

SOCIAL TOOLKIT

Child care in America has always been broken – it's never been adequately valued, funded, or even understood. The COVID-19 pandemic made it clear that this can't continue. It's time for change and change needs to happen now.

That's why Neighborhood Villages conceived and funded [No One is Coming to Save Us](#), a podcast created and produced with Lemonada Media. No One is Coming to Save Us tells the story of the child care crisis in America and sheds light on the challenges faced not only by parents, but by providers and early educators, too. Most importantly, it spotlights solutions for how, together, we build a child care system that actually works – for everyone.

In an effort to spread the word around the child care crisis and the podcast, we've developed a social media toolkit that features:

- Suggested social media copy for Twitter and Facebook around the child care crisis
- Social media copy and copy to use in your organizations newsletter for the podcast, ["No One Is Coming To Save Us."](#)
- Shareable social media graphics with stats and quotes
- Links to our podcast discussion guide

For accompanying social graphics around the podcast and child care reform, visit <https://bit.ly/3xtI30I>

To access our podcast discussion guide, visit <https://bit.ly/3xyLvHg>.

And lastly, if you haven't already, follow Neighborhood Villages on social media:



TALK ABOUT THE "NO ONE IS COMING TO SAVE US" PODCAST

TWITTER: Don't forget to tag and follow @NVSBoston!

- It's time to save ourselves. The child care crisis needs fixing. Now. That's why we're listening to No One is Coming to Save Us #NOICTSU from @LemonadaMedia and @NVSBoston, because we need realistic and universal solutions.
<https://bit.ly/3hqGwDF>
- "Here's the truth: for most people, the child care system is NOT awesome" - Listen to @kristenbell break down the issue of child care wherever you get your pods.
#NOICTSU
- #DYK the U.S. almost had universal child care in the 70s? Would have been great, right? Well, thanks to Nixon and Reagan that's not our reality. As those guys put it, that "piddly" child care stuff was a "boondoggle". #NOICTSU has the receipts:
<https://bit.ly/3hqGwDF>
- Parents out there KNOW the struggle of child care - I was frustrated. But after listening to No One is Coming To Save Us #NOICTSU - I'm furious. Our child care system is broken & needs to be reformed ASAP. Want to know what I'm talking about? Listen here: <https://bit.ly/3hqGwDF>
- Switch up your book club and listen to the #NOICTSU podcast this month! You won't regret it. You'll laugh, cry, and get so, so angry at the state of child care – but in a way that will fire you up to make change happen, together! Check out @NVSBoston's discussion guide to get you started: <https://bit.ly/3xyLvHg>

FACEBOOK:

Join/invite people to join the official Facebook group for the podcast:
<https://www.facebook.com/groups/nooneiscomingtosaveus>

- Child care in America is broken and it's up to us to save ourselves.
@neighborhoodvillages and @LemonadaMedia podcast "No One is Coming to Save Us" gives us hope that things can get better. But only if we work together.
Listen now: <https://bit.ly/3yEaTfS>
- #DidYouKnow that the U.S. almost had universal child care in the 70s? Would have been great, right? Well, you can thank President Nixon and Reagan for that disappointment. Seriously – the "No One Is Coming to Save Us" podcast has the receipts. You won't regret listening. <https://bit.ly/3hqGwDF>
- Switch up your book club and listen to No One is Coming to Save Us #NOICTSU this month! You'll laugh, you'll cry, and you'll get so so angry at the state of child care – but in a way that will fire you up to make change happen! Check out @neighborhoodvillages discussion guide to start talking about what universal child care would mean to you: <https://bit.ly/3xyLvHg>
- Are you infuriated at the state of our child care system? Or lack thereof? Let's talk about it. Join me and @neighborhoodvillages in the fight for child care reform. They've created some great resources to get the conversation started.
<https://bit.ly/3xyLvHg>

NEWSLETTERS

Include the podcast in your organization's newsletter. Here's suggested language:

- No One is Coming to Save Us is a new podcast from our friends at Neighborhood Villages. It's hosted by Gloria Riviera and features Kristen Bell, along with local parents and providers. The pod zooms in on America's childcare crisis and the people crushed by it – and how we can fix it. We highly recommend checking it out!
- Access to high-quality childcare and early education determines so much of a kid's future, and their family's wellbeing (and sanity!). Laugh, cry, be outraged, and get fired up as this four-part podcast series from Neighborhood Villages explains why child care is broken and how we can fix it. It may be true that no one is coming to save us — but we can save ourselves.

TALK ABOUT THE URGENCY OF CHILD CARE POLICY REFORM

TWITTER: Don't forget to tag and follow @NVSBoston!

- It's time to save ourselves. The child care crisis needs fixing. Now. That's why we're listening to No One is Coming to Save Us #NOICTSU from @LemonadaMedia and @NVSBoston, because we need realistic and universal solutions.
<https://bit.ly/3hqGwDF>
- "Here's the truth: for most people, the child care system is NOT awesome" - Listen to @kristenbell break down the issue of child care wherever you get your pods.
#NOICTSU
- #DYK the U.S. almost had universal child care in the 70s? Would have been great, right? Well, thanks to Nixon and Reagan that's not our reality. As those guys put it, that "piddly" child care stuff was a "boondoggle". #NOICTSU has the receipts:
<https://bit.ly/3hqGwDF>
- Parents out there KNOW the struggle of child care - I was frustrated. But after listening to No One is Coming To Save Us #NOICTSU - I'm furious. Our child care system is broken & needs to be reformed ASAP. Want to know what I'm talking about? Listen here: <https://bit.ly/3hqGwDF>
- Switch up your book club and listen to the #NOICTSU podcast this month! You won't regret it. You'll laugh, cry, and get so, so angry at the state of child care – but in a way that will fire you up to make change happen, together! Check out @NVSBoston's discussion guide to get you started: <https://bit.ly/3xyLvHg>