

**Attachment 8 (A-I)**

2019 NSECE  
Home-based Provider Survey  
Contact Materials

August 2018

# Table of Contents

- 8A. Listed Home-based Provider Advance Letter.....3**
- 8B. Listed Home-based Provider Thank You/Reminder Postcard.....4**
- 8C. Listed Home-based Provider Follow-up Letter.....5**
- 8D. Listed Home-based Provider Refusal Conversion Contact.....6**
- 8E. Listed Home-based Provider Prompting Contact for Known Eligible Providers.....8**
- 8F. Listed Home-based Provider Postcard Screener for Unresolved Cases.....9**
- 8G. Listed Home-based Provider Thank You Letter.....10**
- 8H. Listed Home-based Provider Frequently Asked Questions (FAQs).....11**
- 8I. Listed Home-based Provider Brochure Text.....13**

**8A. Listed Home-based Provider Advance Letter:** Initial contact 1 - First contact with sampled home-based providers. Because there is a high ineligibility rate among home-based providers, the initial contacts with this sample focus on identifying eligible providers by encouraging all sampled individuals to respond to the initial screening questions. If eligible, providers will be invited to complete the main home-based provider questionnaire.

Dear [PROVIDER],

We are writing to ask for your help with an important study about how we care for children in the United States. In 2012 the National Survey of Early Care and Education (NSECE) conducted interviews with nearly 15,000 providers to create the first national profile of early care and education services in more than 20 years. We are now collecting updated information to learn what has changed since that time. Your response will help us understand what options for early care and education are available to families near you.

Please take a couple of minutes to answer a few questions. You are receiving this letter because your name appears on a list of home-based providers in your area. We want to hear from you whether you are currently looking after children or not. We have enclosed a small gift to thank you in advance for your cooperation with our study.

To access the short survey, please type the secure URL into any computer or mobile device's web browser and enter the unique PIN and Password:

URL address: [https://XYZ/]

PIN: [WEBPIN] Password: [WEBPWD]

NORC at the University of Chicago is conducting this study on behalf of the U.S. Department of Health and Human Services. Participation is voluntary. Your responses will be kept private, and you can skip any question or end the survey at any time. If you have questions or need help to get to the survey please call [PHONE] or email [EMAIL].

Government and local agencies need an accurate picture of what early care and education services are available to families across the country in order to make the most of their resources. We need your help to make this study a success.

Thank you,



A. Rupa Datta, Ph.D.  
2019 Project Director  
NORC at the University of Chicago

An agency may not conduct or sponsor, and a person is not required to respond to, a collection of information unless it displays a currently valid OMB control number. The OMB number for this information collection is 0970-0391 and the expiration date is MM/DD/YEAR. Please send comments regarding the time required for this survey or any other aspect of the described information collection to: [Name and address to be added].

**8B. Listed Home-based Provider Thank You/Reminder Postcard:** Initial contact 2 - Sent to sampled home-based providers who have not yet completed the screening questions approximately two weeks after the mailing of the advance letter. If eligible, providers will be invited to complete the main home-based provider questionnaire.

Dear [PROVIDER],

We recently sent you a letter you asking you to answer a few questions to help us understand what options for early care and education services are available to families in your area. This study is sponsored by the Administration for Children and Families, and your response will help government and local agencies better understand where more support is needed.

If you have already completed this survey, thank you! If not, **we ask you to take a couple of minutes to respond as soon as possible.**

You can access the questions by typing the secure URL into the browser of any computer or mobile device and entering your PIN and Password:

Survey URL: <https://url>

PIN: [WEBPIN]      Password: [WEBPWD]

If you have any questions, please contact us at [EMAIL] or [PHONE].

Thank you!

Participation is voluntary and your responses will be kept private. An agency may not conduct or sponsor, and a person is not required to respond to, a collection of information unless it displays a currently valid OMB control number. The OMB number for this information collection is 0970-0391 and the expiration date is MM/DD/YEAR. Please send comments regarding the time required for this survey or any other aspect of the described information collection to: [Name and address to be added].

