Undercompensated
- Care is Scarce
- State, Employers Suffer Economic and Productivity Losses



Significant Statewide Decline in Care





Health Care and Child Care Stress

- **80%** greater odds of burnout than those with low or no child care stress
- **91%** greater chance of reducing their clinical hours vs. those experiencing low or no child care stress
- **Much higher impact for women than men**

The Challenges of the Healthcare Workforce

“The high cost and limited availability of child care, housing, and transportation are a challenge for students and health professionals.”

*Governor’s Task Force on the
Healthcare Workforce Report*

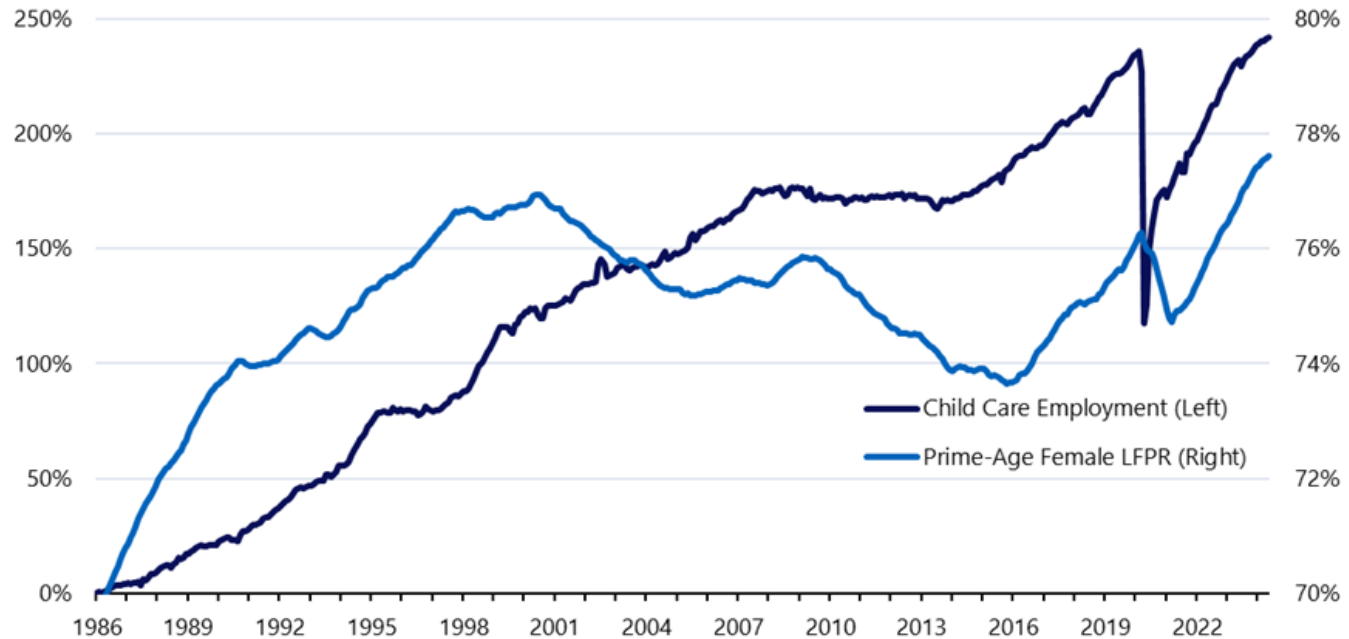


Child Care Workforce, Labor Force Participation

Figure 2. Growth of Female Labor Force Participation and Child Care Employment

Percent change in employment from 1986

12-month moving average labor force participation rate (percent)



Council of Economic Advisers

Sources: Current Population Survey; Bureau of Labor Statistics; CEA calculations.

Notes: Prime age, female labor force (25-54) and employment in child and day care services are plotted as percent changes from 1985.

As of June 24, 2024 at 8:30am.




