



Listen Up! Families Describe Quality Child Care

Video Guidance

Thank you for considering participation in this important and visible national project focusing on the voices of children, parents and their families, and the priorities in their child care choices. As a participant in this work, you are asked to share your thoughts as a parent and engage with your child to also share their thoughts regarding what is most important about the quality child care setting you are currently using or wish to use.

We ask you to record one or two short videos. The first is a video of you speaking with your child about what is important to them. Then, we request a second short video of you talking about what is important to you as a parent regarding a quality child care setting for your child.

Each of the two videos should be no more than five minutes long. Please do not be concerned about the video having pauses or errors. We will be able to use segments of your videos for our project.

You will record it yourself and you can redo it if you are not pleased with the result. We would like the videos to be conversational and relaxed, so please keep that in mind before you erase a video to start over.

How the Videos Will Be Used

All the videos produced for this project will be used to promote quality child care through the Child Care Aware® of America (CCAoA) project called *Listen Up! Families Describe Quality Child Care*. This will include placement on our website, use in presentations and meetings, and use in our social media campaigns and channels as we focus on the availability of high-quality, affordable child care for all families.

Your name and the identity of your child will NOT be used. The videos will be anonymous testimonials of your opinion and your child's perspective about what matters in your child care setting.

Recording Your Video – Technical Guidance

- Ensure you are in a well-lit room.
 - Natural lighting works best when your subject is facing a window (avoid having your subject backlit).
 - If you don't have natural lighting, simply turn on some overhead light and a few lamps.
- Limit distracting environmental noises. Consider street traffic, the hum of the washing machine, etc.
- Center yourself (and your child if you are recording together). You will see an outline of a head. Please ignore this. Instead, center yourself and your child on the screen.
- Make sure your light source is in front of you, not behind you.
- Close the door to the room where you are recording your video, or find a room/area where it is quiet and there will be no background noise
- Remember to limit your recording to no more than 5 minutes.

Preparing Yourself and Your Child for the Videotaping Session

First, thank you for participating in this important and invaluable project. We wish to share your voice to help others understand what is important to children and their parents about their chosen quality child care setting!

Here are a few simple steps to help you prepare for your video recordings. Please remember that our goal is to have video clips to share with others that are moments in your conversations with your child, as well as your own words and thoughts as a parent who uses and needs a quality child care setting.

- Briefly talk to your child, aged 3-½ to 5, , about the videos. You might say that people want to know what we think about your school or “Ms. Jenna’s house,” whatever you usually use to refer to your child’s child care program, family child care home or other setting.
- Tell your child that “we are going to talk about it here” (meaning in front of the computer, iPad, etc.) so that other people can see us when we talk.
- We recommend not recording the video right before rest time or mealtime as your child will not be very comfortable then.
- Bring a small drink of water to keep nearby for you and your child in case either of you are thirsty.
- Once you are sitting in the best place for the video, start to converse with your child, making eye contact with them. “Today we are going to talk about ‘Ms. Jenna’s’ and what you like about going there.” Maybe recall something recent that occurred in your child’s care setting that they recently shared with you. The point of this is to warm up the conversation with your child and encourage them to share their thoughts.
- You can review your video before it is uploaded.
- You can always do it over. (Please know that we will take segments of your video to use, so don’t be concerned about how the full video is. For instance, if there are quiet moments when your child is reflecting and thinking, that’s OK!
- Then press the record button. You can always pause while recording if you need to do so.

- When you think your child is ready, ask this question:
 - [Name of your child], can you tell me what you like about going to [name of child care provider]?
 - What is your favorite part about spending time at/with [name of provider]?
 - When you are at home, what do you remember most about your time at (name of child care provider)?
 - If your child does not answer right away, don't be concerned. Just continue to converse with them while the video is being recorded. Remember: We will use small segments of the video so it's OK if your conversation with your child stops and starts. Continue to talk with your child for no longer than about five minutes.
 - Your second video is your parent video, which can be recorded with or without your child – whatever works best for you.
 - Here are two questions we would like you to answer on the video, as a parent:
 - “What is most important to you when you are looking for a quality child care settings?”
 - “If you were to name three top priorities that should consistently exist in your child’s quality care setting, what would they be?”
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Sending Your Video to Child Care Aware® of America

You've recorded a video – now what?

Please fill out the media release forms (available on the project landing page) for both you and your child and email them to news@usa.childcareaware.org. This gives Child Care Aware® of America permission to use the video footage for this and other projects to support the many uses described in the video release forms that you will complete and submit.