



ADMINISTRATION FOR  
**CHILDREN & FAMILIES**

Office of Child Care

# 2025 State and Territory CCDF Administrators Meeting (STAM)

July 22–24, 2025

Hyatt Regency Reston  
Reston, Virginia



## Promoting Informed Child Care Choices: A Training Series for Subsidy Staff

Free Training Resources for You



## Introductions

### Alyssa Pullen

Eligibility Subject Matter Expert  
NCSIA

### Janet Feil

Eligibility Subject Matter Expert  
NCSIA

### Paula Koos

Tribal CBC Subject Matter Expert  
NCSIA

### Sarah Thacker

Program Coordinator  
Missouri Child Care  
Subsidy Section



1

**NCSIA Promoting Informed Child  
Care Choices (PICC) Presentation**

2

**State Presentation**

3

**PICC Program**

4

**Questions & Answers**

## Agenda



## Questions for You





# What is the Promoting Informed Child Care Choices series?

The modules offer ways to enhance skills and knowledge related to consumer education and parent, family, and community engagement.





# What is the Promoting Informed Child Care Choices series?



While the roles and structure of agencies that oversee subsidy payments vary, **the activities of this training series may be easily adapted for your agency.**





## PICC Introductory Video





## What does the training series cover?



**Consumer Education  
and Engagement**



**Family Engagement**



**Self Care and  
Managing Stress**





## Promoting Informed Child Care Choices modules

1

Building a Shared Understanding of Consumer Education and Consumer Engagement

4

Relationship-based Practices

7

Building Community Partnerships

2

How Subsidy Staff Can Promote Consumer Engagement

5

Building a Shared Understanding of Family Engagement

8

Self Care and Managing Stress

3

Strength-based Attitudes

6

How Subsidy Staff Can Promote Family Engagement

9

Summary Learning Reflection



# Promoting Informed Child Care Choices modules



Goals



Estimated Time



Thoughts from the Field



Learning Objectives



Materials



Key Competencies



Discussion



# Why does consumer education and engagement matter for subsidy staff?



**Through consumer  
engagement,  
staff can:**



Partner with families as they work toward family consumer engagement outcomes.



Build their own knowledge and capacity for providing information and support that families value.



Feel more confident in their abilities and satisfied with their work.



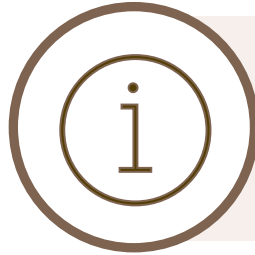
# Why are the consumer education sections helpful for subsidy staff?



## Consumer education:



Helps support families in becoming engaged consumers.



Goes beyond making information available to families to empowering them with tools and support.

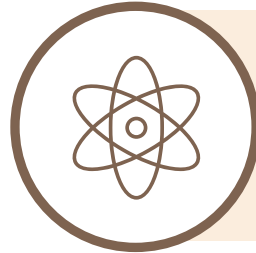




# How does consumer education support families?



**Parental choice can:**



Promote quality care and education.



Provide parents with information and access to a full range of provider options.



Empower working parents to make their own decisions regarding the child care services that best suit their family's needs.



# Why is the family engagement section helpful for subsidy staff?



Subsidy staff can promote positive, goal-oriented relationships between providers and families grounded in mutual respect.



Staff will recognize how family engagement contributes to family and child well-being.



Staff will understand how a family's beliefs inform decisions they make about the child and family.



# Why is the self-care and stress management section helpful for subsidy staff?

This section helps subsidy staff identify and use self-care strategies to manage their own stress.



Focusing on self care and stress management can help subsidy staff be ready and able to effectively support families seeking child care assistance.



