



Social Media Toolkit:

Early Edge CA & Partners' 2024 Family, Friend, and Neighbor (FFN) Policy Brief

This social media toolkit provides sample messaging materials including social media posts and graphics to promote [Early Edge California's](#) newest FFN policy brief, [Increasing Access to Family, Friend, and Neighbor Caregiver Wages through California's Child Care Subsidy System](#), with your network. This policy brief was developed in collaboration with the members of Early Edge's FFN Workgroup, including our co-authors [Catholic Charities of Santa Clara County](#), [San José Public Library](#), and [Visión y Compromiso](#).

Thank you for your partnership and support!

NEWSLETTER BLURB

NEW Policy Brief on Increasing FFN Access to Child Care Subsidies from Early Edge & Partners

A new policy brief, *Increasing Access to Family, Friend, and Neighbor Caregiver Wages through California's Child Care Subsidy System*, from Early Edge California, Catholic Charities of Santa Clara County, San José Public Library, Visión y Compromiso, and Early Edge's FFN Workgroup, highlights the important role of Family, Friend, and Neighbor (FFN) caregivers and the challenges they face when it comes to compensation. In California, FFN caregivers who serve income-eligible families can receive subsidies for their caregiving; however, they face many barriers in accessing them. This brief explores the barriers to subsidies and provides recommendations on how to better support FFN caregivers in obtaining them.

[Read the brief](#)

SAMPLE SOCIAL MEDIA POSTS & GRAPHICS

Tag us with the hashtags and social media handles listed below so we can get notified and like/reshare your post(s).

Hashtags:

- #FFNcare

- #SupportFFNs
- #ChildCare
- #ChildCareSubsidies

Social Media Handles:

Facebook	@EarlyEdgeCA @WorkingToEndPoverty @sanjoselibrary @visionycompromiso
Instagram	@earlyedgeca @catholiccharitiesscc @sanjoselibrary @visionycompromiso
LinkedIn	@early-edge-california @catholic-charities-of-santa-clara-county @sanjoselibrary @vision-y-compromiso-org
Twitter	@EarlyEdgeCA @catholiccharitiesscc @sanjoselibrary @promotorasvyc

1) FFN Policy Brief Launch Announcement

Long version:

[TAG: Early Edge California], [TAG: Catholic Charities of Santa Clara County], [TAG: San José Public Library], and [TAG: Visión y Compromiso] have released a NEW policy brief about the important role of Family, Friend, and Neighbor (FFN) caregivers and the challenges they face when it comes to compensation. In California, FFN caregivers who serve income-eligible families can receive subsidies for their caregiving; however, they face many barriers in accessing them. This brief explores the barriers to subsidies and provides recommendations on how to better support FFN caregivers in obtaining them. Learn more: <https://ow.ly/ISKu50RnsuP> #FFNcare #SupportFFNs #ChildCare #ChildCareSubsidies

Short version:

 NEW policy brief from @EarlyEdgeCA @CatholicCharSCC @sanjoselibrary @promotorasvyc highlights the barriers FFN caregivers face in accessing CA's #ChildCare subsidy system & recommendations for addressing them! <https://ow.ly/O18k50Rns95> #FFNcare #SupportFFNs #ChildCareSubsidies

Alternate announcement (long version):

In California and the United States, #FFNcare is the most common nonparental #ChildCare arrangement for young children, including #infants and #toddlers—nearly two out of every five children, ages 3 and under, are entrusted to the care of an FFN provider. 🧑‍👧 Yet FFN providers receive low or no compensation for their work. #ChildCareSubsidies are a critical way for FFNs to increase their income, but currently, many face barriers to accessing this system. [TAG: Early Edge California], [TAG: Catholic Charities of Santa Clara County], [TAG: San José Public Library], and [TAG: Visión y Compromiso] have released a NEW policy brief exploring the

barriers to subsidies and provides recommendations on how to better support FFN caregivers in obtaining them. Learn more: <https://ow.ly/ISKu50RnsuP> #SupportFFNs

Alternate announcement (short version):

