

Screening Toolkit

This toolkit is designed to support communities, organizations, businesses—anyone!—in hosting a screening and discussion of the short documentary, Take Care.

Why host an event?

Take Care is intended to spark discussion and spur action to solve our child care crisis. Through the voices and stories of North Carolinian families, child care teachers, businesses, and community leaders, Take Care provides a firsthand account of how this crisis is impacting all of us, how communities are trying to address the crisis, and what is at stake if we don't create lasting solutions.

While child care is foundational to our state and country's wellbeing, it is built on a flawed and unsustainable funding model. Parents cannot afford to pay more. Providers and teachers can't earn enough to make a living. Government and private investment are woefully inadequate. As a result, teachers cannot afford to stay in the profession and are leaving for jobs at convenience stores and gas stations that pay more, child care classrooms struggle to stay open, and employers are losing workers.

This hurts everyone—children, families, child care teachers and providers, businesses, and our economy. The end of emergency funding to help stabilize child care has further worsened the crisis.

Our nation relies on quality child care to support children's healthy development and learning, allow parents to work, and keep businesses running. Yet, child care is in crisis—one that has been decades in the making and was exacerbated by the pandemic.

What's in this toolkit?

- Event Planning Checklist
- Promotional Resources
- Save the Date Template
- Invitation Template
- Media Alert Template
- Discussion Guide
- Press Release Template

Event Planning Checklist

Several weeks prior to the event:

- Define your objectives, what you want to achieve with the event
- Identify your audience
- Confirm date that will work best for your audience
- Choose and confirm location
- Confirm parking instructions
- Confirm AV equipment
- Develop invitation list
- Send Save the Date (see template)
- Determine if you will invite press

Four weeks prior to the event:

- Send invitation (see template)
- Manage RSVPs
- Arrange catering (if needed)

One to two weeks prior to the event:

- Manage RSVPs
- Call people that have not RSVP'd
- Gather supplies
- Purchase drinks and snacks
- Draft media alert (if inviting press, see template)

One week prior to the event:

- Confirm catering
- Prepare and print handouts
- Create and print name tags
- Print directional signage if needed

Three days prior to event

- Send media alert and call reporters (if inviting press)

Day of event:

- Have laptop
- Assign someone to take notes
- Set tables
- Set up AV
- Set up directional signage if needed
- Check people in to track attendance

Day after event:

- Send press release (see template)
- Send thank you email to attendees, including summary of discussion
- Publish blog, social media content, letter to the editor, or other medium to share

Promotional Resources

In addition to the resources shared in this guide, the following resources are available on the website:

- [Movie Poster/Flyer](#): Use the poster to promote the documentary and as signage at your event.
- [One-Page Fact Sheet](#): Use the fact sheet to engage partners, raise funds to support your event, share with attendees, and encourage others to share the documentary with their networks.
- [Social Media Graphics](#): Use the graphics to promote Take Care in your community. If your event is open to the public, you can write your post to promote it.
- [Trailer](#): Use the trailer to build excitement!
- [Postcard](#): Share the postcard at your event. Include the stamp. Ask people to fill one out and mail it to a colleague, friend, or neighbor.

Save the Date Template

Save the Date for Take Care – Solving <insert name of community's> Child Care Crisis

Take Care

<Insert Day, Date, Time>

<Insert name of community> relies on quality child care to support children’s healthy development and learning, allow parents to work, and keep businesses running. Yet, child care is in crisis—one that has been decades in the making and was exacerbated by the pandemic.

Join us for a conversation on how to come together to solve the crisis. We will view Take Care—a new short documentary that examines North Carolina’s child care crisis through the voices and stories of our families, child care providers and teachers, and business and community leaders. Take Care provides firsthand accounts of how child care impacts all of us; how communities are trying to address the crisis; and the need to work together to create lasting solutions.

Following the documentary, we will host a community conversation about creating lasting solutions.

Watch the trailer at www.takecarenc.com.