**8C. Listed Home-based Provider Follow-up Letter:** Initial contact 3 - Sent to sampled providers who have not yet completed the initial screening questions approximately two weeks after the mailing of the thank you/reminder postcard. If eligible, providers will be invited to complete the main home-based provider questionnaire.

Dear [PROVIDER],

We recently contacted you to ask for your help with a national study about how we care for children in the United States. You are receiving this letter because your name appears on a list of home-based providers in your area. We want to hear from you whether you are currently looking after children or not.

Your responses are important. This study is sponsored by the federal Administration for Children and Families, one of the largest sources of public support for early and school age care in our country. Your responses will help government and local agencies better understand what early care and education services are available to families across the country in order to make the most of their resources.

Please take a couple of minutes to answer a few questions. To begin, please type the secure URL into any computer or mobile device's web browser and enter the unique PIN and Password:

URL address: [https://XYZ/]

PIN: [WEBPIN] Password: [WEBPWD]

NORC at the University of Chicago is conducting this study. Participation is voluntary. Your responses will be kept private, and you can stop the survey at any point or skip any question.

Because this survey is so important, a professional interviewer will be contacting you soon to answer any questions you might have and assist you in completing the survey. You can also call [PHONE] or email [EMAIL].

We need your help to make this study a success. We hope you will take part!

Thank you,



A. Rupa Datta, Ph.D.  
2019 NSECE Project Director  
NORC at the University of Chicago

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**8D. Listed Home-based Provider Refusal Conversion Contact:** As needed - Sent to sampled providers who are known to be eligible or likely eligible for the survey and who have refused participation.

Dear [PROVIDER],

Recently an interviewer from NORC at the University of Chicago talked to you about participating in the 2019 National Survey of Early Care and Education (NSECE). This letter includes some information about the NSECE. We hope it will encourage you to participate in this study.

In 2012 the NSECE created the first comprehensive profile of early care and education across the country. This profile included unique information on individuals like you who work directly with children in home-based settings. It has helped government agencies and policy makers get a clearer understanding of the work caretakers do and how they might better support them. Seven years have passed since we gathered this information, and we are now updating this profile.

***The 2019 NSECE will be used to:***

- Create a comprehensive description of the range of home-based care across the country, including how many children are served, and what motivates providers to look after children.
- Provide detailed information on the ways in which home-based providers operate - like what curriculum they use, what hours they look after children, and what they charge.
- Help develop initiatives to support caregivers through such things as educational assistance, training, and improved pay and benefits.
- Better understand the experiences of the early care and education workforce and offer opportunities for them to improve their knowledge and skills.

***Why are you so important to the NSECE?***

- *You were selected through scientific sampling. Because you represent so many others, you cannot be replaced.*
- Your participation allows you to share your experience and concerns. This information may be used for important policy decisions that could affect the needs of families in your community as well as your own business.
- Public policy decisions should be based on accurate information. The most effective way to get accurate information to inform such decisions is by going directly to the people who work closely with children in the early care and education field. We need you to answer these questions so public policy will not be based on wrong information and guesswork.

If you have any questions about the study, feel free to call me at <<800 number>>. I will be happy to explain what a valuable contribution you will be making through participation in the 2019 NSECE. The survey will take about 40 minutes to complete. Participation is voluntary and all of your information will be kept private. You can stop the survey at any point or skip any question.

Thank you for your consideration.

Sincerely,

NORC Field Manager

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**8E. Listed Home-based Provider Prompting Contact for Known Eligible Providers:** As needed - Sent to sampled providers who are known to be eligible but have not completed the questionnaire.

Dear [PROVIDER],

You still have a chance to contribute to an important, national study about how we care for children in the United States!

In 2012 the National Survey of Early Care and Education (NSECE) conducted interviews with nearly 15,000 providers to create the first national profile of early care and education services in more than 20 years. This study helped policy makers and government agencies better understand what a vital role home-based providers play in their communities by offering affordable care and flexible schedules to so many families. We are now collecting new information to update this profile and to learn how recent policy and program changes have affected home-based providers like you.

