

November 2017

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Parent Communications Toolkit

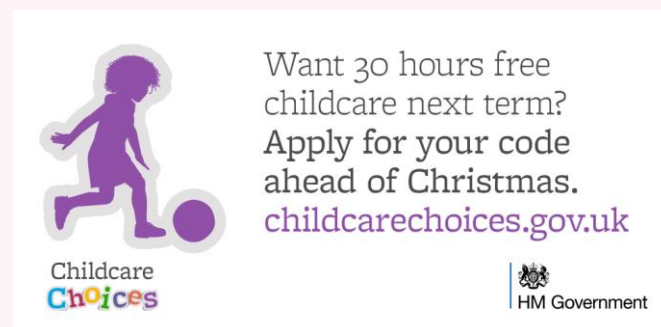
The DfE has produced a [new parent communications toolkit](#), to provide further information to parents about 30 hours and Tax-Free Childcare. The [toolkit](#) includes materials such as:

- Customer journey infographics for both 30 hours and Tax-Free Childcare
- 'Top things parents and providers should know' Q&A
- A factsheet for parents on how they can use their 30 hours' entitlement
- Pre-drafted emails to parents and providers to inform them of the application deadline and reconfirmations
- A glossary for parents and providers to help explain key words associated with 30 hours and Tax-Free Childcare

December Social Media Messaging

The message in December to parents will be to apply for 30 hours before Christmas to try and to avoid missing out and ensure that they receive their eligibility code in time to be valid for the spring term.

We are using the social media graphic below to communicate this message to parents via [Twitter](#) and [Facebook](#). Share the message by retweeting and sharing our posts.



Workshop Slides

We delivered the 30 hours network meeting and the partnership and information sharing workshops this November.

Slides for both events are available on the 30 hour page on the [AfC Info](#) website.

30 Hours Video

Achieving for Children have launched a 30 hours information video to help parents understand the offer and where to go to apply for it. You can view the video [here](#).