



POTENTIAL ACTIVITIES FOR WORTHY WAGE DAY 2004

What can my program do?

- **Create a special bulletin board or public display** for items like newspaper articles, event announcements, staff profiles, etc. to inform parents and visitors about compensation and other issues of professional development and related community activities. *Be creative:* develop a display of “footsteps” with pledges written on them, with the heading “Improving early care and education jobs one step at a time!” or “Take one step toward improving teachers’ and providers’ jobs.” Send the “footsteps” to legislators, and request that they pledge their support for specific early care and education legislation.
- **Include an article in your next parent newsletter** about the impact of the staffing crisis on your early care and education services, and share information about what your program is doing and what they can do to help create better early care and education jobs.
- **Invite a knowledgeable early care and education advocate** from the community to your next staff meeting or provider support group meeting to inform you of early care and education policy initiatives in your state, and to open a dialogue about your role as an advocate.
- **Organize a postcard writing campaign** and send important messages to elected officials. *Be creative:* personalize postcards using photographs of teachers, providers, parents and children, placing paper stickers on the back of the photos, writing your message and mailing them, or ask the children to decorate 4x6 index cards, and write your messages on the back. Other options include sending the message “It’s time for a change!” on an infant-size diaper, or delivering peanuts with the message, “We won’t keep working for peanuts!”
- **Organize early care and education “job shadows”** to educate and offer a first-hand perspective to local policy makers, representatives and other important community stakeholders about the realities of employment as an early care and education professional.

What can I do with other advocates in my community?

(Many of the activities above can also be conducted in conjunction with other advocates within your community.)

- **Learn if there is a local worthy wage campaign** or other group working on compensation issues in your community that is planning an event for Worthy Wage Day. If so, participate! When you link with other programs, you may discover alternative ways of achieving goals that others have already figured out, previously untapped potential resources, and new partners in problem-solving.
- **Organize a speak-out, rally or celebration** with a focus on good early care and education jobs together with other early care and education professional in your community. The event can take place at your State Capitol, City Hall, city landmark, or other area where you will be visible. Prepare plenty of signs and plan for singing and chanting that will get you noticed and your message heard. Invite speakers such as policymakers, parents, teachers and providers to

tell their story and share a message for an increased investment in public funds for early care and education in order to improve early care and education jobs.

How can parents get involved?

- **Plan a parent-staff gathering** to talk about the importance of good early care and education jobs, what they look like, and what parents can do to help.
- **Create message stickers** that parents can wear to work or ask parents to send postcards to policy makers asking for a direct investment of public funds in improving jobs for the early care and education workforce.

I don't have a lot of time to organize an event, is there another way I can help?

- **Make a commitment to talk with someone** outside of the early care and education field who has an interest in the issues.
- **Schedule a meeting or send a letter to an elected official** about the low wages, inadequate benefits and working conditions of the early care and education workforce. Use the sample letter to send a message to your Congressman/woman about critical legislation. Include the fact sheet prepared by CCW/AFTEF and personalize the letter by including specific wages from your state as detailed on CCW/AFTEF's website.
- **Send a press release to local media** highlighting your Worthy Wage Day event, the staffing crisis, or wage data from CCW/AFTEF's early care and education compendium which will be released on Worthy Wage Day. CCW/AFTEF will be sending a sample press release shortly.
- **Register to vote!** If you are not already registered to vote take the appropriate steps to register to vote and remain informed during the upcoming elections. If you are already registered to vote, encourage someone who know to register.

Things to Remember

- **Take Photos of your Events.** Documenting your event is critical to sustaining efforts over time so take as many photos or video as you can. (Note: For the best quality photos, that you can be used by organizations like CCW/AFTEF to include in future publications, take pictures with a digital camera using a high resolution [300 dpi or better]).
- Contact ccw@aft.org and **tell us about your activity** so we can highlight it in future editions of our newsletter.
- **Worthy Wage Day is one day. But the fight for improved early care and education jobs continues on!**

For more details on organizing a Worthy Wage Day activity or to view 2002's complete Worthy Wage Day Action Packet, visit our website at http://www.ccw.org/about_WWday.html.