

LOUISIANA CHILD CARE ASSISTANCE PROGRAM (CCAP)

social media toolkit



HOW TO USE THIS TOOLKIT

In February of 2022, the Louisiana Child Care Assistance Program (CCAP) expanded eligibility requirements to assist in paying for child care to more low-income Louisiana families. The Louisiana Department of Education Early Childhood Division is engaging partners, child care providers, and early care and education supporters like you to virtually raise awareness about the CCAP program.

This toolkit includes several resources for social media actions to take in the coming months to communicate with the people you serve about CCAP and the 2022 program expansion that will allow more parents who are working, seeking work, or attending school or job training to pay for high-quality child care.

Please share the information across your network, and if you need additional content, we can create it.



01

DOWNLOADS

INFORMATIONAL FLYER:
[ENGLISH](#) + [SPANISH](#)

SOCIAL MEDIA GRAPHICS:
[ENGLISH](#) + [SPANISH](#)

QR CODES: [CCAP PAGE](#)
+ [CCAP APPLICATION](#)

WHAT IS INCLUDED IN THIS TOOLKIT?

- QR codes with direct links to application and program information
- Key messages
- Informational Flyers that can be printed or shared electronically (in English and Spanish)
- Social media graphics and language for posts (in English and Spanish)

PROGRAM OVERVIEW

The Louisiana Child Care Assistance Program (CCAP) provides financial assistance to low-income families while parents or legal guardians are working, seeking employment, or attending school or job training, to support them in accessing high-quality child care. Families who place their children in stable, high-quality care are more likely to be successful in school or at work, and children who receive high-quality child care are more prepared to enter kindergarten.

CCAP provides child care subsidies allow families to access high-quality child care services for their children from birth to age 13 or up to age 18 with a disability, as they work or attend school or job training.

LDOE has expanded CCAP to enable more families to take advantage of the benefit:

Increases the income eligibility threshold to 85% State Median Income

Increases the CCAP reimbursement rates.

HOW MUCH DOES CCAP REIMBURSE?

Maximum Daily Rates For Type
III Early Learning Centers

INFANTS	TODDLERS	AGE 3+
\$68.00	\$42.00	\$31.30
SPECIAL NEEDS INFANTS	SPECIAL NEEDS TODDLERS	SPECIAL NEEDS AGE 3+
\$85.68	\$52.92	\$39.69

ELIGIBILITY

FAMILIES ARE ELIGIBLE FOR CCAP, IF:

- The child needing care is a US citizen or an eligible alien residing in the state of Louisiana
- Parents or legal guardians meet one of the following requirements:
 - Works at least 20 hours a week
 - OR attends an accredited school or training program as a full-time student
 - OR attends an accredited school or training program at least 20 hours a week
 - OR attends a combination of work and school
 - OR is actively seeking work
 - OR participates in a transitional living program
 - OR receives disability income
 - OR is experiencing homelessness
- Monthly household income, before any deductions from a paycheck, is less than the amount listed below per household size (monthly gross earned and unearned income):

2 PERSONS	4 PERSONS	6 PERSONS	8 PERSONS
\$3,939	\$5,793	\$7,646	\$7,994
3 PERSONS	5 PERSONS	7 PERSONS	9 PERSONS
\$4,866	\$6,720	\$7,820	\$8,168

HOW DO YOU APPLY?

There are several ways to obtain an application to apply for child care assistance. The fastest way to apply for child care assistance is online. To apply, visit: ccapla.doe.louisiana.gov.

The website features many CCAP resources, including:

- Links to the online application and instructions on how to apply
- An application checklist
- A chart explaining the application process
- Information on how to locate high-quality child care near you
- Forms to report changes in an applicant or CCAP recipient's status

If you do not have access to the internet, you can visit a local library for computer access, or the Department can mail you an application.

- Request or submit an application by mail:
CCAP Household Eligibility
Department of Education
P. O. Box 260037
Baton Rouge, LA 70826
- Fax the application to
225.376.6060
- Call to request an application:
1.877.453.2721
- Email: LDEccap@la.gov

KEY MESSAGES

- The Louisiana Child Care Assistance Program (CCAP) helps provide parents in need access to quality early child care and supports them in attaining employment, education, or job training.
- CCAP provides Louisiana families who qualify with supplemental resources to help them afford high-quality, stable child care.
- The global pandemic amplified the need for high-quality, stable child care for both working parents and employers and resulted in unexpected changes in employment and education and job training opportunities for parents.
- The pandemic reduced access to high-quality, early child care and education for young children and increased costs for families and operating expenses for providers. The Louisiana Policy Institute for Children and LDOE conclude that finding quality, affordable child care is difficult for 78 percent of working families in Louisiana.
- The lack of access to reliable, affordable, quality care is a significant barrier to workforce productivity and participation.
- Parental absences cost Louisiana businesses \$762 million annually from missed work, turnovers, and other related costs. In total, parental absences and turnovers are estimated to have a \$1.3 billion impact on the Louisiana economy.
- Louisiana's day care providers report losses of \$287 million due to the coronavirus pandemic. Two-thirds of Louisiana providers closed classrooms at some point during the pandemic, according to a recent survey.
- About 10 percent of all Louisiana child care providers received some public funding through the CCAP and foster care programs.

