

Withdrawal/Redaction Sheet

Clinton Library

DOCUMENT NO. AND TYPE	SUBJECT/TITLE	DATE	RESTRICTION
001. schedule	FLOTUS, Monday, April 12, 1999 (partial) (2 pages)	04/12/1999	P6/b(6)

COLLECTION:

Clinton Presidential Records
First Lady's Office
Domestic Policy Council (Nicole Rabner)
OA/Box Number: 15414

FOLDER TITLE:

Child Care Event, 4/12/99, CPSC [Consumer Product Safety Commission]/Lifetime

2012-1035-S

kc1020

RESTRICTION CODES

Presidential Records Act - [44 U.S.C. 2204(a)]

- P1 National Security Classified Information [(a)(1) of the PRA]
- P2 Relating to the appointment to Federal office [(a)(2) of the PRA]
- P3 Release would violate a Federal statute [(a)(3) of the PRA]
- P4 Release would disclose trade secrets or confidential commercial or financial information [(a)(4) of the PRA]
- P5 Release would disclose confidential advice between the President and his advisors, or between such advisors [(a)(5) of the PRA]
- P6 Release would constitute a clearly unwarranted invasion of personal privacy [(a)(6) of the PRA]

C. Closed in accordance with restrictions contained in donor's deed of gift.

PRM. Personal record misfile defined in accordance with 44 U.S.C. 2201(3).

RR. Document will be reviewed upon request.

Freedom of Information Act - [5 U.S.C. 552(b)]

- b(1) National security classified information [(b)(1) of the FOIA]
- b(2) Release would disclose internal personnel rules and practices of an agency [(b)(2) of the FOIA]
- b(3) Release would violate a Federal statute [(b)(3) of the FOIA]
- b(4) Release would disclose trade secrets or confidential or financial information [(b)(4) of the FOIA]
- b(6) Release would constitute a clearly unwarranted invasion of personal privacy [(b)(6) of the FOIA]
- b(7) Release would disclose information compiled for law enforcement purposes [(b)(7) of the FOIA]
- b(8) Release would disclose information concerning the regulation of financial institutions [(b)(8) of the FOIA]
- b(9) Release would disclose geological or geophysical information concerning wells [(b)(9) of the FOIA]

**FIRST LADY HILLARY RODHAM CLINTON
TALKING POINTS FOR CHILD CARE EVENT
"JUST US KIDS" CHILD CARE CENTER
April 12, 1999**

Clinton

- **Acknowledgments:** Senator Chris Dodd; Janet Reno, Attorney General; Ann Brown, Chairman of the U.S. Consumer Product Safety Commission; Dave Barrum, Administrator of the General Services Administration; Carole Black, President and CEO of Lifetime Television; Pam Simon, Director of "Just Us Kids," a federally-sponsored child care facility; and Cynthia Schneider, parent.
- I am delighted to join all the parents and experts here today to talk about a critically important issue -- how to empower parents and child care providers to provide the very best care for our children. We know that millions of Americans, struggling to be both good parents and good workers, rely on child care and after-school programs for part of each day. And we know that we all have a stake in making sure that no parent has to choose between the job they need and the children they love. But unfortunately not all parents have child care choices like this wonderful center.
- And so we are here to highlight two important new efforts designed to empower parents to make the child care choices that are right for them and their families.

(1) New Study on Child Care Safety. I'm pleased that the Consumer Product Safety Commission is today releasing new vital information for parents and child care providers designed to keep our children safe, prevent injuries and even save lives. As many of us who have "child-proofed" a home know, there are details that even the most thorough person may overlook that could place children at risk of harm. On the basis of a random study of child care facilities around the country, the Commission has produced a simple Child Care Safety Checklist for parents and caregivers to identify and correct "hidden hazards" in child care facilities -- and in the home.

Parents and child care providers want to do the very best for children and we hope that this important new information will empower them to do just that. Parents and caregivers can play a critical role in making sure child care settings are safe by asking the right questions and looking for specific hazards. For instance, by making sure that window blinds do not have looped cords, we can prevent children from strangulation. By making sure that playground surfacing is safe -- with wood chips, sand, mulch, or other surface covering -- we can protect against injuries from falls, especially head injuries. And, by making sure that no soft bedding exists where babies sleep, we can prevent Sudden Infant Death Syndrome and suffocation.

For 25 years, America's families have benefitted from the Consumer Product Safety Commission's dedication to preventing injuries and saving lives. I'm very pleased that the Commission will be mounting an aggressive campaign to get this checklist into the hands of all caregivers so that they can ensure that their facilities are checked for any possible hidden safety hazard. There will be other partners, as well. For instance, the General Services Administration will be joining this effort by ensuring that the federally-sponsored child care facilities in their supervision will have these materials right away. Also, I am pleased to announce that by this Mother's Day, GSA will connect all of its child care facilities to the Internet so that caregivers can receive up-to-the-minute safety notices and communicate with parents.

(2) New Efforts From Lifetime Television. Another important way to empower parents is to ensure that their voices are heard. Too often, discussions about child care challenges take place around the water cooler or the kitchen table -- and aren't heard by the policy-makers who can help them. I'm so grateful that Lifetime Television is bringing its unique powers of amplification to this important issue -- to ensure that parents know that they are not alone in their child care struggles and to encourage them to speak up and speak out. Lifetime will be hosting a series of events around the country which will engage parents in this important discussion. And I'm pleased to announce that the General Services Administration will be partnering with Lifetime and use its child care settings around the country as venues for dialogues on parents' child care struggles.

