

THE CHILDCARE COST CRISIS: A NATIONAL EMERGENCY

\$20,415

Average Annual Cost
of Infant Care

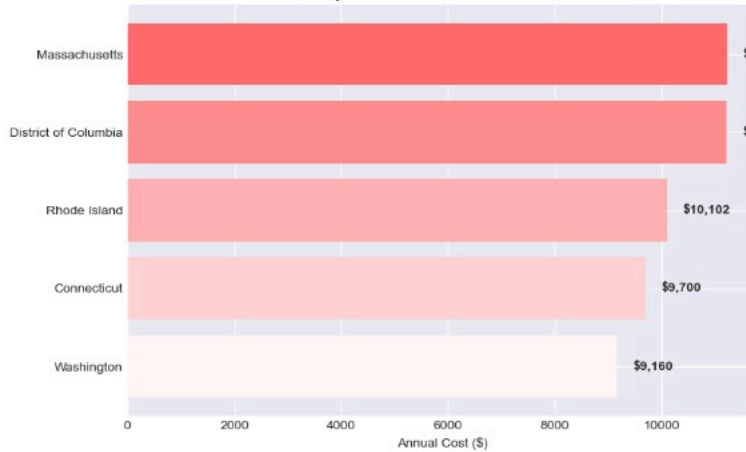
More than many college tuitions

26%

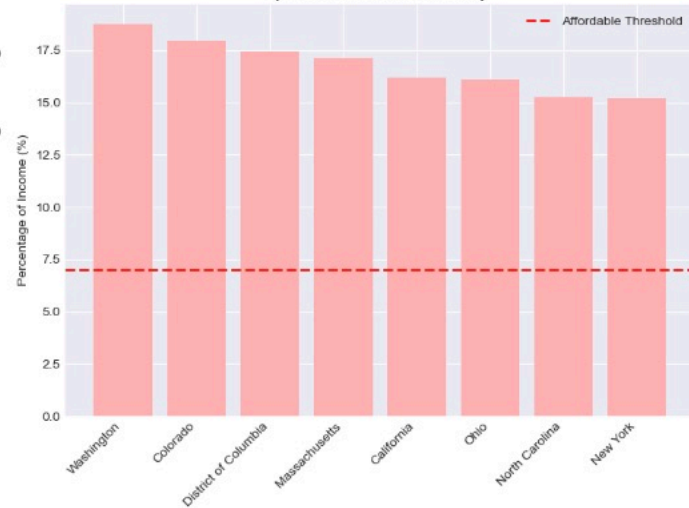
Of Median Income
Spent on Childcare

Well above the 7% affordability threshold

Most Expensive States for Infant Care



**Childcare Burden by State
(% of Median Income)**



Advocacy Infographic Summary: *The Childcare Cost Crisis*

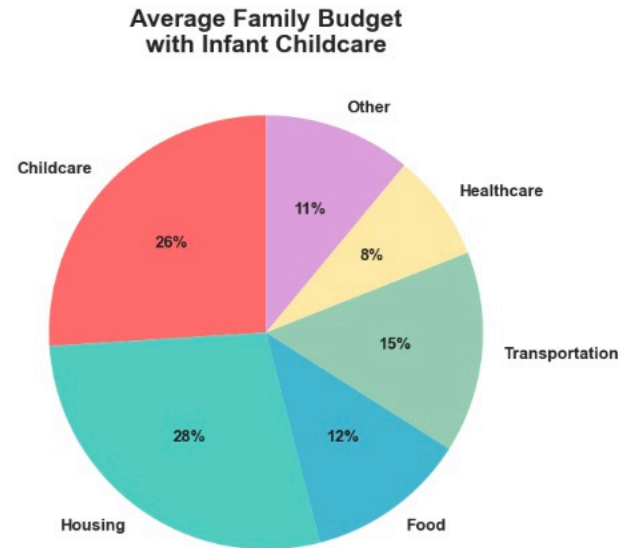
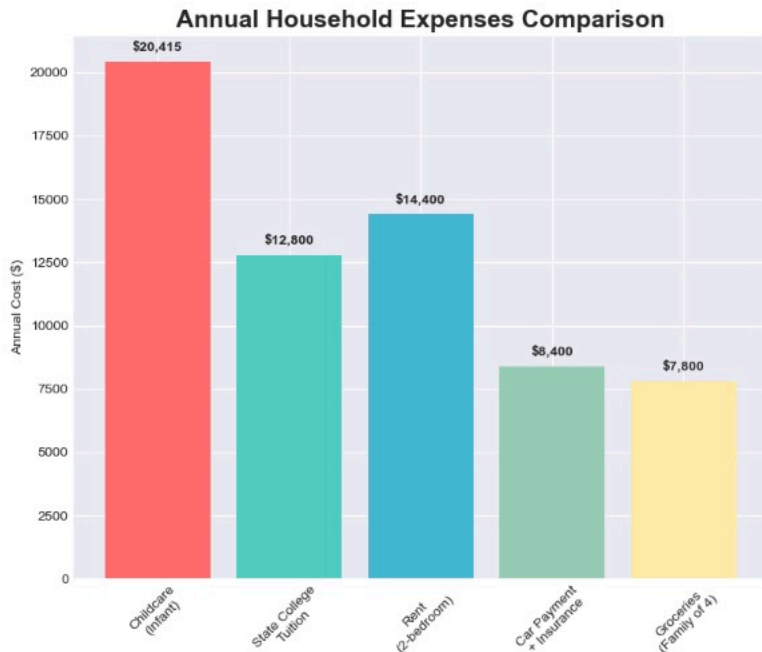
◆ Justification:

- Raises urgent awareness of the unaffordable nature of infant childcare in the U.S., where average annual costs (\$20,415) surpass many college tuition fees.
- Visually communicates how far above the 7% affordability benchmark families are paying (26% median income), signaling a financial burden that requires policy response.
- Highlights state-level disparities to help drive localized advocacy and mobilize regional coalitions for funding, reform, or subsidies.

◆ User Viewpoint:

- Parents and the public immediately grasp how severe the childcare cost burden is.
- Easy-to-understand visuals show them where their state ranks, which helps fuel local engagement and political conversations.
- The mobile-first design ensures this can be shared quickly on social platforms to raise visibility and urgency.

CHILDCARE COSTS MORE THAN...



Advocacy Infographic Summary: *Childcare vs. Other Major Expenses*

◆ Justification:

- Demonstrates that infant childcare costs (\$20,415) exceed or rival other essential household expenses like rent, tuition, and groceries.
- Uses direct cost comparison to frame childcare as an urgent economic priority, not a lifestyle choice.
- Highlights how childcare consumes a disproportionate share of an average family's budget (26%), often more than housing or food.

◆ User Viewpoint:

- Empowers parents and the public to relate childcare expenses to their own budgets, making the crisis personal and real.
- Helps advocacy groups visually convey the financial trade-offs families face due to high childcare costs.
- Designed for social sharing: colorful, emotional, and factually grounded with easily digestible comparisons.

Advocacy Infographic Summary: *The Policy Solution*

◆ Justification:

- Provides a structured path forward, urging systemic changes that tackle the childcare affordability crisis at its roots.
- Outlines impactful reforms: expanding childcare subsidies, introducing tax credits, increasing employer-sponsored childcare, and funding critical infrastructure investments.
- Equips policymakers, employers, and community leaders with specific, actionable recommendations to support families and strengthen the economy.

◆ User Viewpoint:

- Viewers are empowered to take action by understanding what solutions exist—and who can implement them.
- Moves beyond awareness to advocacy: encourages parents, citizens, and professionals to demand meaningful change.
- Visual hierarchy ensures clarity, while bold design helps the message spread across social media and into legislative conversations.