## Promoting Informed Child Care Choices project

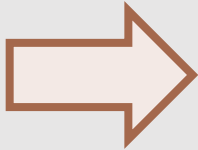


**Project is available for additional states beginning in October.**

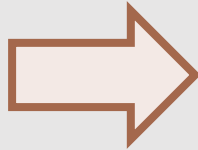
### Workflow as follows:



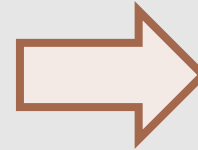
Select participant states



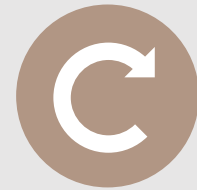
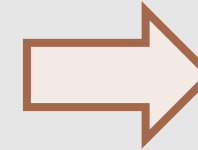
Plan for onsite visit



Establish implementation plan



Follow up with state on a scheduled basis



Complete pre- and post-evaluations





## State Presentation



**Sarah Thacker**

Program Coordinator

Missouri Child Care Subsidy Section



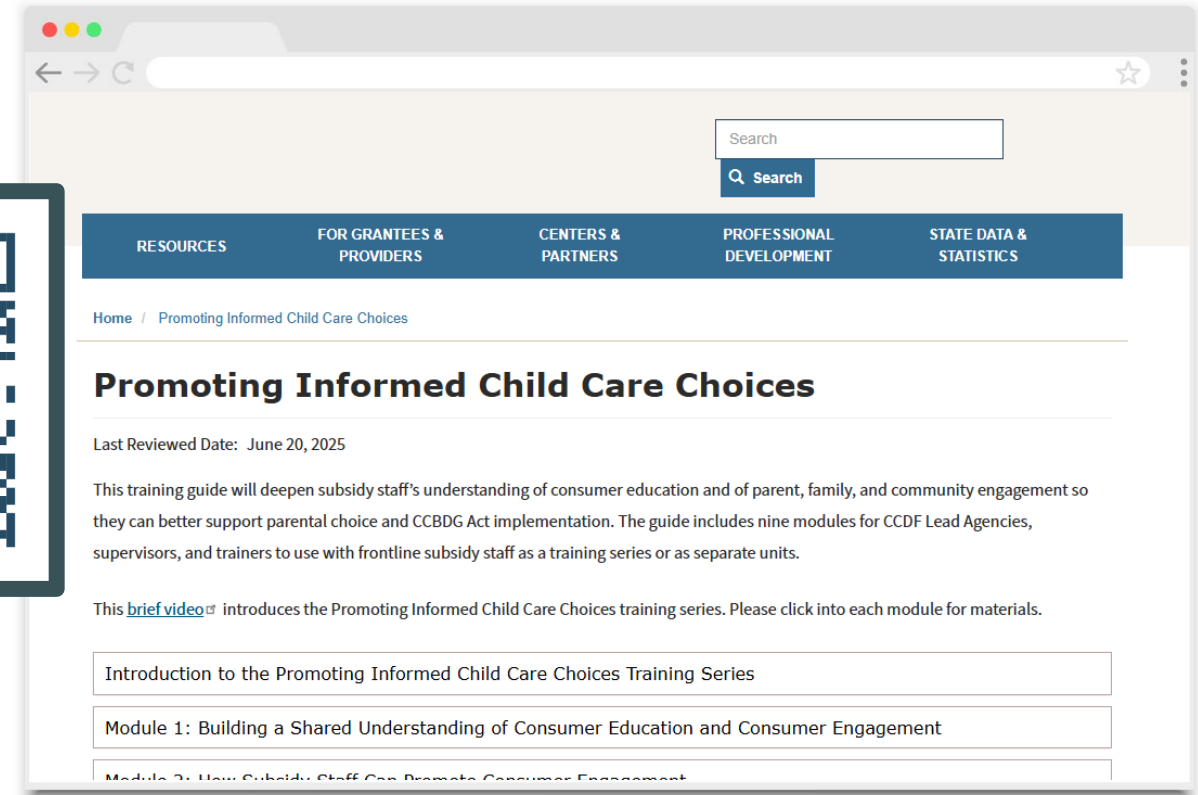
# **Questions and Discussion**



## Resources

### Promoting Informed Child Care Choices

<https://childcareta.acf.hhs.gov/promoting-informed-child-care-choices>





# Thank you!

**Email:** [ncsia@wrma.com](mailto:ncsia@wrma.com)

**Phone:** 301-881-2590 x273



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