In CA, #FFNcare is the most common nonparental #ChildCare arrangement for young children, including #infants & #toddlers. @EarlyEdgeCA @CatholicCharSCC @sanjoselibrary @promotorasvyc have released a brief exploring barriers to #ChildCareSubsidies for FFNs. <https://ow.ly/O18k50Rns95>

Rectangle graphic:



EARLY EDGE CALIFORNIA

Visión y Compromiso™

early education services
SAN JOSÉ PUBLIC LIBRARY

Catholic Charities of Santa Clara County

NEW Policy Brief: *Increasing Access to Family, Friend, and Neighbor Caregiver Wages through California's Child Care Subsidy System*

Square graphic:



2) Key Barriers To FFN Caregivers Accessing Subsidies

Long version:

\$ California's subsidy system is a source of income for #childcare providers, including eligible Family, Friend, and Neighbor (FFN) caregivers. [TAG: Early Edge California], [TAG: Catholic Charities of Santa Clara County], [TAG: San José Public Library], and [TAG: Visión y Compromiso]'s newest FFN policy brief, *Increasing Access to Family, Friend, and Neighbor Caregiver Wages through California's Child Care Subsidy System*, outlines key barriers to subsidies for FFN caregivers and recommendations for addressing these barriers.

🚧 Key barriers to FFN caregivers accessing #ChildCareSubsidies include:

- Lack of awareness of subsidies
- Fear and mistrust amongst FFN caregivers and families (i.e. concerns related to immigration status; fear of subsidy impacting benefit eligibility; fear of government oversight and intervention)
- Challenges navigating process and requirements
- Challenges with information sharing and language and technology accessibility

Read the brief to learn more: <https://ow.ly/ISKu50RnsuP> #FFNcare #SupportFFNs

Short version:

\$ CA's subsidy system is a source of income for #ChildCare providers, including eligible FFNs. @EarlyEdgeCA @CatholicCharSCC @sanjoselibrary @promotorasvyc NEW policy brief outlines key barriers to #ChildCareSubsidies & provides recommendations. <https://ow.ly/O18k50Rns95> #FFNcare

Rectangle graphic:



Key barriers to Family, Friend, & Neighbor (FFN) caregivers accessing subsidies:



- Lack of awareness of subsidies
- Fear & mistrust amongst FFN caregivers & families
- Challenges navigating process & requirements
- Challenges with information sharing & language & technology accessibility

Square graphic:

Key barriers to Family, Friend, & Neighbor (FFN) caregivers accessing subsidies:



- Lack of awareness of subsidies
- Fear & mistrust amongst FFN caregivers & families
- Challenges navigating process & requirements
- Challenges with information sharing & language & technology accessibility

3) Recommendation #1: Coordinate Communications Efforts to Raise Awareness of Subsidies for Families and FFNs

Long version:

[TAG: Early Edge California], [TAG: Catholic Charities of Santa Clara County], [TAG: San José Public Library], and [TAG: Visión y Compromiso]'s newest policy brief, *Increasing Access to Family, Friend, and Neighbor Caregiver Wages through California's Child Care Subsidy System*, provides recommendations for addressing barriers to #ChildCareSubsidies for Family, Friend, and Neighbor (FFN) caregivers. The first recommendation is to coordinate communications efforts to raise awareness of subsidies for families and FFN providers. 📄 Read the brief to learn more: <https://ow.ly/ISKu50RnsuP> #FFNcare #SupportFFNs #ChildCare

Short version:

To ensure more FFN providers are accessing #ChildCareSubsidies, the 1st recommendation from @EarlyEdgeCA @CatholicCharSCC @sanjoselibrary @promotorasvyc NEW brief is to coordinate communications efforts to raise awareness of subsidies for families & FFNs. <https://ow.ly/O18k50Rns95>

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Square graphic:



4) Recommendation #2: Increase Language and Technology Accessibility

Long version:

To ensure more Family, Friend, and Neighbor (FFN) providers are accessing #ChildCareSubsidies, the second recommendation from [TAG: Early Edge California], [TAG: Catholic Charities of Santa Clara County], [TAG: San José Public Library], and [TAG: Visión y Compromiso]'s NEW policy brief is to increase language 🗣️ and technology 💻 accessibility around materials, resources, and processes related to the subsidy system. Read the brief to learn more: <https://ow.ly/ISKu50RnsuP> #FFNcare #SupportFFNs #ChildCare

