

Emphasizing the Value of the ECE Workforce Through Narrative Change

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**Childcare
CHANGEMAKERS**



**COMMUNITY
CHANGE**

FUNDED BY:
EARLY EDUCATOR
INVESTMENT COLLABORATIVE

The Collaborative is embracing a bold, strategic approach to driving societal change—one that centers digital organizing and the power of storytelling to amplify the value of the early care and education (ECE) workforce. For the first time, we’re intentionally leaning into narrative change as a tool to shift public perception and increase recognition of the vital roles ECE professionals play in the lives of children, families, and communities. Our ultimate goal: increased public investment in compensation for this essential workforce.

At the heart of this effort is a simple but powerful idea: **when we change the story, we can change the system**. In close partnership with [Community Change](#), The Collaborative is supporting a digital campaign that lifts up real stories from parents and providers whose lives would be transformed by fair compensation. This campaign uses digital platforms to engage broader audiences and build momentum for long-term, systemic change.

“Participating in the narrative campaign project has really opened my eyes to the power of stories. Learning about how to tell my story feels empowering, but I understand more clearly how it can help to change someone else’s mind,” said Kate MacCrimmon, a Child Care Changemaker leader from Wisconsin.

In February, Community Change officially launched its child care cohort for the ***In Our Hands*** narrative campaign. The cohort includes 12 grassroots partner groups and 11 parent and provider organizers from 17 states and Washington, DC, all working together to build public support for higher compensation through coordinated digital organizing strategies.

This network of trusted messengers is helping to create a powerful moment of connection around this issue by collaborating with well-known organizers and using their platforms to amplify the message through shared media.

Together, we're building the foundation for a broader movement—one that redefines how we talk about child care work, uplifts the voices of those on the ground, and builds lasting support for change.

"Digital organizing doesn't replace our offline organizing, but in the 21st century, we have to be open about the ways we find people. This makes a lot of sense for our organizing in less populated, rural communities in Minnesota," said Meghan Daley, a digital communications organizer with [ISAIAH](#). "We're so excited about this project and its potential to help us level up!"

PARTNER ORGANIZATIONS

[First Up](#) (Pennsylvania)
[WEPOWER](#) (Missouri)
[OLE'](#) (New Mexico)
[New Jersey Communities United](#)
[SPACES in Action](#) (Washington, DC)
[ISAIAH](#) (Minnesota)
[Maine People's Alliance](#)
[Virginia Organizing](#)
[Ohio Organizing Collaborative](#)
[Parent Voices California](#)
[Granite State Organizing Project](#) (New Hampshire)
[Family Forward Oregon](#)

PROVIDER AND PARENT CHANGEMAKERS

Brigitte Willis (GA)
Claudia Benjamin (GA)
Kelly Dawn Jones (IN)
Kayanna Jackson (NJ)
Emma Biggs (NC)
Lucy Rodriguez (NC)
Shineal Hunter (PA)
Vernessa Gipson (TX)
Loretta Johnson (TX)
Kate MacCrimmon (WI)
Melanie Call (UT)