

Walk Out for Kids Day of Action

What is the Walk Out for Kids Day of Action?

It's a coordinated statewide day of action in which child care providers and child care centers will Walk Out* and take action to save child care for Illinois kids—both for today and for the future.

Each child care provider and child care center is encouraged to plan their own action, based on their resources and circumstances.

By planning and carrying out your own day of action activities—no matter how small—you'll be contributing to the overall day of action which will attract the attention of the media, the public and our elected representatives—including Governor Rauner and key legislators—through the number of actions happening throughout the day and the widespread activity throughout the entire state.

What Are We Fighting For?

We're fighting both for the emergency funding needed immediately to keep the Child Care Assistance Program going for the rest of this fiscal year, which goes through June 30, AND for continued and full funding for the next fiscal year and the foreseeable future.

There are negotiations currently under way between the Governor and legislators to fund the rest of this fiscal year. We need to keep the pressure on to make sure those negotiations are successful, but we can't stop there. The Governor has proposed to cut funding in the next fiscal year by doing away with relative and family care and by discontinuing care for all children over 5—which will leave thousands of vulnerable children in unsafe conditions.

How Do I Plan an Action?

The basic guidelines for actions are:

- They should all take place on the **Walk Out for Kids Day of Action: Wednesday, March 18**
- Times will vary, from as early in the morning to as late at night as works for providers and centers.
- They should all involve providers taking action with kids, and as much as possible, with parents and families.
- Actions should be public and accessible for any interested media outlets.

Actions can include:

- Walking out with children, parents, and signs for a neighborhood march to a local park or public space where you can hold a short rally with parents and providers speaking out.

- Marching or taking a trip to visit the office of a state senator or representative—or other appropriate state official, including the Governor—to deliver a message about the need to save child care.
- Marching or taking a trip to other appropriate locations to deliver messages to officials or corporations with the power and resources to help save child care. Call one of the Day of Action organizers listed in the instructions below for more information about potential targets.

Plan your day of action

Here's a handy checklist to help you plan your day of action.

1. Decide what time of day you're doing your Walk Out for Kids action.
 - My action will take place at _____AM/PM on Wednesday, March 18.
2. Decide what your action will look like. The action will be:
 - A march to a local park or other public space (where? _____), where we'll hold a rally or speak out.
 - A march or trip to a state legislator or representative's office (who? _____ and where? _____), where we'll deliver a letter/card/message/other _____.
 - A march or trip to another location to deliver a message to an official or corporation with the power to help save child care (Call one of the organizers listed below to discuss potential sites in your area.)
 - Other (describe) _____
3. Reach out to get families and community members involved in your action:
 - I have the following families and/or community members involved during my action: _____, _____, _____
 - The following parents/family members will serve as spokespeople for the day for any program we do, and also for any media coverage: _____, _____, _____
 - I have shared the attached talking points and spokesperson cheat sheet with my parent spokespeople.
 - I have reviewed the attached talking points and spokesperson cheat sheet myself, and am prepared to be a provider spokesperson if necessary.
4. Prepare signs and any other visuals (props, could include games such as musical chairs, children's drawings, etc. See attached sheet on suggested visuals).
 - Create signs (What's your main message? _____)
 - Create or prepare any other visuals (What? _____)
5. Get the word out.

- Share information about your action with SEIU Healthcare so that we can publicize it with the media.

-You can call the following organizers to report on your action and ask any questions:

LaShawn Hardy, 312-610-9591

Shirley Harper, 312-296-9903

Kinda Perkins, 312-371-4059

-OR you can fill in the details about your action online using the special Google Survey for the day found at **bit.ly/walkoutforkids**

- Customize (if you want) and print the attached flyers to share with families, neighbors, and passersby before and during your action
- Take pictures to share on the Facebook page for the event (<http://bit.ly/walkoutforkidsfb>), and tag the pictures with one or more of the following hashtags (#walkoutforkids #childcare4allkids #saveILfamilycare, see social media guide sheet for more)
- BONUS STEP – if you have any local media outlets in mind that might be interested in covering your action, reach out to them and let them know what you’re doing. (We’ll be sending out a media advisory and contacting larger media outlets by phone, but your help in reaching out to community media outlets would help spread the word further.)

