

HHS child care communications and outreach summary

Consistent messaging on HHS social media since 2023

Child Care Assistance Program

Ongoing regular posts about the Child Care Assistance Program (CCAP) targeted at parents and/or guardians.

Categories include:

- General awareness (graphic/video)
- Income limits (video)
- Application check list (graphic)
- HHS child care cross-promotion post directing audience to all parenting/early childhood resources
- Child Care Workforce Benefit initial introduction posts and follow-up posts

Other programs highlighted on HHS social media

- Working Parents Child Care Relief Program
- North Dakota Toolkit for Supporting Working Parents

Paid social media campaigns are delivering solid results

Great Kids Grow Here – Child Care Campaign (Aug. 26-Dec. 26, 2024)

- Directed **220,000 views** to hhs.nd.gov
- Directed **32,162 clicks** to the Child Care Assistance webpage
- Prompted **13,761** application actions

Working Parents Child Care Relief Program launch campaign (March 6-31, 2023)

- Directed **2,509 visits** to the Working Parents Child Care Relief Program page



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Traditional media – Releases to promote public awareness

Print | Radio | Broadcast

Headlines below:

“HHS announces new benefit aimed at addressing child care workforce challenges”

“Media invited to launch of innovative project increasing child care availability for parents working non-traditional hours”

“HHS continues to roll out enhancements to the state’s child care assistance program, benefiting both parents and child care providers”

“HHS unveils Toolkit for Employers to streamline resources to support working parents”



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ND HHS creates toolkit for employers on child care resources



New benefit aimed at addressing child care workforce challenges

STAR REPORTS May 22, 2024

Listen to this article now
 Powered by Emory Audio

(The Bismarck Tribune)



North Dakota child care program implements additional benefits

Parents and child care providers eligible for assistance will see cheaper co-pays, more funding opportunities and additional incentive programs.



North Dakota Health and Human Services is partnering with ND employers on a pilot program to help reduce the costs of child care for working parents. Above stock photo / Special to On the Minds of Moms

HHS covers childcare costs for childcare employees

Public Radio Broadcasting: By Kate Dornell
 Published: 2:30 PM CDT

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Child care expenses can be one of many factors that influence a person’s decision to seek employment or stay in their current job. As a result, a labor shortage is making it difficult for some North Dakota employers to recruit and retain valuable employees.



To help solve this conundrum, NDHHS has launched the [North Dakota Employer Toolkit](#) to help businesses find financial assistance that can help cover some of the costs of childcare for their lower-income employees. **(KX News)**

Expanding reach to more parents through existing HHS communications channels

- Included Child Care Assistance Program information in the Medicaid Member newsletter which was mailed to more than **45,000 members**.
- Provide **quarterly updates** to 2,341 subscribers of Child Care Connections e-newsletter.
- Included Child Care Assistance Program information to 1,000 subscribers of the March Medicaid e-newsletter.

Solid Web presence (Jan. 1-Dec. 31, 2024)
 CCAP families page: **112,801 visits**
 CCAP providers page: **27,372 visits**
Consistently within the top 10 HHS webpages viewed.

Child Care Assistance Program

What is the Child Care Assistance Program?
 The Child Care Assistance Program (CCAP) helps pay a portion of the cost of child care for working families, or families in training or education programs. Families who meet certain eligibility criteria qualify for the program.
[Find out if you qualify.](#)

Quick Links

- [Data Dashboard](#)
- [Find a Child Care Provider](#)
- [Information for Providers](#)
- [CCAP News](#)
- [Co-payment Worksheet](#)

Are you employed by a licensed child care provider?
 Sign up for the Child Care Workforce Benefit!

