



ADVOCACY PLATFORM

Revised August 2011

The Child Care Planning Council of Sonoma County (CCPC) supports affordable, available, accessible, and quality child care for all families in Sonoma County. While families (parents and guardians) are the primary caregivers of their children, child care and development programs are vital to the children and families they serve, and to the overall quality of life of in Sonoma County. Quality child care fosters children's health and development, and is a critical part of our economy, allowing our businesses and community to grow strong. The child care profession merits equal respect and compensation as other professions and industries in comparable fields. Training and retention of child care and development professionals are fundamental to quality child care services.

Therefore, the Child Care Planning Council of Sonoma County advocates for the changes necessary to realize the following goals:

- All families have access to high quality learning experiences and child care programs that address the cognitive, physical, emotional, and social development of each child.
- All children are cared for in child care and development programs that are safe, healthy, nurturing, stimulating, interactive, culturally appropriate and sensitive to the needs of each individual child.
- All child care programs include integrated, comprehensive and coordinated services for children and their families and focus on the strengths of each individual family and incorporate principles that respect and value culture and diversity.
- All families have access to available child care that meets a variety of needs, including infant care, school-age care, care for mildly ill children, back up care, all hour care, and care for children with special needs.





CHILD CARE PLANNING COUNCIL OF SONOMA COUNTY

- Child care services are affordable and available to meet the needs of families at all income levels, and subsidized child care services are available for all eligible children.
- The child care and development workforce is highly trained, valued as professionals, and fairly compensated for their work, including benefits, commensurate with professionals in comparable fields. The retention of professionals is integral to quality child care.
- Local government adopts streamlined, affordable processes for building and developing licensed child care facilities, including zoning and licensing.
- Quality, affordable, and accessible child care and development programs are recognized as a critical part of the infrastructure that sustains the County's economic growth and community development.
- Individuals, business, schools, government, and community collaborate to provide our children and families with family-friendly policies, flexible work schedules, and assistance with affordable, accessible, and quality care.
- The community values, takes ownership and collaborates to promote quality early care and education.