*Please Note: Since we’re “Walking Out” from our centers, it’s possible some media outlets and members of the public—or perhaps state officials—might misinterpret the day of action and think we are leaving children behind or unattended. We will of course be taking children with us and maintaining the necessary care ratios and conditions to ensure children’s safety, and should be prepared to explain that to anyone with questions about it.

Walk Out for Kids Day of Action Talking Points

PLEASE NOTE: Whenever possible, prep parents and have them speak to media and legislators.

About the Walk Out for Kids Day of Action

The Walk Out for Kids Day of Action is a loosely coordinated day of action in which thousands of parents, children, providers and community supporters will walk out from hundreds of child care providers and centers across the state to call for immediate action to solve the child care crisis that's inflicting suffering on thousands of working families.

About the Child Care Crisis

The Child Care Assistance Program, which provides affordable and essential child care to over 100,000 families and 160,000 children across Illinois, currently has a \$300 million budget hole. Already, providers and centers are closing their doors, leaving parents in impossible situations. Some parents have already lost their jobs, and others are having to choose between supporting their children and making sure they're in a safe environment—a choice no parent should ever have to make.

The \$300 million budget hole is for this fiscal year's budget, but the crisis doesn't end there. Governor Rauner's proposed budget for Fiscal Year 2016 would freeze child care for children over 5 and would cut relative care.

About Your Action or the Day of Action

We are all walking out—parents, children, providers and community supporters—together to call attention to the urgent need for the Governor and state lawmakers to take action to save child care now.

(Have parents share their personal stories of how the crisis is impacting them. If no parents are available to speak, then talk about how parents are suffering. Examples could include "I lost my job" or "I may lose my job" or "I'm having to cut back my hours" or "I'm worried about how I'm going to support my children and make sure that they're in a safe setting. Without the Child Care Assistance Program, I just can't work.")

(Share details about your particular action, such as "We marching to _____ and then we'll hold a rally where we're going to _____")

Why We're Taking Action

We're taking action for immediate funding to fill the \$300 billion hole in the Child Care Assistance Program for this fiscal year and for the program to be fully funded for the next fiscal year—including care for children over 5 and for relative care.

The Governor's and state lawmakers' inaction is already hurting families and the Governor's proposed budget cuts for next year would hurt even more families.

If the Governor gets his way and cuts care to children over 5, where are children age 6 to 12 going to go? These are crucial years for children and it's dangerous for them to be left without safe, affordable care. How are parents with 6-year-olds going to work? Parents shouldn't have to choose between the safety of their children and making a living. That's why we're calling for full funding for the Child Care Assistance Program for next year, including care for children over 5 and for relative care.

Walk Out for Kids Day of Action – Social Media Guide

We've adapted the child care crisis social media guide below by adding in special hashtags and messaging for the March 18th Walk Out for Kids Day of Action.

The Walk Out specific information is in blue text.

Keep in mind that in addition to the messaging and hashtags in blue, all of the messaging below is also appropriate for March 18!

Social media is a tool that anyone can use to help spread our message. Here are some tips to get you started. If you are already using social media platforms like Facebook and Twitter, you're ready to get started! If you are new to social media, it's simple and free to sign up for accounts—all you need is an email address and to create a password.

For posts and pictures about the March 18 Walk Out for Kids Day of Action, please share them on the event Facebook page at bit.ly/walkoutforkidsfb and on the SEIU HCII Facebook page at <https://www.facebook.com/SEIUHCII>

Hashtags & Sample Social Media Posts

For the Walk Out for Kids Day of Action, BE SURE TO USE the hashtag #walkoutforkids
In addition to the #walkoutforkids hashtag, you can also use: #childcare4allkids
#saveILfamilycare

We'll be using the hashtags #saveCCAP, #childcare4IL and #childcarekeepsILworking. Please include one or all of these hashtags in all digital communication on Facebook, Twitter, etc. Here are some sample messages to share on Facebook or Twitter:

