

Wisconsin Shares Campaign

Leadership Council on Early Years | July 29, 2024

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Wisconsin Department of
Children and Families

A hand is shown putting a coin into a piggy bank. The background is a warm, reddish-orange color with a blurred image of a person's hands and a piggy bank. The text is overlaid on this background.

Wisconsin Shares

**Provided over \$300 million to
over 27,000 families and
nearly 50,000 children**

July 2022 – June 2023



What are we doing about it?



Program Improvements



Strategic Communications

Program Improvements

- Increased subsidy rate
- Full time/part time
- Increased income eligibility and less steep benefits cliff






Strategic Comms

Wisconsin Shares

- Paid media campaigns
- Web page redesign
- Partner tool kit

Quality Child Care

- Parent tool kit
 - Provider tool kit
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2023 Paid Media Campaign

Phase I

January 15 – March 19, 2023

Target Audiences

- Low-income parents/families/caregivers
- Latinx + Tribal communities

Geography

- Priority: Statewide
- Secondary:
 - Milwaukee County
 - Low-income counties: Iron, Menominee, Ashland, Forest, Adams, Rusk, Price, Vilas, Florence, Crawford

Tactics

- TV ads
- Billboards
- Streaming Audio
- Digital Video

Phase II

May 10 – 31, 2023

Target Audiences

- Low-income parents/families/caregivers
- Latinx + Tribal communities

Geography

- Priority: Statewide (70% of budget)
- Secondary:
 - Milwaukee County
 - Low-income counties: Iron, Menominee, Ashland, Forest, Adams, Rusk, Price, Vilas, Florence, Crawford

Tactics

- TV ads
- **Paid Social**
- Streaming Audio
- **YouTube**

Phase I + II Results

- **34.7MM impressions** – the number of times a piece of content was displayed to the audience.
- **36.2k clicks** to the **website** landing page from paid media.
- **2,154 Wisconsin Shares applications** during the campaign time.

Wisconsin Shares makes *More* possible

Get help paying for child care.

LEARN MORE



Wisconsin Shares hace posible *Más*

Obtenga ayuda para pagar el cuidado infantil.

MÁS INFORMACIÓN



Trabajar es *Posible*



Wisconsin Shares helps families do *More*

Apply for child care support

WIShares.WI.gov



Current Paid Media Campaign

Make *More* possible

Apply today, child care income limits have expanded!



[LEARN MORE](#)

What else is new?



Bus Shelters



Indigenous Radio



Spotify



URL Media



Is my family eligible for Wisconsin Shares?

With help from the Wisconsin Shares child care subsidy program, Wisconsin families get the financial support they need to provide kids with high-quality child care—all while going to work, getting an education, and more. Thousands of families get help paying for child care every year. You could, too.



WIShares.WI.gov

Get answers to families' most common eligibility questions.



What if my child is about to turn 13 or 19?

Wisconsin Shares will review your eligibility every 12 months. Once you're approved, you will receive child care assistance until the end of your 12-month eligibility period—even if your child turns 13 or 19 during those 12 months.

What if I'm caring for a child in an Out-of-Home Care placement?

Wisconsin Shares helps those caring for children in out-of-home placements. The income limits for caregivers who are not biological or adoptive parents are different. Foster care, guardianship, and voluntary or court-appointed kinship caregivers can learn more at dcf.wi.gov/files/publications/pdf/5248.pdf.



Who is considered a qualified immigrant?

Qualified immigrants include lawful permanent residents, asylees or withholding of deportation/removal grantees, conditional entrants, refugees, and those paroled by the U.S. Department of Homeland Security.



What if my family income increases after I qualify?

You may earn up to 85% of the state median income level for your family size and remain eligible.



Visit dcf.wi.gov/wishares/apply (see Step 2) to find out if your family's income qualifies.



Want to learn more about the Wisconsin Shares child care subsidy program? Visit dcf.wi.gov/wishares/parents today.

The Department of Children and Families is an equal opportunity employer and service provider. If you have a disability and need to access services, receive information in an alternate format, or need information translated to another language, please call the Division of Early Care and Education at 608-422-6002. Individuals who are deaf, hard of hearing, deaf-blind or speech disabled can use the free Wisconsin Relay service by dialing 711 to contact the department.

