ABC Quality is the state's voluntary quality rating and improvement system for childcare providers, administered by the Division of Early Care and Education of the South Carolina Department of Social Services. The program is available to any provider wishing to be recognized for consistently providing higher quality standards that go beyond licensing requirements. Licensing is an important first step in making sure that a child is being cared for in the right environment; however, it is not the only indicator of quality child care.

Child care is so important to working parents; they want to be assured that their young children are being cared for in a safe, healthy, and nurturing environment, one that prepares them to do well in school. Older children need good afterschool services as well—services that will complement what they are learning in school.

With so many different choices on such an important topic, selecting the right child care facility can be daunting for parents. For this reason, DSS is engaging in a consumer awareness campaign for parents regarding the importance of quality child care. The campaign includes Public Service Announcements that will begin airing statewide in mid-April as well as community-based programs for both parents and childcare providers.

You can search for high quality childcare providers and find out more about quality childcare at www.ABCQuality.org.
Key Elements of Consumer Awareness Program

1. Web tool featuring child care finder for parents [ABCQuality.org](https://ABCQuality.org)

2. Television PSAs:

   - [ABCQuality.org](https://ABCQuality.org)

3. Digital advertising directing parents to resources on [ABCQuality.org](https://ABCQuality.org):

   - Space, furnishings and activities
   - Interactions and relationships
   - Program structure and staffing
   - Parent involvement
   - Personal care routines

Ongoing Quality Support

In addition to assisting parents in identifying quality child care in the marketplace, ABC Quality also works in partnership with participating providers to improve their programs by offering free training and coursework, technical assistance, resources and materials on quality improvement.

Grow Healthy

All providers that participate in the ABC Quality program must also meet healthy nutrition and physical activity benchmarks; these standards are referred to as the “Grow Healthy” initiative, which promotes children’s health and well-being while they are in a child care facility.