- Parents can't work if #childcare doesn't work for them. #saveCCAP, #childcare4IL
- We need our elected leaders to make investments in #childcare4IL . #saveCCAP,
- When #childcare is more expensive than college, we have a problem. #saveCCAP, #childcarekeepsILworking.
- We're taking action because working families agree #childcare needs to be affordable. #childcarekeepsILworking.
- Nearly 1/5 working moms of very young children work in a low wage job. For them, affordable #childcare is critical! #saveCCAP #childcarekeepsILworking
- Greedy CEOs can do more now to invest in children and their hardworking employees. #childcare4IL #saveCCAP
-

Sample Posts for March 18th Walk Out for Kids Day of Action

*****Remember to take and share photos of your action with your posts, whenever possible*****

- Today is the day! We're going to #walkoutforkids to save #childcare4allkids and #saveILfamilycare because #childcarekeepsILworking
- Today we are going to #walkoutforkids and meet with our elected officials to urge them to #saveCCAP because we need #childcare4allkids

Sample Post for Day After March 18th Walk Out for Kids Day of Action

- After yesterday's #walkoutforkids Day of Action, the fight continues for #childcare4allkids, including those over 6 and receiving family care, because #childcarekeepsILworking.

Walk Out for Kids Day of Action – Visuals Guide

Signs and other visuals help us deliver our message about how important CCAP is to the families we serve—and why it must be saved for this year and fully funded for the year to come.

Here are some ideas for signs.

For smaller actions, homemade signs are really effective and easy to make using inexpensive poster board, markers and paint. You can get children involved and get more creative if you want. In the end, you just want to make sure that signs have strong messages on them and that they are easy to read from a distance. That means text should be in dark or bold colors and should be thick and easy to read. It often helps to pencil in the text on a sign before coloring it in, to make sure your spacing works out.

Sign Messages

These are just suggestions. Make these your own by changing the language if you want and adding in personal details and images.

Save Child care

Save _____

(On this one, fill in the blank with something that child care provides for you or your community, such as “My Job,” “My Family,” “My Community,” “the Economy,” “My Children’s Future.” These messages are best coming from parents and children.)

I Count on Child Care

so _____

(Again, fill in a personalized message that works for families and/or children, such as “My children are safe when I work,” “I can earn a living and support my family,” “So we can keep a roof over our heads,” “I can put food on the table”)

Child Care Keeps IL Working

**Save CCAP Now
and Save My Family’s Future**

Put Families First—Save CCAP Now!

CCAP for ALL—Keep Kids 6andUp in CCAP!

CCAP for ALL—Save Family Care!

**Save CCAP for Now AND LATER
Fully Fund the Next Fiscal Year!**

**(For kids) Future _____
(fill in job child hopes to achieve, like doctor,
lawyer, teacher, veterinarian, firefighter)
Don’t Take my Future Away—Save CCAP**

Hashtag signs: These work particularly well if you post pictures of people holding them on social media:

#saveCCAP
#childcare4IL
#childcarekeepsIL
#walkoutforkids
#childcare4allkids
#saveILfamilycare

WALK OUT FOR KIDS DAY OF ACTION

**Wednesday
March 18**



Walk Out for Kids is a statewide day of action in which child care providers, child care centers and the kids and parents they serve will Walk Out and take action to save child care for Illinois kids—both for today and for the future.

WHY:

To demand that the Governor and lawmakers immediately fund the \$300 million budget hole in the current year's Child Care Assistance Program, so that over 100,000 families get the care they need in order to work and support their families.

PLUS, we're calling on our electeds to reject the Governor's proposed service cuts for the coming fiscal year. These cuts would deny care to a large percentage of CCAP families and children—children over 6 and families relying on family care providers, will lose care.

For more information:



WHAT:

Child care providers, child care centers, parents and kids at multiple locations across the state will WALK OUT and take action by marching, rallying and delivering messages to key elected officials in their communities. Actions will run throughout the state and throughout the day on Wednesday, March 18, showing the widespread nature of the crisis—and the growing and widespread demands for a long-lasting solution.

WHERE:

Take part in the action(s) in your community:

Action Details