EXPANSION

THE CCAP PROGRAM EXPANSION HELPS ELIGIBLE **FAMILIES** BY:

- Providing more options for child care for their children.
- Allowing more heads of households to enter the workforce or to access education and training that makes them more competitive in the workforce, confident in the knowledge that their children are being well cared for.
- Expanding options for families who couldn't previously afford the gap between what a provider charged and what the state pays, thereby, opening the door to families who could not previously afford child care at all.

THE CCAP PROGRAM EXPANSION BENEFITS **COMMUNITIES** BY:

- Allowing more parents with dependent children to enter the workforce confident their children are well cared for
- Providing support parents with dependent children in seeking workforce training or additional education

THE CCAP PROGRAM EXPANSION HELPS ELIGIBLE **PROVIDERS** BY:

- Increasing CCAP daily reimbursement rates to reflect the state's current market rates for child care, reducing out of pocket cost for working families and increasing family choice.
- Providing additional resources for child care providers and before- and after-school care providers to build capacity to care for more children.
- Reimbursing providers at the state's newly established daily reimbursement rate irrespective of their own rates to assist with paying toward the true cost of quality child care.
- Allowing providers to pay child care professionals more and to help recruit new caregivers to the industry.



SOCIAL MEDIA POSTS

We hope you will post CCAP information at least 1-2 times per month. We have provided suggested tags and suggested text captions for your use, as well as social media graphics.

DOWNLOAD SOCIAL
MEDIA GRAPHICS:

[ENGLISH](#) + [SPANISH](#)

LINKS

All social graphics should link to the Louisiana Department of Education CCAP website with any of the following:

- Website: louisianabelieves.com/early-childhood/child-care-assistance-program
- Shortlink: ccapla.doe.louisiana.gov
- Bit.ly/shortlink: bit.ly/CCAPLDOE

HASHTAGS

Use the hashtag **#LouisianaBelieves** and **#LaEd** in all your posts, as well as any other relevant hashtags that may apply to your networks (examples on next page).

TAGGING

Please tag Louisiana Department of Education with social media posts:

- Facebook: **@LaEducation**
- Twitter: **@La_Believes**
- Instagram: **@la_believes**

#HASHTAGS

#LOUISIANAABELIEVES
#LAED

#LaExcellentEducators

#earlychildhood

#preschool

#earlylearning

#prek

#learningthroughplay

#childcare

#childdevelopment

#workingmom

#studentmom

#stressedmom

#childcarelife

#iownadaycare

#daycarecenter

#earlychildhoodeducator

FACEBOOK

SAMPLE SOCIAL MEDIA POSTS

GRAPHIC: New changes expand Louisiana's Childcare Assistance Program (CCAP).

SAMPLE POST: Louisiana's CCAP pays for child care costs so you can work, or attend training or school. Click the link to see if you're eligible and to apply: bit.ly/CCAPLDOE

@LaEducation #earlychildhood
#workingmom #daycare

GRAPHIC: Child Care Assistance available while you work or look for a job. Louisiana Child Care Assistance Program (CCAP) (with LDOE logo)

SAMPLE POST: Louisiana's Child Care Assistance Program (CCAP) helps families with a parent or legal guardian who is working, or attending school or job training to pay for high-quality child care for children under age 13 or up to age 18 for children with special needs. Click the link below to find out if you qualify and apply: bit.ly/CCAPLDOE

@LaEducation #earlychildhood
#workingmom #LouisianaBelieves

GRAPHIC: Child Care Assistance available while you attend school or job training. Louisiana Child Care Assistance Program (CCAP)

SAMPLE POST: Louisiana's Child Care Assistance Program (CCAP) helps families with a parent or legal guardian who is working, or attending school or job training to pay for high-quality child care for children under age 13 or up to age 18 for children with special needs. Click the link below to find out if you qualify and apply: bit.ly/CCAPLDOE

@LaEducation #earlychildhood
#studentmom #LouisianaBelieves

GRAPHIC: Child care can be costly! Get help paying for it!

SAMPLE POST: Louisiana's CCAP pays for child care costs so you can work, or attend training or school. Find out if you qualify and apply, by clicking the link: bit.ly/CCAPLDOE

@LaEducation #earlychildhood
#daycare #childcare #momonthejob
#LouisianaBelieves

GRAPHIC: Need help paying for before and aftercare?

SAMPLE POST: Louisiana's Child Care Assistance Program (CCAP) can help pay for before and after school care. Click here to find out if you qualify and apply: bit.ly/CCAPLDOE

@LaEducation #LouisianaBelieves

GRAPHIC: Do you know a family experiencing homelessness?

