#ChildCareHeroes
Resource Toolkit
About the QSLA #ChildCareHeroes Toolkit

We can all agree that these last few months have been challenging, and you have risen to the occasion to ensure children, families, and the community are loved and supported. The work you do is foundational in many ways and you deserve to be celebrated. Beyond educating and caring for children, you ensure that people working in grocery stores, in hospitals, and in transportation can perform their essential work. You truly are #ChildCareHeroes!

To celebrate you, your program will receive a QSLA #ChildCareHeroes Toolkit, which includes signage for you to promote your program and your unwavering commitment to quality. By being a member of Quality Start Los Angeles, you show families and the community that you are committed to going above and beyond to meet your program goals, and ultimately provide high quality services to the children in your care. This Toolkit will help you show your QSLA spirit!

Your Toolkit Includes:

- One vinyl “QSLA Proud Participant” banner
- Two “QSLA Proud Participant” yard signs
- One QSLA kite
- One tier rating sticker to add to your “Proud Participant” sign
Tips for Using Your QSLA #ChildCareHeroes Toolkit

In addition to posting your banner** and yard signs**, we encourage you to talk about your participation in QSLA. Every early childhood program is unique, and there is no better way to advance the early learning movement than for you to share your story and the special moments you see in the lives of the children you nurture and teach.

Here are some ideas on how you can share your story:

#1. Take photos of your:

- QSLA signage
- QSLA kite
- Children in front of or next to the yard sign or banner, or holding the kite*
- Staff in front of or next to the yard sign or banner, or holding the kite*
- Children thriving in your learning environment*
- Program’s learning environment
- COVID-19 healthy practices, such as handwashing, outdoor environments, wearing masks, social-distancing group activities, etc.
Tips for Using Your #ChildCareHeroes Toolkit

#2. Post photos on social media
This can be done on Facebook, LinkedIn, Twitter, Instagram, etc.!

- **Post a picture of your sign and talk about QSLA**: The goal is to share your QSLA spirit and commitment to quality with your families.
- **Highlight a teacher in your program for being a #childcarehero**: Snap a photo of an educator at your program and share what makes him/her a hero. Take the photo in front of your QSLA sign or banner!
- **Describe what’s happening in the photo**: Did a child just learn something new or overcome an obstacle? Are children successfully completing your essential handwashing procedures? Did a teacher help a child feel better or learn a new concept? Snap a picture and talk about it!
- **Remember to check**: Do you have approval and signed waivers to post photos of children or staff? If not, snap and post a picture of your environment, your QSLA sign, and anything else that shows your quality and doesn’t include a child or staff member’s face.

**Post ideas to spark your imagination:**
- Proud to be a #childcarehero of Quality Start Los Angeles for XX years! Thanks to QSLA, I have learned XX (Insert something positive in regards to a benefit you have experienced from QSLA)
- Child Care workers are the essential workers for the essential workers. Thanks to QSLA, we can work together to keep our children safe and learning.
- Thanks to Quality Start LA, my tier rating has gone from X to X (fill in your previous and current rating)! I’m proud to be a part of this program and the larger quality movement happening throughout the state.
- It takes a village to raise our children, and I’m grateful that QSLA is part of my village.

**Remember: Tag QSLA in your posts and use our hashtags:**
Tag: @QualityStartLosAngeles
Hashtags: #QSLA #QualityStartLosAngeles #EssentialWorkers #ChildCareHeroes #ECE
Tips for Using Your #ChildCareHeroes Toolkit

#3. Share photos in your newsletters or on your website

- Similar to social media, in your newsletters or on your website
  - Share photos of your new QSLA signs, banner or kite
  - Share about practices you are implementing to keep children safe and learning during COVID-19.
  - Take it a step further and encourage families in your program to take photos with your QSLA signage and post on their social media accounts.
  - Encourage them to tag your program, QSLA, and use any of our hashtags!

Do You Need More QSLA Branding Resources?

If you are interested in talking about the benefits of being in the QSLA program, visit our key messaging document, and feel free to use language from there!

Do you need a copy of the QSLA logo for your newsletter? Click the links below to download a PNG version of the logo

- Color Logo – English tagline
- Color Logo – Spanish tagline
- Greyscale Logo
- Transparent White Logo

**Note: Please check with local city ordinances on posting signage. QSLA is not responsible for violations or fines as a result of posted signs that are not in compliance with city code.**