



Start Strong NJ
Affordable Child Care for All

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Start Strong NJ
January 2026

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





Affordable Child Care for All



[Watch video on YouTube](#)

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ACT I: The Problem

Why Child Care Is Everyone's Issue



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



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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



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Why Child Care Is So Expensive



Staffing Needs



**Health & Safety
Regulations and
Quality**

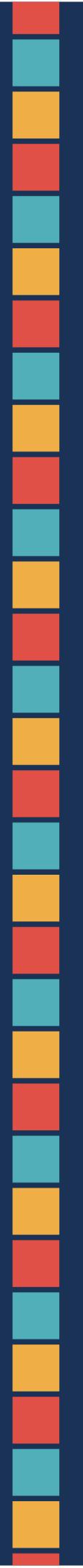


**Operating
Expenses**

The Broken Math

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



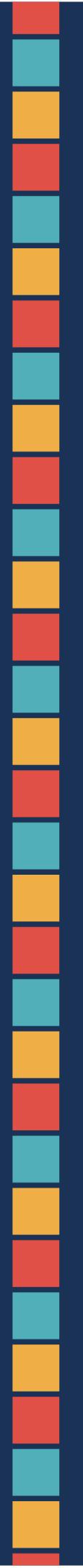


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ACT III:

Why Now and The Vision





Why Now?

The cracks became fractures.

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

The Four Child Care Gaps



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**



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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

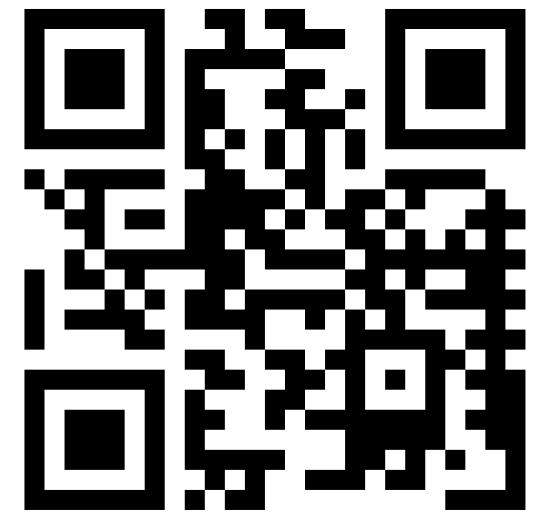


This only works if people speak up.

- 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.