



**Provider Appreciation Day®**

## Template Op-ed

Use this template opinion editorial, or op-ed, to express the importance of Provider Appreciation Day to your community.

Op-eds can vary in length, but typical guidance suggests shooting for between 75-800 words in length.

For an op-ed to be published, it must include:

- A strong voice and opening “hook,” or something that grabs the reader’s attention;
- Key messages and evidence that support your argument;
- A strong ending; and
- Clear writing throughout.

To submit your op-ed, learn a bit about your target outlet. If they have an editorial editor or an opinions editor, send them a note with your op-ed, information about why the piece is timely (i.e., share information about Provider Appreciation Day), and a short bio that they can publish alongside the piece.

Please reach out to our senior PR manager, Morgan Brill, with any questions at [morgan.brill@usa.childcareaware.org](mailto:morgan.brill@usa.childcareaware.org).



[CONSIDER BEGINNING WITH A PERSONAL STORY THAT SPEAKS TO HOW OR WHY A PROVIDER HAS MADE AN IMPACT IN YOUR COMMUNITY]

As a [JOB TITLE/JOB DESCRIPTION/ROLE IN THE COMMUNITY], I see the impact that providers can and do have in [YOUR STATE OR COMMUNITY]. But, without more support, they cannot keep doing the incredible work that they do every day.

In our community, like so many across the country, child care access and affordability are trending in the wrong direction: Program costs have increased while waiting lists continue to get longer. Child care centers are losing workers and often closing their doors because they cannot compete with the rising wages and benefits offered by other businesses.

[INSERT EITHER PERSONAL ANECDOTE ABOUT YOUR CHILD CARE PROVIDER, A PROVIDER YOU KNOW IN YOUR COMMUNITY, OR A REFERENCE TO A RECENT LOCAL NEWS STORY]

Voters largely support increased funding for child care. Both women overall and strong Republican-leaning voters [say they'd be more likely to vote for a candidate who supports investing in child care](#) to make it more accessible and more affordable. That includes increasing compensation for early childhood educators.

The earliest years are important – they lay the foundation for the brain and body architecture that enable children to learn, and for lifelong social, emotional and physical health. This Provider Appreciation Day®, [May 10, 2024](#), let's show our gratitude for those who support the social, emotional and physical care of our youngest children.

Child care workers are the workers that make all other work possible. It is so important our policymakers commit to increasing compensation for the folks who care for and educate our children, who are currently some of the lowest paid but most heavily relied upon professionals in our workforce.

America's early learning system is struggling. Join us in celebrating Provider Appreciation Day by committing to better fund the child care workforce and finally treating providers like the professionals they are. It's the absolute least we can do.