NC Invitation Template

Join Us for Take Care – Solving <insert name of community's> Child Care Crisis

Take Care

<Insert Day, Date, Time>

<Insert Location>

RSVP by <Insert Date>

<Insert name of community> relies on quality child care to support children’s healthy development and learning, allow parents to work, and keep businesses running. Yet, child care is in crisis—one that has been decades in the making and was exacerbated by the pandemic.

Join us for a conversation on how to come together to solve the crisis. We will view Take Care—a new short documentary that examines North Carolina’s child care crisis through the voices and stories of our families, child care providers and teachers, and business and community leaders. Take Care provides firsthand accounts of how child care impacts all of us; how communities are trying to address the crisis; and the need to work together to create lasting solutions.

Following the documentary, we will host a community conversation about creating lasting solutions.

Please RSVP by <insert Date> by <insert process>.

Media Alert Template

MEDIA ALERT

<Name of Organization> to Host Conversation on Child Care Crisis, including Screening of New Documentary

North Carolina's child care crisis is hurting everyone in **<Insert name of community>**. **<Name of Organization>** will host a screening of Take Care followed by a conversation focused on what it will take to create lasting solutions.

Take Care is a new short documentary that examines North Carolina's child care crisis through the voices and stories of our families, child care providers and teachers, and business and community leaders. It provides firsthand accounts of how child care impacts all of us; how communities are trying to address the crisis; and the need to work together to solve the crisis.

What: Screening of Take Care and Community Conversation

Who: **<Insert names of any speakers and description of audience (e.g., business leaders)>**

When: **<Insert day, date, time>**

Where: **<Insert location>**

Discussion Guide

The questions listed below are intended to serve as prompts for conversation. Be sure to assign a moderator and a notetaker.

- What surprised you about the documentary? Inspired you? What was your “aha” moment?
- If you were telling a colleague or friend about the documentary, what would you say? Why?
- How does this relate to what our families, employers, and community may be experiencing?
- Imagine it is two years from now, and we have solved this crisis for our community. How did we get here? What had to happen?
- What is one thing our community could to bring that to reality? What is one thing the state could do?
- What can you do to help make that happen? What do you need to be able to do that?
- How can we work together to create lasting solutions so that families can find afford quality child care, teachers stay in the profession, child care programs are sustainable, employers have the workforce they need, and our community thrives?

Press Release

<Name of Organization> Hosted Conversation on Child Care Crisis, Screened New Documentary

<Insert name of community> community leaders took on the state’s child crisis yesterday. After viewing a new documentary, Take Care, they discussed how to create lasting solutions, including <insert high level summary of conversation>.

<Insert quote from organizer>

Take Care is a new short documentary that examines North Carolina’s child care crisis through the voices and stories of our families, child care providers and teachers, and business and community leaders. It provides firsthand accounts of how child care impacts all of us, what is at stake if we do not fix it, how communities are trying to address the crisis; and the need to work together to solve the crisis.

<Insert highlights from the conversation with a focus on recommended actions>.

While <Insert name of community> relies on quality child care, these programs are in crisis—one that has been decades in the making and was exacerbated by the pandemic. Teachers cannot afford to stay in the profession. They earn an average of \$14 per hour—not enough to meet basic needs for housing, food, health care, and other necessities. They are leaving for jobs at convenience stores and gas stations that pay more. As a result, child care programs are either closing or are under-enrolled because they cannot hire teachers. In <Insert name of community> <insert local statistics, such as number of programs that have closed in the past year or decrease of child care spaces available>.

Employers are feeling the impact. Research by the NC Chamber Foundation shows that parents of young children in North Carolina are leaving the workforce (26%), refusing job opportunities, promotions or new jobs (37%), missing work (60%), and not pursuing job training or continuing education (32%). This costs this state \$1.36 billion in lost tax revenue and employers \$4.48 billion.

<insert quote from local business leader if appropriate>

Take Care premiered in Raleigh in November 2024 with policymakers, employers, and local leaders in attendance. Following the screening, there was a panel discussion moderated by David Crabtree and featuring representatives from Child Care Aware of America, the North Carolina Chamber of Commerce, New Hanover County Commissioners and LeafSpring Schools.

Learn more about Take Care and how to host a conversation by visiting [TakeCareNC.com](https://www.TakeCareNC.com).