**To thank you for your participation, we will send you a \$25 gift card for completing the survey.** We believe that your work is among the most important and difficult to do in our communities, but better decisions about children’s care can only be made with good information, information that only you have.

The survey will take about 40 minutes to complete. Participation is voluntary and all of your information will be kept private. You can stop the survey at any point or skip any question. To begin, please type the secure URL into any computer or mobile device’s web browser and enter the unique PIN and Password:

URL address: [https://XYZ/]

PIN: [WEBPIN]      Password: [WEBPWD]

If you have questions or need help completing your survey, please call us at [PHONE] or [EMAIL]. You can also learn more about the study at <http://nsece.norc.org>. [IF SUPPORT LETTER INCLUDED: The enclosed letter from the XX provides more information about why it is so important to gather information from home-based providers like you.]

Please participate; this is your chance to inform improvements in the field of early care and education!

Sincerely,



A. Rupa Datta, Ph.D.  
2019 NSECE Project Director  
NORC at the University of Chicago

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**8F. Listed Home-based Provider Postcard Screener for Unresolved Cases:** As needed – Sent in the final stage of data collection to sampled providers whose eligibility for the survey is unknown and who have not yet participated. This contact is a final attempt to resolve any uncertain cases. Please refer to Attachment 4a/4b for the home-based screening questions; those questions will be formatted for self-administration.

Dear [PROVIDER]:

We recently contacted you to ask for your help with a national study about how we care for children in the United States. We want to hear from you whether you are currently looking after children or not.

Please take a couple of minutes to answer a few questions included on the detachable card below. Once you have answered these questions, please remove the reply card at the perforation and fold and return the prepaid postage card to NORC. Participation is voluntary. Your responses will be kept private, and you can skip any question or end the survey at any time.

If you have any questions please call [PHONE] or email [EMAIL].

We need your help to make this study a success.

Thank you,



A. Rupa Datta, Ph.D.  
2019 NSECE Project Director  
NORC at the University of Chicago

The U.S. Department of Health and Human Services (DHHS) is conducting an important study to learn the experiences of people who look after children under age 13 in a home-based setting. This information will help government at all levels better support early care and education providers in your area. Please take a moment to answer the following questions. Participation is voluntary and will take just a couple of minutes. Your information will be kept private and used only for statistical purposes. If you would like to participate, please answer the questions on this card. When you are finished, please fold and return the postage paid card. If you have any questions or would prefer to answer these by phone, please call [PHONE].

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**8G. Listed Home-based Provider Thank You Letter:** Post participation - Sent to respondents after completion of the survey to thank them for participation and provide the honorarium.

Dear [PROVIDER],

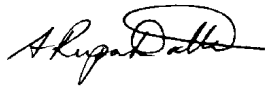
Thank you for taking part in the National Survey of Early Care and Education. The survey you completed will help us understand what options for early care and education are available to families near you.

In appreciation for your time and effort spent answering our questions, we have enclosed a \$25 gift card.

If you have any additional questions, you may contact us at [PHONE] or email [EMAIL].

Thank you again for your help with this important research.

Sincerely,

A handwritten signature in black ink, appearing to read "A. Rupa Datta". The signature is fluid and cursive, with a large loop at the end.

A. Rupa Datta, Ph.D.  
2019 NSECE Project Director  
NORC at the University of Chicago

**8H. Listed Home-based Provider Frequently Asked Questions (FAQs):** To be included on the back of respondent letters.

**What is the NSECE?**

The National Survey of Early Care and Education is the only study aimed at better understanding the people and programs throughout the country that take care of America’s children and the services that they provide. The study was first conducted in 2012 and we need to collect up-to-date information to properly inform policies and practices to support early care and education providers.

**Who is NORC at the University of Chicago?**

NORC at the University of Chicago (NORC) is conducting this study. NORC is an independent, non-partisan research institution that helps federal agencies, decision-makers, and nonprofits make better decisions through data and analysis. For more information about us, please visit [www.norc.org](http://www.norc.org).