- **Greater Federal Investment in Child Care is Needed.** But the President and I believe that more must be done at the federal level to make child care better, safer and more affordable for America's working families. That is why the President has included in his budget request significant new investments in child care -- to help working families pay for child care, build a good supply of after-school programs, improve the safety and quality of care, and promote early learning.

Central to the President's plan is to provide more help to low-income working families paying for child care. Today, these families spend up to 25 percent of their incomes on child care, and assistance is scarce. According to the most recent figures, ten million families are eligible for federal subsidies, yet only 1.25 million received support in 1997.

So, I am pleased that the Senate -- under the leadership of Senators Dodd and Jeffords and with strong bipartisan support -- recently approved significant new funding for child care subsidies to help low-income families pay for child care. I hope Congress takes this critical step to give America's working families the child care support they need to thrive.

- **Parents Voices Must Be Heard.** It is critical that as our nation's leaders discuss these issues, they listen to the voices and the struggles of parents. When they do, we will ensure that families have access to safe, affordable child care. Let us work together to make this year that we address the pressing child care needs of America's working families.

Withdrawal/Redaction Marker

Clinton Library

DOCUMENT NO. AND TYPE	SUBJECT/TITLE	DATE	RESTRICTION
001. schedule	FLOTUS, Monday, April 12, 1999 (partial) (2 pages)	04/12/1999	P6/b(6)

COLLECTION:

Clinton Presidential Records
First Lady's Office
Domestic Policy Council (Nicole Rabner)
OA/Box Number: 15414

FOLDER TITLE:

Child Care Event, 4/12/99, CPSC [Consumer Product Safety Commission]/Lifetime

2012-1035-S
kc1020

RESTRICTION CODES

Presidential Records Act - [44 U.S.C. 2204(a)]

- P1 National Security Classified Information [(a)(1) of the PRA]
- P2 Relating to the appointment to Federal office [(a)(2) of the PRA]
- P3 Release would violate a Federal statute [(a)(3) of the PRA]
- P4 Release would disclose trade secrets or confidential commercial or financial information [(a)(4) of the PRA]
- P5 Release would disclose confidential advice between the President and his advisors, or between such advisors [(a)(5) of the PRA]
- P6 Release would constitute a clearly unwarranted invasion of personal privacy [(a)(6) of the PRA]

C. Closed in accordance with restrictions contained in donor's deed of gift.

PRM. Personal record misfile defined in accordance with 44 U.S.C. 2201(3).

RR. Document will be reviewed upon request.

Freedom of Information Act - [5 U.S.C. 552(b)]

- b(1) National security classified information [(b)(1) of the FOIA]
- b(2) Release would disclose internal personnel rules and practices of an agency [(b)(2) of the FOIA]
- b(3) Release would violate a Federal statute [(b)(3) of the FOIA]
- b(4) Release would disclose trade secrets or confidential or financial information [(b)(4) of the FOIA]
- b(6) Release would constitute a clearly unwarranted invasion of personal privacy [(b)(6) of the FOIA]
- b(7) Release would disclose information compiled for law enforcement purposes [(b)(7) of the FOIA]
- b(8) Release would disclose information concerning the regulation of financial institutions [(b)(8) of the FOIA]
- b(9) Release would disclose geological or geophysical information concerning wells [(b)(9) of the FOIA]

[001]

SCHEDULE FOR HILLARY RODHAM CLINTON

MONDAY, APRIL 12, 1999

FINAL*

WASHINGTON, D.C.

DEPT. OF JUSTICE

LEAD ADVANCE:

JACK MURRAY

202/366-0239 PHONE

P6/(b)(6)

DEPT. OF JUSTICE

PRESS LEAD:

GEORGE SHELTON

P6/(b)(6)

SCHEDULER:

WENDY ARENDS

202/456-7007 PHONE

202/456-5340 FAX

P6/(b)(6)

WHCA PAGER #4781

PREV RON

The White House

9:20am

P6/(b)(6)

10:50am

DEPART South Portico

VIA Motorcade

EN ROUTE Just Us Kids Child Development Center

[Drive time: 10 minutes]

LIMO: THE FIRST LADY

STAFF VAN: ABEDIN, BERRY, RABNER, LURAY, PHOTOGRAPHER

11:00am

ARRIVE Just Us Kids Child Development Center

625 Indiana Avenue, NW

Washington, D.C.

GREETERS:

Attorney General Janet Reno

Deputy Attorney General Eric Holder

Senator Christopher Dodd

**Chairperson Ann Brown, Consumer Safety Product
Commission**

Director David Barram, GSA

SCHEDULE FOR HILLARY RODHAM CLINTON

MONDAY, APRIL 12, 1999

PAGE 2

Pam Simon, Director, Just Us Kids Child
Development Center
Carole Black, CEO, Lifetime Television
Cynthia Schnedar, parent

11:05am-

TOUR OF JUST US KIDS CHILD DEVELOPMENT CENTER

11:10am

Just Us Kids Child Development Center

POOL PRESS/WH PHOTO

FORMAT:

- The First Lady, accompanied by Chairperson Ann Brown, Consumer Safety Product Commission, Pam Simon, Director, Just Us Kids Child Development Center, Attorney General Janet Reno, and Senator Christopher Dodd, proceeds to the infant room where Chairperson Brown describes the safety hazards which cribs can pose.
- The First Lady, accompanied by Chairperson Ann Brown, Consumer Safety Product Commission, Pam Simon, Director, Just Us Kids Child Development Center, Attorney General Janet Reno, and Senator Christopher Dodd, proceeds to the one-year-olds room where Chairperson Brown explains the safety hazards of cords on vertical blinds.
- The First Lady, accompanied by Chairperson Ann Brown, Consumer Safety Product Commission, Pam Simon, Director, Just Us Kids Child Development Center, Attorney General Janet Reno, and Senator Christopher Dodd, then proceeds to the two-year-olds room where Chairperson Brown describes the hazards of children's coats.
- Upon conclusion, the First Lady proceeds to the Fours Room.