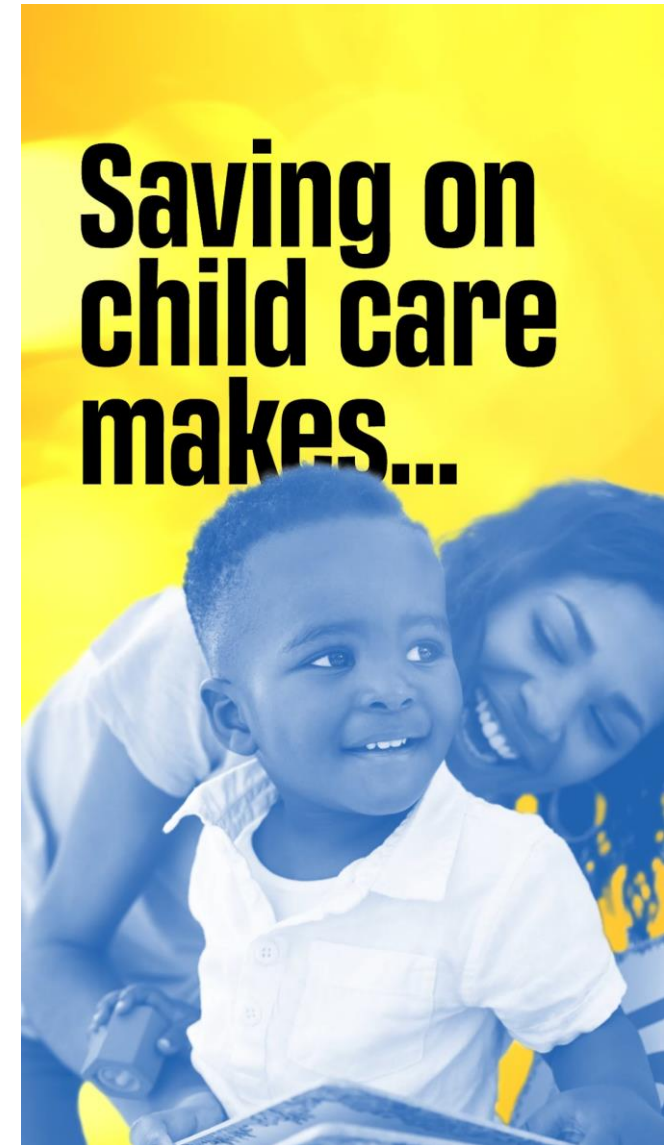


How can you help?

Wisconsin Shares Partner Tool Kit

- **Social Media Content**
 - Facebook
 - Instagram
 - Twitter
- **Other Media**
 - Eligibility & application process overview
 - Posters
 - Website widgets
 - Embeddable videos
 - Newsletter/blog content

<https://dcf.wisconsin.gov/wishares/media-kit>



Quality Child Care: Parent Tool Kit

Behind great child care is



You have a trusted source in seeking quality child care—it's DCF.

As a parent or caregiver, you strive to give your child all the love and support they need to have a healthy, happy start in life. As you begin searching for child care, you want to ensure that the support they need to grow healthy and happy continues. DCF does too, and we're here to help. Our goal is to give you the tools and resources to make an informed, confident choice that benefits you and your child the most.

Are you an early care and education provider? Find some great provider resources at the bottom of this page.



Watch: Finding the Right Care for Your Family

Get to know your child care options and what regulated care means in Wisconsin.

Watch: How to Recognize Quality Child Care

Get to know the signs of quality child care and all about YoungStar, Wisconsin's child care quality rating and improvement system.

Find Your Way to the Child Care Your Family Deserves

So much goes into quality child care, and it's only normal for parents and caregivers to have questions. DCF strives to provide families with all the tools and resources they need to be informed. Here are a few to get you started:

Resources for Families
Find all the information you need to navigate the world of child care in Wisconsin.

[Access Family Resources](#)

Strong Early Care and Education Builds Strong Communities Flyer

Discover how supporting early care and education benefits everyone, from children and families to entire communities.

[Download the Flyer](#)

You Have Options for Child Care



Whether you're a new parent or caregiver, adopting, or expecting, it's never too early to start planning for child care. DCF is here to help you get started. The first step is choosing which type of care best fits your family's needs. Think about what you want from your child care provider. Think about your child's needs. Then, look at the different types of child care available to you in your area. In Wisconsin, you have options—and they all look a bit different.

What are the different types of child care in Wisconsin?

Not all child care is the same. Different providers offer different standards for care. Some are licensed. Others are certified or operated by schools. Knowing the difference is important because they all have their unique benefits. The key is deciding what type of care best fits you and your child's needs.

How are licensed, certified, and unlicensed care different?

- **Licensed:** Licensed care providers meet health and safety standards set by DCF. They are regulated and monitored on a regular basis. A provider must be licensed if they care for four or more unrelated children under the age of 7. It's the law.
- **Certified:** Certification is not legally required. It is a voluntary form of regulation. This is for providers who care for three or less unrelated children under the age of 7.
- **Legal Unlicensed:** Legal unlicensed care can only be allowed for up to three children. DCF does not monitor this type of care. Quality is evaluated by the parents alone.

Here are the most common types of child care in Wisconsin

1. Family Child Care Centers

This type of care is for smaller groups of children in a home setting. Typically, there are only one or two care providers. Depending on the number of children, they may be licensed or certified.

Benefits of family child care programs

- The home-like setting is appealing
- Providers care for up to eight children
- May have more flexible hours
- Legally required to be regulated to meet health and safety standards if they care for four or more children under the age of 7

2. Group Child Care Centers, School-Age Programs, and Day Camps

These types of programs care for more children. Typically, kids are grouped by age in a group setting. They have a larger number of staff and a dedicated director. A license is usually required.

Benefits of group child care centers, school-age programs, and day camps

- Opportunities to learn and socialize with more kids around their age
- More staff is present to teach and interact with kids
- Can offer a larger variety of activities and opportunities for children
- Legally required to be regulated to meet health and safety standards if they care for four or more children under the age of 7





Wisconsin Department of
Children and Families

Questions?