Online tools to help families understand child care assistance payments and process

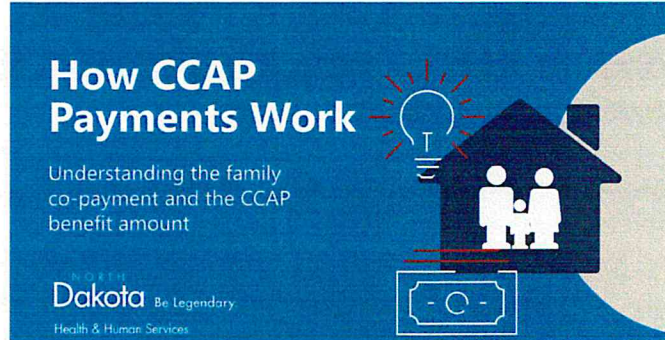
Individual Worksheet for Calculating Co-pay

Enter your total monthly income before taxes are taken out: \$0 \$2,500

Enter number of household family members: 3

	Before July 1, 2024, your "old" co-pay for child care would have been:	After July 1, 2024, your "new" co-pay for child care is:
Your income is _____% of the State Median	\$0	\$0
29.0%	Before July 1, 2024 your co-pay as a % of your income: 0%	After July 1, 2024 your co-pay as a % of your income: 0%

Easy-to-use calculator helps families know what their co-pay will be



Video explaining how payments work

Print materials to directly deliver the message

Promotional material bundles were sent to all child care providers in North Dakota including:

- General Child Care Assistance Program awareness flyers and postcards for providers to share with their families
- Child Care Workforce Benefit flyers and postcards for providers to share with current and future employees

Digital copies of promotional materials are available on the Child Care Assistance Program provider webpage.

In addition, Child Care Assistance Program brochures are provided for all local human service zones.



Learn how families in North Dakota are saving money on their child care costs.

Don't count yourself out!
Find out more. See if you qualify.



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hhs.nd.gov/ccap

Employees of licensed child care providers can get help through the state's child care assistance program for their child care costs with no required co-payments, regardless of their income!

You can get the benefit in two easy steps:

- 1 Fill out a Child Care Assistance Program (CCAP) application
- 2 Complete the Child Care Workforce Benefit Verification form (SFN 354).

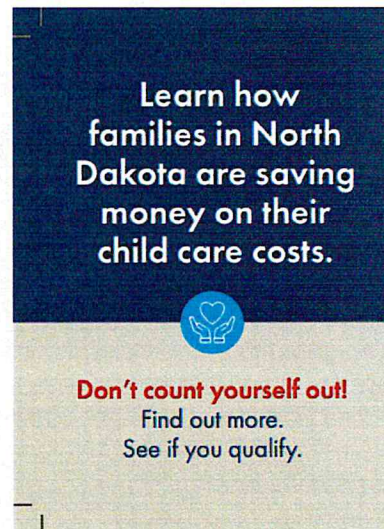
Already on CCAP? All you need to do is complete the SFN 354.

APPLY TODAY!

Scan me or visit hhs.nd.gov/ccap



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Workforce outreach

North Dakota Toolkit for Supporting Working Parents launch and partnership efforts to create awareness included:

- Consulted with the Greater North Dakota Chamber to gather insight on how to best deliver the content within the toolkit.
- Met with North Dakota Department of Commerce and Job Service North Dakota to discuss ways that each agency could utilize the toolkit with their partners and audience. Based on the conversations, created materials tailored for each agency based on their delivery methods. For example, created a TV slide for Job Service to use at its local offices.
- Created a library on North Dakota's Asset Bank for partners to share toolkit promotional materials.



Events, outreach and presentations

Main Street ND Summit

Promoted the North Dakota Toolkit for Supporting Working parents, CCAP and the Working Parents Child Care Relief Program

Global Talent Summit

Promoted the North Dakota Toolkit for Supporting Working Parents.

Early Childhood Advisory Board Meeting

Presented on: QRIS and Market Rate Survey

MRS Office Hours & Education Sessions

Session Length: six hour-long sessions

Early Childhood Council Presentation

CCAP Updates

CCDF State Plan Tribal Consultation

All tribal child care partners

CCDF State Plan Comment Period (60 Days)

- Outreach via: Social Media & Child Care Newsletter
- Invited Providers to Comment

CCDF Public State Plan Hearing

Early Childhood Council Presentation

Topic: CCAP Updates

CCAP Policy Updates & Provider Insights

Topic: CCAP updates and feedback from providers on CCAP

Ongoing Outreach

Partnership with Child Care Aware | CCAP information is on its website

Upcoming Outreach Events

Foster Care Child Care Payment Survey

North Dakota Early Childhood Conference