SCHEDULE FOR HILLARY RODHAM CLINTON

MONDAY, APRIL 12, 1999

PAGE 3

PARTICIPANTS:

Attorney General Janet Reno
Senator Christopher Dodd
Chairperson Ann Brown, Consumer Safety Product
Commission
Director David Barram, GSA
Pam Simon, Director, Just Us Kids Child
Development Center
Carole Black, CEO, Lifetime Television

Contact: Nicole Rabner 202/456-7263

11:20am-

11:50am

CHILD CARE ANNOUNCEMENT

Fours Room
Just Us Kids Child Development Center
HRC Hold: Staff Lounge
Phone: 202/219-3200
Fax: 202/208-7496

OPEN PRESS/WH PHOTO

FORMAT:

- Attorney General Janet Reno makes welcoming remarks and introduces Senator Chris Dodd.
- Senator Dodd makes remarks and introduces Chairperson Ann Brown.
- Chairperson Brown makes remarks and introduces Carole Black, CEO, Lifetime Television.
- Carole Black makes remarks and introduces Cynthia Schnedar, parent.
- Cynthia Schnedar makes remarks and introduces the First Lady.
- The First Lady makes remarks.
- Upon conclusion, Attorney General Reno and child TBD present the First Lady with a Just Us Kids T-shirt.
- The First Lady has the option to work a ropeline upon departure.

SCHEDULE FOR HILLARY RODHAM CLINTON
MONDAY, APRIL 12, 1999
PAGE 4

PARTICIPANTS: 30 guests

11:55am **DEPART** Just Us Kids Child Development Center
 VIA Motorcade
 EN ROUTE South Portico
 [Drive time: 10 minutes]

LIMO: THE FIRST LADY

STAFF VAN: ABEDIN, BERRY, RABNER, LURAY, PHOTOGRAPHER

12:05pm **ARRIVE** South Portico

12:10pm- **SCHEDULING MEETING**
1:40pm Residence
 CLOSED PRESS/NO WH PHOTO

PARTICIPANTS:

The First Lady
Marsha Berry
Pam Cicetti
Patti Solis Doyle
Missy Kincaid
Ellen Lovell
Christy Macy
Capricia Marshall
Shirley Sagawa
Laura Schiller
Melanne Verveer
Whitney Williams

Contact: Patti Solis Doyle 202/456-2468

1:40pm- **SPEECHWRITING MEETING**
2:10pm Residence
 CLOSED PRESS/NO WH PHOTO

PARTICIPANTS:

The First Lady
Patti Solis Doyle
Chris Jennings
Christy Macy
Nicole Rabner
Shirley Sagawa

[001]

SCHEDULE FOR HILLARY RODHAM CLINTON
MONDAY, APRIL 12, 1999
PAGE 5

Laura Schiller
Neera Tanden
Melanne Verveer

Contact: Melanne Verveer 202/456-2538

2:15pm-
2:45pm

PRIVATE MEETING
Residence
CLOSED PRESS/WH PHOTO

PARTICIPANTS:

P6(b)(6)

2:45pm-
6:55pm

DOWN TIME

7:00pm-
7:15pm

BRIEFING [w/POTUS]
Red Room
CLOSED PRESS/WH PHOTO

PARTICIPANTS:

The President
The First Lady
Ellen Lovell

7:15pm-
7:30pm

MEET AND GREET [w/POTUS]
Blue Room
CLOSED PRESS/WH PHOTO

PARTICIPANTS: Please refer to briefing book for participants.

7:30pm-
9:10pm

MILLENNIUM LECTURE [w/POTUS]
East Room
POOL PRESS/WH PHOTO

FORMAT:

- The President and the First Lady, accompanied by Elie Wiesel, are announced into the East Room.
- The First Lady makes welcoming remarks.
- Elie Wiesel delivers remarks.

SCHEDULE FOR HILLARY RODHAM CLINTON

MONDAY, APRIL 12, 1999

PAGE 6

- Upon conclusion, the President proceeds to the podium and directs a question to Elie Wiesel and returns to his seat.
- Ellen Lovell opens up the discussion with the audience and the Internet.
- The President concludes the discussion and invites guests into the State Dining Room for a reception.
- The President and the First Lady have the option to mingle with guests in the State Dining Room or depart.

PARTICIPANTS: 180 guests

RON

The White House

WEATHER FOR WASHINGTON, D.C.: Mostly cloudy with scattered rain showers, becoming partly cloudy by early afternoon. Winds west at 8 to 12 knots. Low in the mid to upper 40s. High in the mid 60s.