**How can I learn more about the NSECE and how the 2012 survey data has been used?**

More information about the NSECE 2012 data and findings can be found at: <http://nsece.norc.org>.

**How was I selected for this survey?**

You have been selected for this study from a list of early education and child care providers in your area. We are eager to hear about what motivates you to provide these services, or if you are no longer providing child care, when and why did you stop providing care. Completing this survey will allow us to better understand how accessible child care is in your area. You represent many others across the nation and cannot be replaced!

Your answers will give the nation’s policy makers, practitioners, and parents a better understanding of our nation’s early care and education.

**How long does the survey take?**

The survey takes about 40 minutes to complete.

**Questions this study will help to answer:**

- Who is caring for and teaching America’s children when they are not with their parents?
- What are the features of early care and education (ECE) available to families?
- Do providers rely on any public funds, and if so, how are these related to the care offered?
- How can policies better support the ECE workforce?

**How do I know my information will be kept safe and private?**

All NORC staff, including interviewers, must sign a pledge to protect your information. If this pledge is broken an employee can lose his/her job and face legal action. Answers that could identify you or your program in any way are separated from your other responses. Survey findings are put into summary reports that contain no names or other identifying information. Your name or any identifying information will never be released to the public.

**How do you protect my answers?**

Your answers are used for research purposes only. All information that you provide will be kept private to the fullest extent provided by the law. If you have questions about your rights as a study participant, you may call the NORC Institutional Review Board Administrator at 1-877-309-0542.

**How do I know this is legitimate?**

Visit us online at <http://nsece.norc.org>. The U.S. Office of Management and Budget has approved this survey (0970-0391). Without this number we could not conduct this survey.

**If you have any other questions, call us toll-free at [PHONE] or email us at [EMAIL].**

Participation is voluntary. An agency may not conduct or sponsor, and a person is not required to respond to, a collection of information unless it displays a currently valid OMB control number. The OMB number for this information collection is 0970-0391 and the expiration date is MM/DD/YEAR. Please send comments regarding the time required for this survey or any other aspect of the described information collection to: [Name and address to be added].

**8I. Listed Home-based Provider Brochure Text:** As needed – Available for any sampled providers to provide a general study overview, explain benefits of participation, answer questions, and serve as a refusal conversion tool.

## **BROCHURE EXTERIOR**

### **LEFT PANEL**

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#### **Why was I selected?**

You have been selected for participation in this study from a list of providers in your area based on geographic and program criteria. It is important for us to hear from you to get a complete picture of the availability of early care and education services in your area. You represent many other providers across the nation.

Your participation will help to ensure that the nation’s policy makers, practitioners, and parents have an accurate understanding of our nation’s early care and education landscape.

#### **Will my responses be private?**

All data provided by you and your staff will be used only for statistical purposes; identities of programs and individuals will not be disclosed except as required by law. All project staff who handle the information collected for the study must sign a privacy agreement that provides for criminal and civil penalties if privacy is breached.

The NSECE has also obtained a federal Certificate of Confidentiality from the Department of Health and Human Services in order to further protect your privacy. With this Certificate, NORC cannot be forced (for example by court order or subpoena) to disclose information that may identify you in any federal, state, local, civil, criminal, legislative, administrative, or other proceedings.

## **BROCHURE EXTERIOR**

### **CENTER PANEL**

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#### **How can I participate?**

Participating in the NSECE is easy. The survey will take about 40 minutes to complete. In an effort to make this as convenient for you as possible, NORC offers multiple ways for you to complete your interview. Contact us at [EMAIL] or at [PHONE] and we’ll find the best option to suit your schedule.

#### **Questions this study will help to answer**

- Who is caring for and teaching America’s children when they are not with their parents?
- What are the characteristics of home-based care available to families?
- What sources of revenue do home-based providers rely on, and how are those sources related to the care offered?

- How can we better support the early care and education workforce and offer opportunities to help them improve the care they provide children?