Short version:

To ensure more FFN providers are accessing #ChildCareSubsidies, the 2nd recommendation from @EarlyEdgeCA, @CatholicCharSCC, @sanjoselibrary, & @promotorasvyc's NEW policy brief is to increase language 🗣️ & technology 💻 accessibility. <https://ow.ly/O18k50Rns95> #FFNcare #SupportFFNs

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5) Recommendation #3: Ensure Benefits Protection

Long version:

To ensure more Family, Friend, and Neighbor (FFN) providers are accessing #ChildCareSubsidies, the third recommendation from [TAG: Early Edge California], [TAG: Catholic Charities of Santa Clara County], [TAG: San José Public Library], and [TAG: Visión y Compromiso]'s NEW policy brief is to set up supports that ensure those who access public benefits, such as Medi-Cal or CalFresh, do not have their eligibility for these benefits jeopardized by the income provided by subsidies. Read the brief to learn more: <https://ow.ly/ISKu50RnsuP>
#FFNcare #SupportFFNs #ChildCare

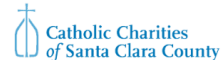
Short version:

To ensure more FFN providers are accessing #ChildCareSubsidies, the 3rd recommendation from @EarlyEdgeCA @CatholicCharSCC @sanjoselibrary @promotorasvyc's NEW brief is to ensure public benefits protection for FFNs receiving subsidies. <https://ow.ly/O18k50Rns95>
#FFNcare #SupportFFNs

Rectangle graphic:



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6) Recommendation #4: Integrate Community Navigators

Long version:

To ensure more Family, Friend, and Neighbor (FFN) providers are accessing #ChildCareSubsidies, the fourth recommendation from [TAG: Early Edge California], [TAG: Catholic Charities of Santa Clara County], [TAG: San José Public Library], and [TAG: Visión y Compromiso]'s NEW policy brief is to integrate support from community navigators to guide FFN providers in accessing subsidies, pathways to licensure, and resources. Read the brief to learn more: <https://ow.ly/ISKu50RnsuP> #FFNcare #SupportFFNs #ChildCare

Short version:

The 4th recommendation from @EarlyEdgeCA @CatholicCharSCC @sanjoselibrary @promotorasvyc NEW policy brief is to integrate support from community navigators to guide FFNs in accessing subsidies, pathways to licensure, & resources. <https://ow.ly/O18k50Rns95> #FFNcare #SupportFFNs

Rectangle graphic:



• RECOMMENDATION #4 •

Integrate support from community navigators to guide FFN providers in accessing subsidies, pathways to licensure, and resources. #FFNcare #SupportFFNs



Square graphic:



7) Recommendation #5: Consider Revising Subsidy Eligibility

Long version:

To ensure more Family, Friend, and Neighbor (FFN) providers are accessing #ChildCareSubsidies, the fifth and final recommendation from [TAG: Early Edge California], [TAG: Catholic Charities of Santa Clara County], [TAG: San José Public Library], and [TAG: Visión y Compromiso]'s NEW policy brief is to consider revising subsidy eligibility so FFN providers are directly eligible based on their income rather than the income of the family being served. Read the brief to learn more: <https://ow.ly/ISKu50RnsuP> #FFNcare #SupportFFNs #ChildCare

Short version:

To ensure more FFNs access #ChildCareSubsidies, the 5th recommendation from @EarlyEdgeCA @CatholicCharSCC @sanjoselibrary @promotorasvyc NEW brief is revising eligibility so FFNs are directly eligible based on their \$ rather than \$ of the family served. <https://ow.ly/O18k50Rns95>

Rectangle graphic:

• **RECOMMENDATION #5** •

Consider revising subsidy eligibility so FFN providers are directly eligible based on their income rather than the income of the family being served. [#FFNcare](#) [#SupportFFNs](#)



Square graphic:

• **RECOMMENDATION #5** •

Consider revising subsidy eligibility so FFN providers are directly eligible based on their income rather than the income of the family being served. [#FFNcare](#) [#SupportFFNs](#)