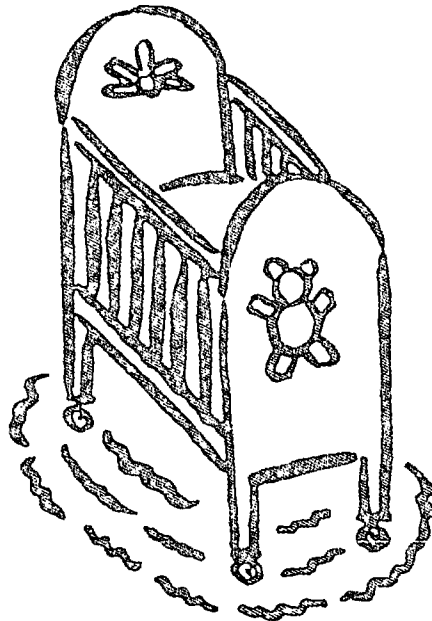
Child Care

SAFETY CHECKLIST FOR PARENTS AND CHILD CARE PROVIDERS

CRIBS

Make sure cribs meet current national safety standards and are in good condition. Look for a certification safety seal. Older cribs may not meet current standards. Crib slats should be no more than 2 3/8" apart, and mattresses should fit snugly.

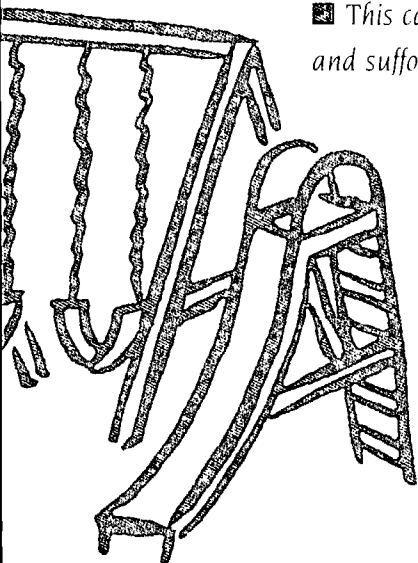
■ *This can prevent strangulation and suffocation associated with older cribs and mattresses that are too small.*



SOFT BEDDING

Be sure that no pillows, soft bedding, or comforters are used when you put babies to sleep. Babies should be put to sleep on their backs in a crib with a firm, flat mattress.

■ *This can help reduce Sudden Infant Death Syndrome (SIDS) and suffocation related to soft bedding.*



PLAYGROUND SURFACING

Look for safe surfacing on outdoor playgrounds – at least 12 inches of wood chips, mulch, sand or pea gravel, or mats made of safety-tested rubber or rubber-like materials.

This helps protect against injuries from falls, especially head injuries.

PLAYGROUND MAINTENANCE

Check playground surfacing and equipment regularly to make sure they are maintained in good condition.

■ *This can help prevent injuries, especially from falls.*

SAFETY GATES

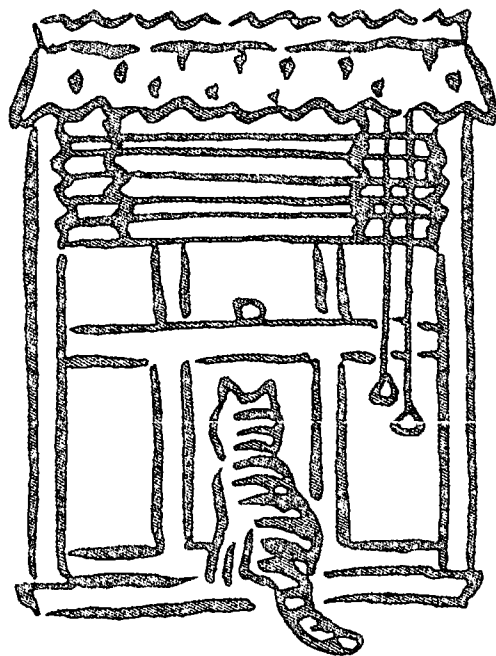
Be sure that safety gates are used to keep children away from potentially dangerous areas, especially stairs.

■ *Safety gates can protect against many hazards, especially falls.*

WINDOW BLIND AND CURTAIN CORDS

Be sure miniblinds and venetian blinds do not have looped cords. Check that vertical blinds, continuous looped blinds, and drapery cords have tension or tie-down devices to hold the cords tight.

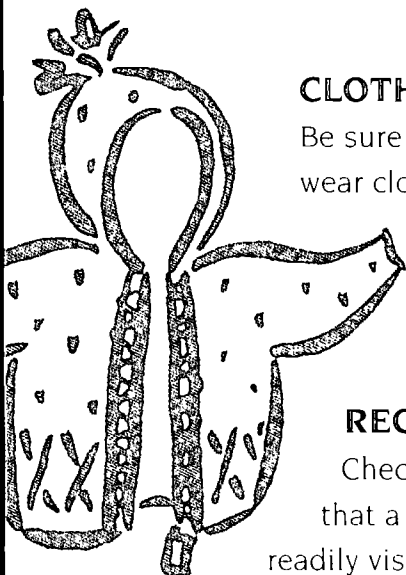
■ *These safety devices can prevent strangulation in the loops of window blind and curtain cords.*



CLOTHING DRAWSTRINGS

Be sure there are no drawstrings around the hood and neck of children's outer-wear clothing. Other types of clothing fasteners, like snaps, zippers, or hook and loop fasteners (such as Velcro), should be used.

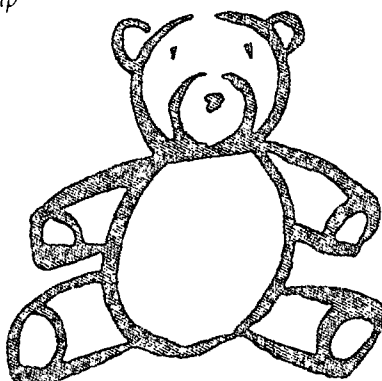
■ *Drawstrings can catch on playground and other equipment and can strangle young children.*



RECALLED PRODUCTS

Check that no recalled products are being used and that a current list of recalled children's products is readily visible.

