

**FOR IMMEDIATE RELEASE:**

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**COUNCIL FOR PROFESSIONAL RECOGNITION &  
CHILD CARE AWARE® OF AMERICA TEAM UP TO  
ENHANCE EARLY CHILDHOOD PROFESSIONAL DEVELOPMENT**

**WASHINGTON, D.C. (OCT 3, 2014)**—The Council for Professional Recognition, the premier organization dedicated to improved performance among early childhood educators, and Child Care Aware® of America, a leading voice for child care, recently entered into a partnership to improve the quality of care by emphasizing the importance of professional development among early educators.

“The Council for Professional Recognition recognizes the value of having an effective early childhood workforce that possesses the competence to serve young children and families,” said Valora Washington, Ph.D., Council chief executive officer. “Obtaining our Child Development Associate™ (CDA) National Credential is a key indicator that early care and education professionals have the appropriate level of competence to ensure high-quality care. We are proud to team with Child Care Aware® to advance professional development in the field.”

The CDA™ represents expert consensus about what early educators should know and be able to do. It plays a significant role across the spectrum of early childhood settings in the United States, from employer-sponsored child care to federal-government based entities, such as Head Start and military child care programs. The CDA is also included in many state-level Quality Review and Improvement Systems (QRIS) and a wide range of local community-based services for young children and their families.

“Child care providers have such a big impact on the healthy development of our youngest children,” said Child Care Aware® Executive Director, Lynette Fraga, Ph.D. “Child Care Aware® of America’s partnership with the Council for Professional Recognition is just another step toward supporting provider professional development to improve the quality of care for all children.”

Both groups agree that it is difficult to understate the importance of the early years for children. Data supports the notion that there are long-term positive outcomes when children begin learning at birth, and for the country’s 11 million children, the child care setting is an opportunity for them to learn and set healthy habits for life.

The Council and Child Care Aware® of America will focus their partnership on three areas: empowering early educators with a living wage and professional development; helping families make good child care decisions with reliable and accessible information, and creating an affordable child care system that

works for families, all of which require an investment from businesses, families and state and local governments.

Together, both the Council and Child Care Aware® of America are keenly awaiting the reauthorization of the Child Care and Development Block Grant that, in addition to outlining minimum federal health and safety standards, would include pre-service and annual training requirements for providers receiving federal funding. Passed in the spring of 2014 by the United States Senate, and by the House of Representatives in August, the groups hope to see the bill signed into law after the November recess.

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#### **ABOUT THE COUNCIL FOR PROFESSIONAL RECOGNITION**

The Council for Professional Recognition (The Council) promotes improved performance and recognition of professionals in the early childhood education of children aged birth to 5 years old. The Council works to ensure all professional early childhood educators and caregivers meet the developmental, emotional, and educational needs of our nation's youngest children.

The Council recognizes and credentials professionals who work in all types of early care and education programs – Head Start, pre-K, infant-toddler, family child care, and home visitor programs.

#### **ABOUT CHILD CARE AWARE® OF AMERICA**

Child Care Aware® of America is our nation's leading voice for child care. We work with state and local Child Care Resource and Referral agencies and community partners to help ensure all families have access to quality, affordable child care. To achieve our mission, we lead projects that strengthen the quality and availability of child care, offer comprehensive training to child care professionals, undertake nationally recognized research, and advocate for child care policies that improve the lives of children and families. To learn more, visit [usa.childcareaware.org](http://usa.childcareaware.org).