



Start Strong NJ

January 2026

Start Strong NJ

Affordable Child Care for All

Start Strong NJ is a growing, statewide **movement to put affordable, high-quality child care within reach** of all New Jersey families.





[Watch video on YouTube](#)

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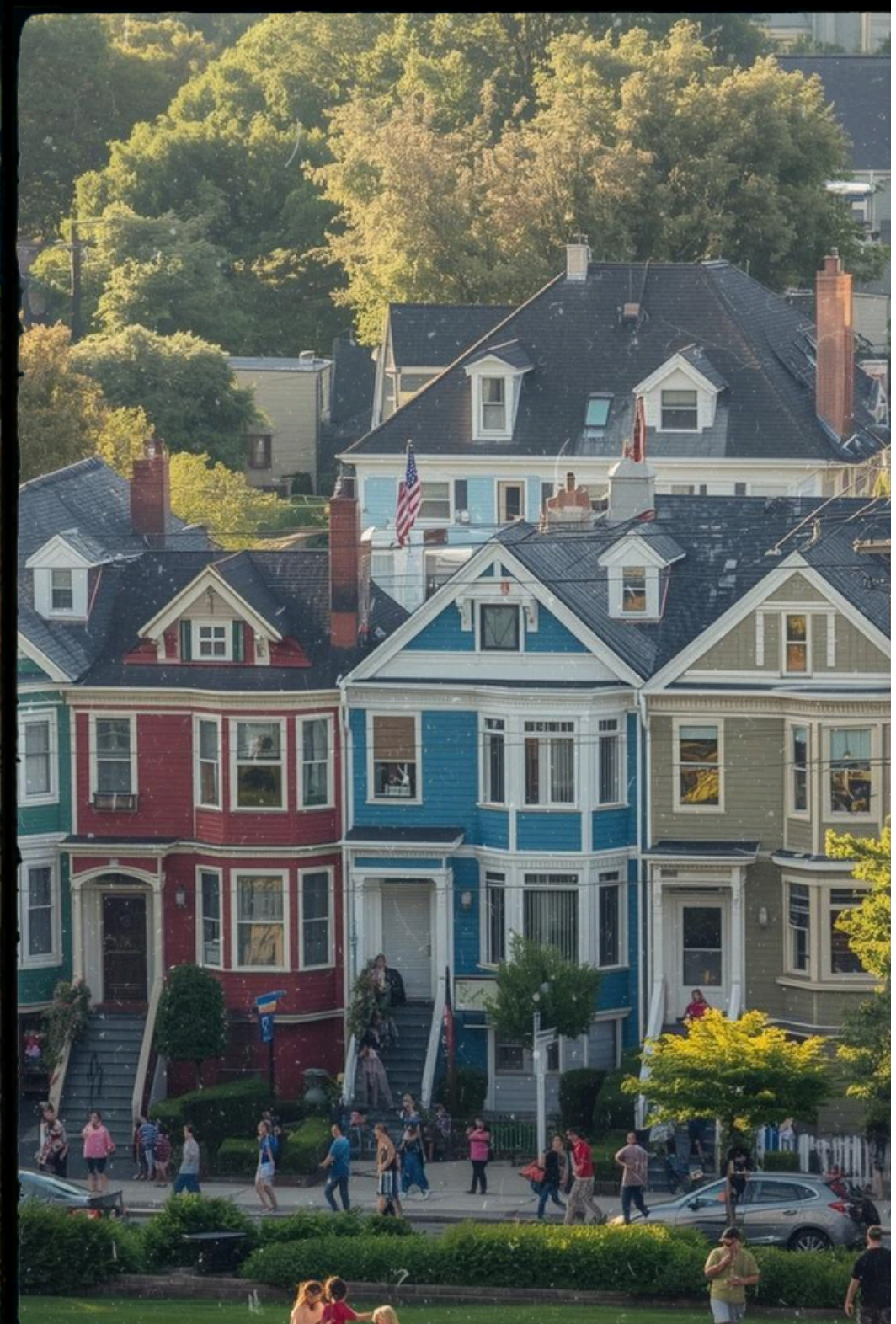


ACT I: The Problem



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Why Child Care Is Everyone's Issue



Child care is essential infrastructure – like schools, roads, and hospitals.



The Reality for NJ Families

Parents are stuck in a time + money trap.

- **Costs rival rent or tuition**
- **Long waitlists**
- **Unpredictable hours**
- **No “family fix” to a system failure**

Why Child Care Is So Expensive



Staffing Needs



**Health & Safety
Regulations and
Quality**



**Operating
Expenses**

The Broken Math

- Parents pay too much.
- Educators earn too little.
- Programs barely survive.



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childcare



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ACT II: Why Now and The Vision

Why Now?

The cracks became fractures.

- **COVID exposed fragility**
- **Workforce shortages persist**
- **Doing nothing costs more**



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According to the Buffett Early Childhood Institute and Ready Nation, failing to address child care gaps will cost New Jersey **BILLIONS** annually in lost wages, productivity, and tax revenue.

Affordability
Gaps

Availability
Gaps

Workforce
Gaps

Funding
Gaps

Child care gaps are the shortfalls in affordability, availability, workforce, and funding that prevent families from accessing reliable, high-quality child care—even when parents want to work.

Our Vision for New Jersey



New Jersey should be a place where all families and communities thrive.

- Child care supports economic growth by allowing parents to work and businesses to succeed
- The early years are funded as a public good, like roads and bridges
- We invest in the early childhood workforce, where the returns for human development are greatest



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ACT III: THE THREE PILLARS

Pillar 1: Affordable & Accessible Care



Families can find and afford care.

- **Support reaches more families**
- **Payments reflect real costs**
- **Choice across settings**

Pillar 2: A Strong Workforce

Early educators are professionals and deserve professional pay.

- **Wages don't match skills**
- **Turnover hurts kids**
- **Quality depends on stability**



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Pillar 3: Child Care as Infrastructure



**Fund child care like we
fund what we can't live
without.**

- **Stable public investment**
- **Long-term planning**
- **Accountability**



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ACT IV: ACTION

What Start Strong NJ Is Doing

We bring families, providers, businesses, and advocates together to:

- **Develop solutions**
- **Educate leaders**
- **Push for sustained investment**



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Call to Action



This only works if people speak up.

- **Learn more**
- **Share your story**
- **Talk to your representatives**
- **Join the Start Strong NJ Movement**
www.startstrongnj.org
- **Get involved in Start Strong NJ**



Thank
you!



Start Strong NJ

**Because when children start strong,
New Jersey does too.**