### **Questions about NSECE?**

**[PHONE]**

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## **BROCHURE EXTERIOR**

### **RIGHT PANEL**

---

**[IMAGE]**



NATIONAL SURVEY OF EARLY CARE & EDUCATION | 2019

**[Department of Health and Human Services, Administration for Children & Families LOGO]**

## **BROCHURE INTERIOR**

### **LEFT PANEL**

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#### **What is the NSECE?**

The National Survey of Early Care and Education (NSECE) is sponsored by the Office of Planning, Research, and Evaluation within the Administration for Children and Families, and conducted by NORC at the University of Chicago.

In 2012 the NSECE collected vital information from home-based providers and other caregivers to create the first national profile of early care and education (ECE) services in more than 20 years. This much-needed information helped inform funding decisions and other initiatives designed to improve early care and education across the country. In January 2019, we will be contacting over 5,000 home-based providers across all 50 states to collect updated information

and learn how the ECE landscape has changed since that time and how government agencies might better support providers.

### **What is ACF?**

The Administration for Children and Families (ACF) in the U.S. Department of Health and Human Services (HHS) administers Head Start and the Child Care and Development Fund (child care subsidies) programs, and sponsors ECE research. ACF is helping more children in low-income families access high-quality care and supports coordination efforts across multiple early childhood development programs throughout HHS and across the Federal Government. Through its direct work and in coordination with others, ACF supports efforts to build professional development systems and workforce initiatives to help ECE professionals pursue better training and higher education, moving up career ladders to higher compensation. The NSECE will assist ACF in its overall mission to improve the availability of high-quality ECE programs.

## **BROCHURE INTERIOR**

### **CENTER PANEL**

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#### **Why is the NSECE so important?**

With responses from more than 5,000 home-based providers, the 2012 NSECE helped administrators, policy makers, and government agencies understand how many home-based providers were providing care across the nation, what motivated them to look after children, and what kinds of care they offered (hours, prices, etc.). This study also helped illuminate what a vital role home-based providers play in their communities, for instance, by serving a significant portion of low-income families and by offering flexible schedules to families who work non-standard hours. Finally, the 2012 study showed how diverse home-based providers are, making it critical to create support programs that can be tailored to providers' unique circumstances.

Since 2012 new legislation and initiatives have been introduced to better support home-based providers and help improve the quality of care they offer to families in their area. These changes make it a critical time to collect updated information so we can examine what impact they have had on ECE services in general and on home-based providers in particular.

#### **Who are you surveying?**

The study focuses on early care and education providers and workforce, as well as the working families they support. We will implement four integrated surveys of:

1. **Providers of home-based care:** Individuals who provide care for children under age 13 (who are not their own) in a home-based setting will be surveyed. Participants will include:
  - 1) Regulated, licensed, or registered home-based providers (such as family day care). This survey will take about 40 minutes.
  - 2) Individuals who provide informal care at home, for example, grandmothers, other relatives, neighbors, or baby-sitters who regularly watch children under age 13. This survey will take about 20 minutes.

2. **Centers, schools and other programs:** The survey will sample all types of organizational providers including license-exempt providers, Head Start and providers in school-based settings, and for-profit and non-profit community-based pre-school providers.
3. **Classroom staff:** Teachers, assistant teachers, or aides working in ECE classrooms will be selected to provide information about their professional experiences and classroom activities.
4. **Families with children:** Parents or guardians of children under age 13 will be interviewed to learn more about their early care and education use and needs.

## **BROCHURE INTERIOR**

### **RIGHT PANEL**

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#### **Why should I participate?**

Your survey responses will be combined with others' to produce a rich data source that has the potential to benefit federal, state, and local or community-level child care policies. The data collected from this survey will be used to:

- Create a comprehensive description of the range of home-based care across the country, including how many children are served and hours they provide care, and what motivates them to look after children.
- Provide detailed information on the ways in which home-based providers operate - like what curriculum they use, how they staff and organize groups of children, and what they charge.
- Help develop initiatives to support caregivers through such things as educational assistance, training, and improved pay and benefits.
- Better understand the experiences of the ECE workforce and offer opportunities for them to improve their knowledge and skills.