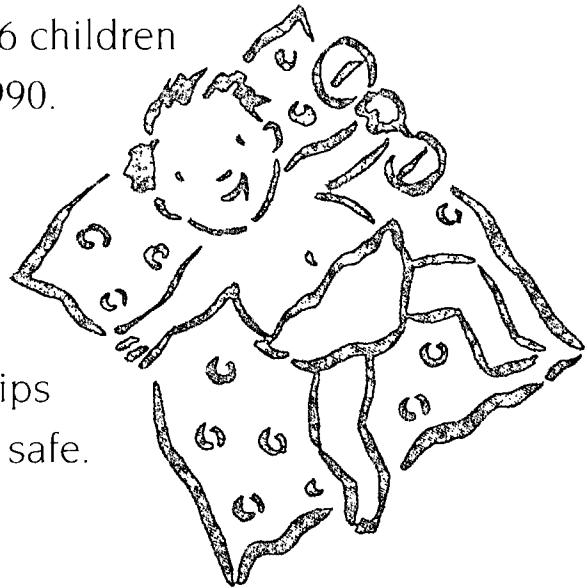
■ *Recalled products pose a threat of injury or death. Displaying a list of recalled products will remind caretakers and parents to remove or repair potentially dangerous children's toys and products.*



BE SURE YOUR CHILD CARE SETTING IS AS SAFE AS IT CAN BE

About 31,000 children, 4 years old and younger, were treated in U.S. hospital emergency rooms for injuries at child care/school settings in 1997. CPSC is aware of at least 56 children who have died in child care settings since 1990.

In a recent national study, CPSC staff visited a number of child care settings and found that two-thirds of them had one or more potentially serious hazards. Use the safety tips in this checklist to help keep young children safe.



Join CPSCINFO-L

E-mail: send an e-mail message to lstproc@cpsc.gov and, in the message area, enter:

Fax: send your name and fax number to 301-504-0399

To get all CPSC recall information sent directly to you by:

Website: www.cpsc.gov (click on "recalls")

