#ChildCareHeroes
Resource Toolkit
About the QSLA Resource Toolkit

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
- One “QSLA Proud Participant” yard sign
- One QSLA children’s growth chart
- One tier rating or participation decal for your window
- QSLA bookmarks
Tips for Using Your QSLA Resource 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 everyday!

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

#1. Take photos of your:

- QSLA signage or window decal
- QSLA growth chart
- Children in front of or next to the yard sign or banner, or growth chart*
- Staff in front of or next to the yard sign or banner
- Children thriving in your learning environment*
- Program’s learning environment

**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.**
#2. Post photos on social media
This can be done on all social platforms.

- **Post a picture of your sign, banner or decal 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/them 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.
#3. Message ideas to spark your imagination

- Proud to be a #childcarehero of Quality Start Los Angeles for XX years!
- Thanks to QSLA, I have learned (Insert something positive in regards to a benefit you have experienced from QSLA)
- Thanks to Quality Start LA, I’m taking the steps to improve the quality of my program! I’m proud to be part of #QSLA. (For non-rated providers)
- 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 statewide quality movement happening throughout the California.
- It takes a village to raise our children, and I’m grateful that #QSLA is part of my village.

Tag QSLA in your posts and use our hashtags:

Tag: Facebook @QualityStartLosAngeles
Twitter @QualityStartLA

Hashtags: #QSLA #QualityStartLosAngeles #ChildCareHeroes #ECE
#4. Share photos in your newsletters or on your website

- Share photos of your new QSLA signs, banner or growth chart
- Share about practices you are using to support children’s learning and development.
- Go above and beyond and encourage families in your program to take photos with your QSLA signage and post on their social media accounts. Please 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!

This “All Are Welcome” graphic symbolizes your commitment to equity, diversity, and inclusion amongst all staff, families and young learners. Display this graphic in your learning spaces to let families know that they are welcome in your early learning program. [Download the window decal here](#)

Do you need the QSLA logo for your website, newsletter, etc.? Click the links below to download a PNG version of the logo

- [Color Logo](#)
- [Greyscale Logo](#)
- [Transparent White Logo](#)
- [QR Code](#) - Add this to your newsletters so families can scan and find resources on the QSLA website.