SAMPLE POST: Any family that documents they are experiencing homelessness will be granted CCAP 3-month eligibility, regardless of whether they are participating in employment, school or job training. Share this information in your communities and click the link below for more information: bit.ly/CCAPLDOE

@LaEducation #LouisianaBelieves
#homelesshelp

TWITTER

SAMPLE SOCIAL MEDIA POSTS

GRAPHIC: New changes expand Louisiana's Child Care Assistance Program (CCAP)

SAMPLE POST: #LouisianaBelieves all children should have access to high-quality child care. Find out if you qualify for help with #childcare through CCAP: bit.ly/CCAPLDOE

GRAPHIC: Need child care while you work or attend school?

SAMPLE POST: Louisiana's Child Care Assistance Program now covers more families who need help affording #childcare. Find out if you qualify for assistance through CCAP: bit.ly/CCAPLDOE #LouisianaBelieves

NEWSLETTER WRITER UP



SAMPLE WITH SQUARE GRAPHIC:

GRAPHIC: Know someone who needs help paying for child care while working or attending school or job training? There is help. (QR CODE [CCAP PAGE](#) + [CCAP APPLICATION](#))

TEXT: Help is available from the Louisiana Child Care Assistance Program. Recent program changes have expanded the program to include more families. To learn if you qualify and to apply, visit [ccapla.doe.louisiana.gov](#) or call 1.877.453.2721.

SAMPLE WITHOUT GRAPHIC:

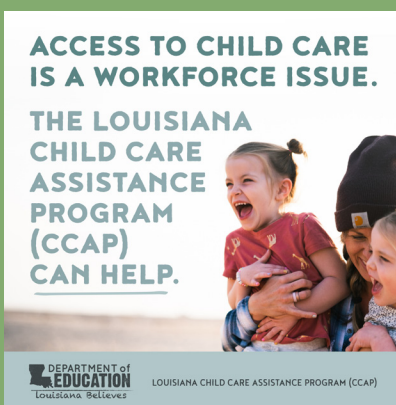
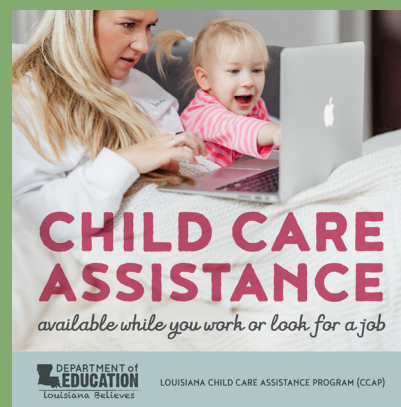
TEXT: Know someone who needs help paying for child care while working or attending school or job training?

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SOCIAL MEDIA GRAPHICS

DOWNLOAD:

ENGLISH + SPANISH



SAMPLES OF MATERIALS



More Info



Apply

NEED HELP PAYING FOR CHILD CARE?

THE LOUISIANA CHILD CARE ASSISTANCE PROGRAM (CCAP) HAS YOU COVERED.

The program is expanding. More families are now eligible to receive CCAP. Recent changes may also lower out-of-pocket expenses for qualified families.

WHAT IS CCAP?

Louisiana's Child Care Assistance Program (CCAP) provides families with financial support for child care services.

WHAT DOES CCAP PROVIDE?

CCAP helps families, with a parent or legal guardian who is working or attending school or job training, pay for high-quality child care for children under age 13 or children with special needs up to age 18.

CCAP pays for a significant portion of the child care costs, and families pay the difference charged by the provider.

WHO IS ELIGIBLE?

Families are eligible for CCAP if:

- ☐ The child needing care is a US citizen or an eligible alien residing in the state of Louisiana.
- ☐ Parents or legal guardians meet one of the following requirements:
 - Works at least 20 hours a week
 - OR attends an accredited school or training program as a full-time student
 - OR attends an accredited school or training program at least 20 hours a week
 - OR attends a combination of work and school
 - OR is actively seeking work
 - OR participates in a transitional living program
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HOW MUCH DOES CCAP REIMBURSE?

Maximum Daily Rates For Type III Early Learning Centers

INFANTS	TODDLERS	AGE 3+
\$68.00	\$42.00	\$31.30
SPECIAL NEEDS INFANTS	SPECIAL NEEDS TODDLERS	SPECIAL NEEDS CHILDREN AGE 3+
\$85.68	\$52.92	\$39.69



TO SIGN UP OR LEARN MORE,
VISIT CCAPLA.DOE.LOUISIANA.GOV
OR CALL 1.877.453.2721.



NEED HELP PAYING FOR CHILD CARE?

The Louisiana Child Care Assistance Program (CCAP) has you covered.



CCAP provides financial support for high-quality child care services, with a parent or legal guardian who is working or attending school or job training, for children under age 13 or children with special needs up to age 18.



FIND OUT IF
YOU QUALIFY

WEB: ccapla.doe.louisiana.gov
PHONE: 1.877.453.2721
EMAIL: LDEccap@la.gov



DOWNLOAD INFORMATIONAL FLYER:
ENGLISH + SPANISH

To order FREE program brochures and script pads email LDEccap@la.gov or call 1.877.453.2721