Toll-free hotline: 1-800-638-2772



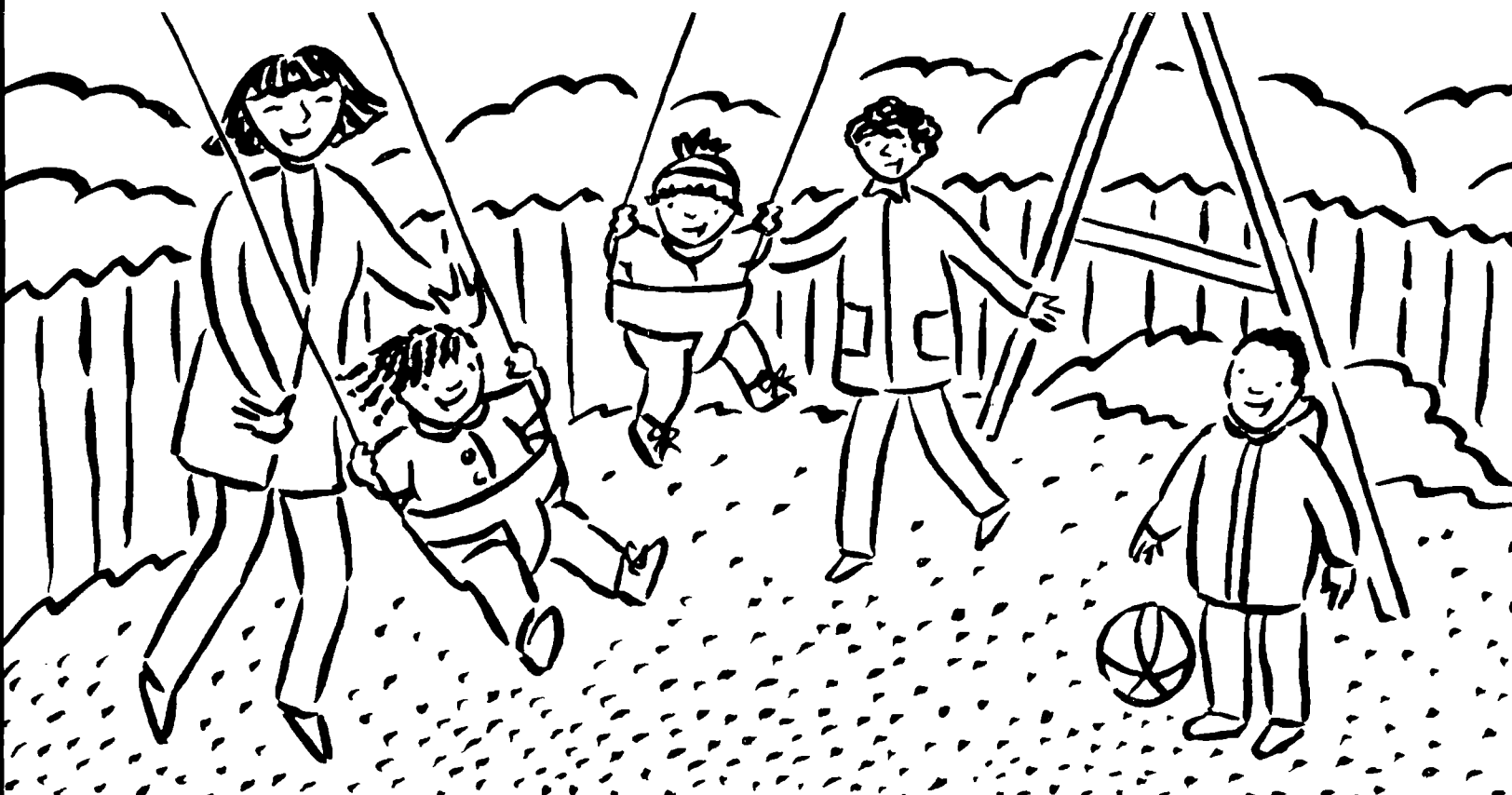
Washington, DC 20207

U.S. Consumer Product Safety Commission

toys and products, contact:

For more information about children's safety and recalls of children's

FOR MORE INFORMATION



Child Care Safety Checklist
FOR PARENTS & CHILD CARE PROVIDERS

FOR IMMEDIATE RELEASE

**LIFETIME TELEVISION COMMITS OVER \$5 MILLION DOLLARS TOWARD
CREATING OPPORTUNITIES TO GIVE PARENTS A GREATER VOICE IN
NATIONAL CHILD CARE POLICIES**

Lee Grant Documentary Confronting the Crisis: Child Care in America Premieres Tuesday, April 20 from 10-11pm ET/PT as Cornerstone of LIFETIME's Childcare Awareness Efforts

Washington D.C., April 12 –LIFETIME Television President Carole Black today joined First Lady Hillary Rodham Clinton to launch a \$5 million effort to give parents a greater voice in national child care policies.

Black, the first woman to lead the woman's television network, said, "We will use the power of television and cyberspace to expose the silent crisis that families go through everyday caring for their children. Having been a single working mother, I know first-hand how overwhelming that can be."

Black continued, "But our commitment doesn't stop at programming. We want to use our power to connect women and their families so that they understand and use the power they have to change the political and cultural landscape on childcare issues."

LIFETIME kicked off "Caring for Kids: Our Lifetime Commitment" in March, 1998, when the Network partnered with leading women's and children's organizations representing more than six million women (including Families and Work Institute, the Committee for Hispanic Children and Families and the National Council of Women's Organizations, which encompasses organizations including NOW Legal Defense and Education Fund, the Childcare Action Campaign and the YWCA of the U.S.A.) and the Congressional Caucus for Women's Issues to draw attention to the childcare crisis in this country.

Throughout the year, via a toll-free number (1-800-522-0925) and Lifetime Online (www.lifetime.com), LIFETIME gathered thousands of childcare stories from women and families across the country and presented them to all Members of Congress, the President and the First Lady, who read one of LIFETIME's stories in a Rose Garden Ceremony. The Network and its partners also served as the catalyst for one e-mail writer to testify before the Senate Banking Committee.

A cornerstone to LIFETIME's \$5 million commitment is special programming on childcare. LIFETIME Television exposes the daily drama faced by millions of parents doing their most important job - caring for kids—in an original documentary "CONFRONTING THE CRISIS: CHILDCARE IN AMERICA," directed by Academy Award-winning director Lee Grant. Actress and hosted by Kyra Sedgwick. This one-hour special premieres Tuesday, April 20 from 10-11 p.m. ET/PT.

During the past year, Grant traveled across the country and interviewed families about how they are trying to meet their childcare needs. The documentary weaves the joys, challenges and hopes of parenting with critical national childcare issues. No matter if the families were headed by single mothers or couples, and regardless of economic or ethnic status, the story was the same-- finding affordable, quality childcare is a problem. And after speaking with employers and law enforcement officials, Grant finds that childcare shortages can have a negative impact on entire communities.

Stories include:

- * A single mother from Phillipsburg, NJ works as a secretary to support her two children. She receives sporadic child support and can barely pay the childcare center which provides before-and after-school care for her older daughter and full daycare for her young son.
- * A Denver couple with two pre-teen sons feel they must be vigilant to keep their boys on the right track. Both boys attend an after-school program at their local YMCA.
- * Single mothers in Marriott's Welfare-to-Work program in Boston, MA, have successfully completed training and are employed. But these young mothers, who face tremendous challenges will lose their childcare vouchers and Medicaid one year after graduating from the program. Earning little more than minimum wage, paying for childcare will be nearly impossible.
- * A widowed single father from Easton, PA works long hours and fears that his young son is growing up without him. His sister has moved nearby so she can share some of the childcare duties.
- * College students in early childhood education in Pennsylvania feel the passion and importance of teaching young children. But their supervisor points out that these enthusiastic young people could earn a better living walking dogs than taking care of preschool children.
- * An upwardly mobile couple from Great Neck, NY are drowning in debt from graduate school and medical school loans. They have found and lost seven nannies since their three-year-old son was born.
- * Sheriff Pat Sullivan of Denver, Colorado explains why early childhood programs as well as after-school programs for teens are the most effective way to prevent crime.
- * A single mother from Phoenix, Arizona who's teenaged son was killed in a fight that took place after school.
- * In addition, the film's producers traveled to France and spoke with two families about the country's successful and popular national childcare system. Both families discuss the sense of security the national system provides for the rich and poor alike.

In addition to the original documentary, LIFETIME's late night magazine series "New Attitudes," with hosts Leanza Cornett and Kim Coles, will air a five-part series on childcare beginning the week of Monday, April 19 at 11PM ET/PT as well as public service announcements.

