

Childcare Choices

Communications Toolkit

January - March 2025



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About Childcare Choices

- The Childcare Choices campaign aims to raise awareness of the financial support available for childcare costs and the benefits of early education.
- We want to help all parents find the support that fits their family, whether it's funded hours to help balance costs, or wraparound childcare to juggle those early morning school drop-offs.
- Early years education and formal childcare can support a child's social, emotional and cognitive growth, nurturing their overall development.
- The Childcare Choices website helps parents to find out what they might be eligible for, now and in the future, and when to apply. Visit: www.childcarechoices.gov.uk to find out more.

Here to help
you juggle
family life



4 things you can do to support

We need your help to **share the Childcare Choices campaign with parents and carers** and make sure they find the support that fits their family. There are **4 key things** you can do to support the campaign.

Use your channels to encourage parents to visit the Childcare Choices website and use the eligibility checker to find out what support they're entitled to.

Encourage parents to sign up to the Childcare Choices newsletter to receive updates, including more information about the support coming from September.

Use the templates and resources included in this toolkit to promote the campaign across your channels and/or in your childcare setting.

Share our social media posts about the campaign from the @DfE accounts:

- Facebook
- X (Twitter)
- Instagram



Childcare Choices – the support available

Juggling family life and childcare can be challenging. That's why we're expanding childcare support to help more parents find the support that fits their family.

This toolkit contains information and resources to help you **communicate the existing and expanding childcare support** and encourage parents to visit the website to check their eligibility and apply.

Existing support:	15 hours childcare for eligible working parents with a child aged 9 months up to 3 years old	30 hours childcare for eligible working parents with a child aged 3 or 4 years old	15 hours early learning for children aged 2 years receiving additional forms of support	15 hours childcare for all parents with children aged 3 or 4 years old	Tax-Free Childcare	Universal Credit Childcare	Wraparound Childcare
Upcoming support:	From September: 30 hours childcare for eligible working parents with a child aged 9 months old up to school age		More wraparound childcare places available for primary-school aged children in England		From April: Free breakfast clubs for primary school age children in up to 750 early adopter schools		

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If you have any questions or comments about the campaign, please contact: childcare.choices@education.gov.uk

Templates & resources



Early years childcare creatives



Poster



Leaflet
(available in other languages)



Social graphics

Wraparound childcare creatives



Poster



Leaflet



Social graphics

Newsletter & blog copy

We have developed this copy for you to share with your parenting audience. Please feel free to update and tailor this further for your channels:

Childcare Choices – here to help you juggle family life

Calling all parents – need a hand juggling work, family and childcare? Every family is different but Childcare Choices can help you find the support that fits your family, helping you balance the beautiful chaos of parenthood.

Early years education and formal childcare can support your child's social, emotional and cognitive growth, nurturing their overall development. With opportunities to make new friends, interact with other children and build confidence – this safe, nurturing environment with trained professionals can help give your child a great start in life, and you the choices you need.

From 15 and 30 hours childcare support for working parents, to Tax-Free Childcare and Universal Credit Childcare, there is a wide range of offers that parents may be eligible for. Parents of 2 years old receiving additional forms of support, like Universal Credit, can also get 15 hours early learning.

Wraparound childcare for primary school aged children before and after school has also started to expand, with more places available across England. Eligible parents can use Tax-Free Childcare or Universal Credit Childcare to help pay for their place. A new free breakfast club offer is also coming to some schools from April 2025.

To use 15 or 30 hours childcare from 1 April, you will need to apply by 31st March. To do so, [visit GOV.UK to apply for your code](#) and then share it with your childcare provider. To continue receiving the government support, you will need to reconfirm your details every three months on your GOV.UK account.

Visit **[the Childcare Choices website](#)** to find out more and check your eligibility.

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Sample social posts: general childcare support

Let parents know that they can access government support to help them with their childcare costs. Here are graphics and suggested accompanying messages that you can edit and use on your own channels to spread the word.



Every family is different but Childcare Choices can help you find the childcare support that fits yours. With expanded support, families who weren't eligible last year may now qualify, with even more support from September. To find out more visit: [ChildcareChoices.gov.uk](https://www.childcarechoices.gov.uk) #ChildcareChoices



Imagine what childcare support could do for your family. From 15 and 30 hours, to Tax-Free Childcare and Universal Credit Childcare, there is a wide range of offers that parents may be eligible for. To find out more visit: [ChildcareChoices.gov.uk](https://www.childcarechoices.gov.uk) #ChildcareChoices



Need a hand juggling work, family and childcare? Childcare Choices can help you find the support that fits your family and helps give your child a great start, supporting them to develop essential skills for school. To find out more visit: [ChildcareChoices.gov.uk](https://www.childcarechoices.gov.uk) #ChildcareChoices



Balancing family life can be tough, but Childcare Choices is here to support you. From 15 and 30 hours, to Tax-Free Childcare and Universal Credit Childcare, find the support that fits your family and helps give your child a great start. To find out more visit: [ChildcareChoices.gov.uk](https://www.childcarechoices.gov.uk) #ChildcareChoices

Sample social posts: different types of offers



2 year old offer (if you claim additional support)

Childcare support is here to help you juggle family life. If you receive additional type of support, including Universal Credit, or your child has an Education, Health and Care (EHC) plan, you could get 15 hours early learning for your 2 year old. To find out more visit:

[ChildcareChoices.gov.uk](https://www.childcarechoices.gov.uk)
#ChildcareChoices



Wraparound Childcare

Did you know wraparound childcare for primary school children is expanding? If you're eligible, you can use Tax-Free Childcare or Universal Credit Childcare to help to pay for your place. To find out more visit: **[ChildcareChoices.gov.uk](https://www.childcarechoices.gov.uk)**
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15 hours childcare

In the beautiful chaos of parenthood, balance is everything, and with expanded support for working families, like 15 hours childcare for children aged 9 months old up to 3 years old, Childcare Choices can help you find it.

To find out more visit:
[ChildcareChoices.gov.uk](https://www.childcarechoices.gov.uk)
#ChildcareChoices



30 hours childcare

From balancing costs to giving you more flexibility, Childcare Choices can help you find childcare support that fits your family. With support like 30 hours for working parents with 3 and 4 year olds, we're here to help you juggle family life.

To find out more visit:
[ChildcareChoices.gov.uk](https://www.childcarechoices.gov.uk)
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Thank you

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