13%

**fewer women stayed
home when child
care was supported
by relief funding**

33,055

**unfilled child care slots in
Wisconsin due to lack of staff**



Child Care Financing: The Vision



Government



Employers



Parents

Per-Child State Revenue Dedication

\$60

\$7,000

\$16,909



Infant – 3yrs old



4 and 5 yrs old



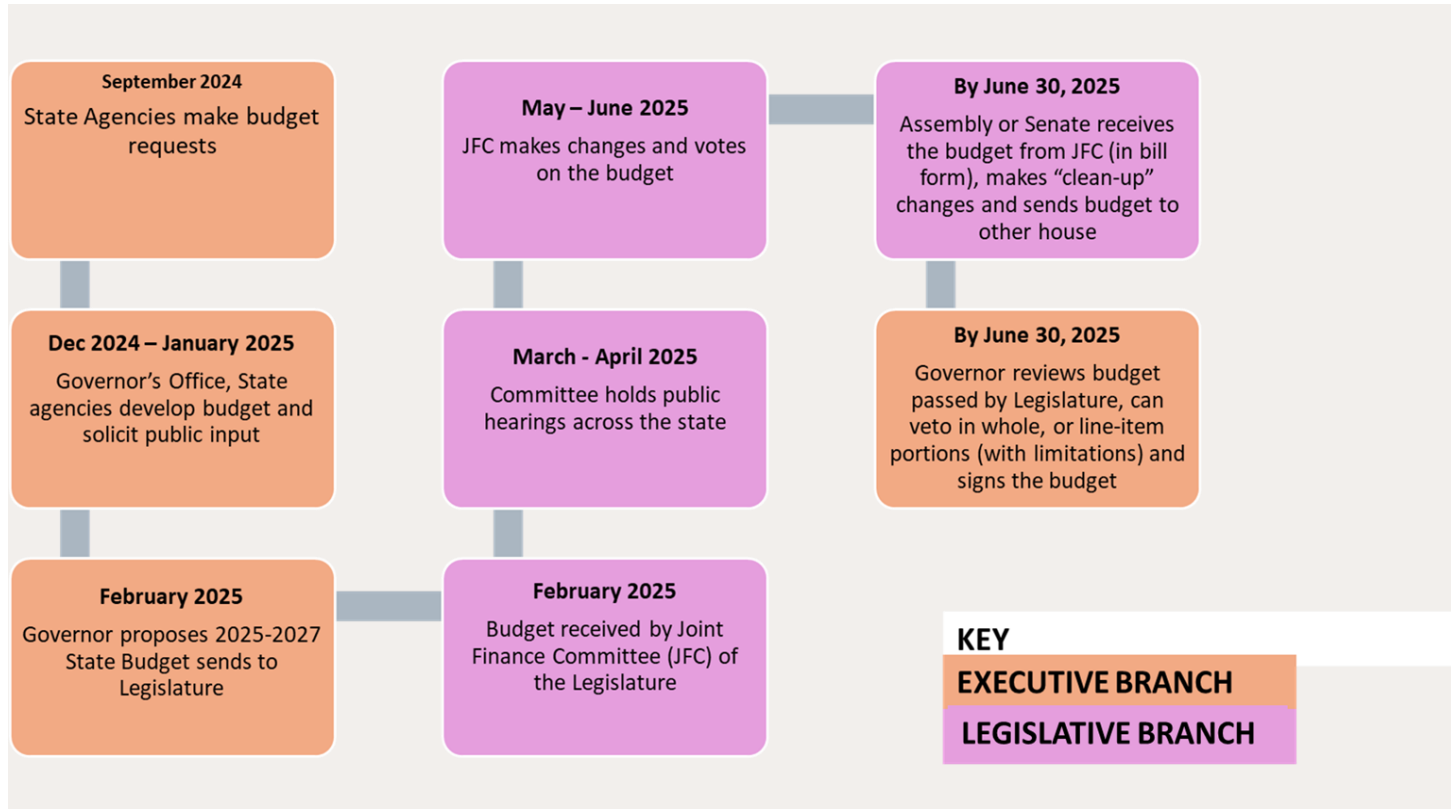
6+ yrs old

Raising Wisconsin 2025-27 State Budget Request

A long-term, substantial state investment to support child care professionals and early childhood programs. This will have short- and long-term returns for the early childhood workforce, working families, economic productivity, and community health.



Overview of Wisconsin's State Budget Process



Ways to Engage: Meet with Legislators at Your Hospital with Other Business Leaders



- Call for an investment of state revenue into child care
- Explain why child care challenges need to be prioritized
- Share trends you observe related to employment and health care delivery
- Share stories from your employees

Ways to Engage: Host A Community Conversation with Elected Officials



- Invite community members, businesses
- Invite state and local elected officials
- Ensure you invite and include the perspective of local child care providers
- Collaborate with key partners, like WECA, to facilitate and promote the event(s)



Ways to Engage: Public Hearings, Advocacy Events

- Share child care challenges during hospital/health care capitol advocacy events
- Encourage families and employees to attend advocacy days/events
- Attend and testify at Joint Finance Committee Budget Hearings

Ways to Engage: Tell Your Story Digitally



Co-op Credit Union · Follow

July 8 · 🌐

...

Co-op Credit Union has earned gold-level certification as a Family Friendly Workplace! To achieve this certification, CCU underwent a detailed evaluation of its workplace policies and benefits. The review focused on several areas, including healthcare benefits, leave policies, paid time off, flexible work arrangements, childcare support, and more.

As part of the certification process, CCU made a \$890 contribution toward [Jackson County Child Care Network, Inc.](#) to aid in their important work of increasing access to quality and affordable childcare for families.

Our work on creating an inclusive, Family Friendly Workplace is never done, but by aligning our values with those of our employees, we can create a better workplace and community as we grow into the future. We are proud to have earned this certification!

Pictured L to R: Jill Collins (JCCCN Board Member), Michele Steien (CCU Chief Talent Officer), Miranda Chandler (CCU Human Resources Manager)

CCU Employee Benefits: <https://www.coopcu.com/about-us/why-join-our-team>

CCU Current Openings: <https://www.coopcu.com/about-us/careers>



- Dedicate space on your website and social media to share local challenges
- Elevate your employees' child care stories and challenges
- Highlight your commitment to investment in child care
- Share local news coverage of child care

Ways to Engage: Write a Column or Letter to the Editor

OPINION *This piece expresses the views of its author(s), separate from those of this publication.*

Solving the childcare conundrum is key to resolving the labor shortage, Wisconsin Aluminum Foundry CEO says

Sachin Shivaram For USA TODAY NETWORK-Wisconsin

Published 6:02 a.m. CT Oct. 15, 2021



- Write letters to the editor in local and state publications
- Submit opinion columns
- Publish child care stories in your hospital newsletters and other communications

WECA and Raising Wisconsin: Resources for You




We can assist with:


- Data, research, statistics
- Assistance with writing columns/letters
- Facilitating community discussions
- Providing presentations


Advocacy Toolkits

The cover features a vertical collage of images: a woman in a yellow safety vest, the Wisconsin State Capitol building, and a person working on a laptop. The background is a teal gradient.



Raising
Wisconsin

Advocacy
Toolkit:
Employers &
Economic
Leaders

The cover features a vertical collage of images: a young child, the Wisconsin State Capitol building, and a group of people in a meeting. The background is a teal gradient.


Raising
Wisconsin

Advocacy
Toolkit:
Community
Leaders



Thank you. Questions?

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