LIFETIME Television is dedicated to providing contemporary and informative programming for women. LIFETIME is available on more than 11,000 cable systems and alternative delivery systems nationwide, serving over 73 million households. Learn more about LIFETIME Television on the Lifetime Online website at www.lifetimetv.com.

#

Contact: Kate Gerwin Goldberg, LIFETIME Television, 212/424-7343
Winnie Atterbury, LIFETIME Television, 212-424-7396
Andrea Camp, 410-719-2309

April 9, 1999

→ Cong Carder -
add to
acknowledgment

PROMOTING GREATER INVESTMENT IN CHILD CARE

Date: Monday, April 12
Time: 11:00 am - 11:55 am
Location: Just Us Kids Child Care Center
Washington, D.C.
From: Nicole Rabner and
Ruby Shamir

I. PURPOSE

To promote greater investment in child care and make two announcements: (1) the release of a new study by the U.S. Consumer Product Safety Commission (CPSC) on ways to identify and correct hidden hazards that may exist in child care; and (2) the launch the new outreach efforts of Lifetime Television's child care awareness campaign "Caring for Kids."

II. BACKGROUND

Overview

In the context of promoting the Administration's Child Care Initiative, this event is designed to spotlight the need to empower parents with vital information and support to make the child care choices that are right for them. The CPSC report will empower parents and caregivers with critical information on child care safety and the Lifetime effort will help empower parents by making sure their voices and struggles are heard. The event will include a brief tour of the Just Us Kids Child Development Center on which you will learn about some of the hidden hazards highlighted in the CPSC study, and a speaking program.

CPSC Report

The CPSC conducted a national study of the potential safety hazards of eight product areas -- cribs, soft bedding, playground surfacing, playground maintenance, safety gates, window blind and curtain cords, clothing drawstrings, and recalled products -- in 220 child care centers nationwide. Of the child care facilities studied, including private, non-profit, government-run and home-based centers, two-thirds exhibited at least one safety hazard. These hazards are life-threatening: CPSC notes that at least 56 children have died in child care settings, and that about 30,600 children ages 0-4 were treated in U.S. hospital emergency rooms in 1997 for injuries received at child care settings.

To provide parents with the means to be aware of and correct these hazards, the CPSC developed a new Child Care Safety Checklist for parents and caregivers to monitor the safety of their care settings. The CPSC's recommendations include making sure that safety gates are used to keep children away from potentially dangerous areas, especially stairs, and abandoning the use of children's clothing with drawstrings around the hood and neck.

The CPSC will undertake an aggressive outreach program to get this vital information into the hands of parents and caregivers nationwide. To help initiate this public information campaign, the General Services Administration (GSA), which runs child care centers for federal employees, will distribute the checklist to all of its centers in the United States. GSA has also pledged that by Mother's Day 1999 it will provide all of its sponsored child care centers with computers and Internet links which will provide immediate notice of all CPSC alerts and bulletins on products that deal with children.

Lifetime Television "Caring for Kids" Campaign

You will help launch the second phase of Lifetime Television's "Caring for Kids" campaign which is designed to provide parents with the information they need, and give them the opportunity to have their voices heard. The campaign was inspired by the October 10, 1997 White House Conference on Child Care. During the first phase of the campaign, Lifetime began forming partnerships with key child care experts and advocates. Lifetime also initiated an e-mail campaign urging parents to share their child care stories with them. These efforts culminated in the development of a documentary film of parents talking about their child care struggles and needs which will air on Lifetime on April 20. Lifetime included footage from your Brooklyn, NY roundtable discussion in the film.

In its second phase, Lifetime will work with a diverse group of partners, from child care providers to law enforcement officials, to amplify the voices and struggles of parents and others around the issue of child care. Lifetime will use its documentary to convene parents to talk about their child care challenges and will continue to use the Internet as an organizing tool. Lifetime's goal is to work to make child care a central issue in the 2000 elections and is gearing up to produce voter guides, etc.

Child Care Action in the Senate

With the strong leadership of Senator Dodd, the Senate passed an amendment to the Republican budget resolution increasing mandatory funding for the child care block grant by \$5 billion over five years and \$12.5 billion over 10 years, off-set by a reduction in the tax cut. This action is a significant demonstration of bipartisan support for boosting funding for child care subsidies, which the President's budget does by \$7.5 billion over five years. The amendment, sponsored by Senators Dodd and Jeffords, also includes a non-binding provision stating that any child care tax relief for child care (through, for example, expansion of the CDCTC), must benefit all working families (*i.e.* by making the credit refundable) and assist stay-at-home parents who care for an infant. Twelve Republicans -- Senators Abraham, Campbell, Chafee, Collins, Dewine, Frist, Hatch, Jeffords, Roberts, Snowe, Specter, and Warner -- voted with all Democrats to pass the amendment.

Just Us Kids Child Development Center

The Just Us Kids Child Development Center, a General Services Administration (GSA) child care facility, is sponsored by the Department of Justice (DoJ) and provides care for children of DoJ employees. Established in 1992, Just Us Kids is accredited by the National Association for the Education of Young Children (NAEYC) and its staff qualifications and adult/child ratios meet or exceed NAEYC criteria.

GSA child care centers serve 7,600 children in 112 centers nationwide. All child care workers are screened through criminal background checks, and stringent health and safety standards for facilities and furnishings are issued. Nearly 70 percent of GSA's centers are accredited by national accrediting bodies (versus less than 10 percent in the private sector). As you know, in March, 1998, the President issued an Executive Memorandum directing all federally sponsored child care to be accredited by the year 2000.

III. PARTICIPANTS

Speaking Program

- Attorney General Janet Reno
- Senator Christopher Dodd
- Ann Brown, Chairman, U.S. Consumer Product Safety Commission
- Carole Black, CEO, Lifetime Television
- Cynthia Schnedar, Just Us Kids parent
- The First Lady

IV. SEQUENCE OF EVENTS

- Pam Simon, Director, Just Us Kids Child Development Center, will guide you on a very brief tour of the center where Ann Brown, Chairman, CPSC, will show you examples of potential hidden hazards. Attorney General Janet Reno, Deputy Attorney General Eric Holder, Senator Christopher Dodd, David Barram, Administrator, GSA, and Carole Black, CEO, Lifetime Television, will follow you on your tour.
- Upon tour conclusion, you will proceed upstairs for the speaking program.
- Attorney General Janet Reno will make welcoming remarks and introduce Senator Dodd.
- Senator Dodd will make brief remarks and introduce Chairman Ann Brown.
- Chairman Brown will make brief remarks and introduce Lifetime CEO Carole Black.
- Carole Black will make brief remarks and introduce parent Cynthia Schnedar.
- Cynthia Schnedar will make brief remarks and introduce you.
- You will make remarks and close the program.

V. PRESS PLAN

- Tour of the child care center's infant room will feature still photographers/WH Photo.
- Speaking program will be Open Press.
- GSA will send out a video news release of this event.

VI. REMARKS

- Talking Points Attached.

VII. ATTACHMENTS

- Audience List

- CPSC Child Care Safety Checklist
- CPSC Report
- Lifetime Television Press Release
- Chairman Ann Brown Bio
- Administrator David Barram Bio
- Lifetime CEO Carole Black Bio
- Cynthia Schnedar Bio

**Child Care Event
April 12, 1999
Just Us Kids**

Audience List

Parents and Children

Nicole Humphries, parent
Sherman Bernett, child
Randall Eliason, parent
Sonja Eliason, child
Ellen Durkee, parent
Lily Durkee, child
Stuart Ishimaru, parent
Matthew Ishimaru, child
Evelyn Ying, parent
Henry Lewis, child
Jennifer Rivera, parent
Aislyn Rivera, child
Barbara Jacobs, parent
Laura Jacobs, child
Felicia Johnson, parent
Simmie Talley, child
Marie Hagen, parent
Christian Willey, child

GSA

David Barram, Administrator
Eric Dodds, White House Liaison
Cheryl De Atley, GSA Office of Child Care
Ann Everett, Deputy Regional Administrator
Joy Guenther, Regional Child Care Coordinator
Robert Peck, Commissioner Public Buildings Service

CPSC

Kathleen Begala
Barbara Rosenfeld
Jacqueline Elder
Carol Cave
Nancy Sachs
Debra Sweet

Lifetime Television

Jane Tollinger, Executive VP of Lifetime Television
Meredith Wagner

Andrea Camp
Joanne Howes

Other Audience Members

Deputy Attorney General Eric Holder
Emil Parker, Deputy Assistant Secretary for Children and Families, HHS
Pam Simon, Director of Just Us Kids

CPSC Staff Study of

**Safety Hazards
in
Child Care Settings**

**U.S. Consumer Product Safety Commission
Washington, D.C. 20207
April 1999**

CPSC Staff Study of Safety Hazards in Child Care Settings

Overview

- o The U.S. Consumer Product Safety Commission (CPSC) staff conducted a national study to identify potential safety hazards in 220 licensed child care settings across the country in October and November 1998.
- o CPSC staff investigated eight product areas with potential safety hazards: cribs, soft bedding, playground surfacing, playground surfacing maintenance, child safety gates, window blind cords, drawstrings in children's clothing, and recalled children's products.
- o Four types of licensed child care settings were visited: federal General Services Administration child care centers, non-profit centers, in-home settings, and for-profit centers.
- o Overall, two-thirds of the child care settings exhibited at least one of the safety hazards targeted in the study.
- o About 31,000 children, 4 years old and younger, were treated in U.S. hospital emergency rooms for injuries at child care/school settings in 1997. CPSC is aware of at least 56 children who have died in child care settings since 1990.

Introduction

CPSC has long been concerned about hazards in the home, especially as they affect young children. Because similar hazards may be present in organized child care settings, CPSC staff conducted a national study of potential dangers in these settings to identify how to help prevent injuries and ensure greater safety for children.

Some hazards are obvious -- like playground surfacing that has worn thin and is littered with debris. Other hazards are "hidden" -- dangers that may not come immediately to mind as problems. Issues investigated in the child care study -- like the dangers of window blind cords or drawstrings on children's clothing -- are prime examples of hidden hazards.

Many child care settings provide safe environments for young children. Each year, however, thousands of children in child care settings are injured seriously enough to need treatment in U.S. hospital emergency rooms. Tragically, some of these children die from their injuries.

For example, CPSC is aware of at least 56 children who have died in child care settings since 1990. At least 28 of these children died from suffocation and/or asphyxia related to nursery equipment or soft bedding. About 31,000 children, 4 years old and younger, were treated in U.S. hospital emergency rooms for injuries at child care/school settings in 1997. Eight thousand of these injuries occurred from falls on playgrounds.

Background

There are 21 million children under age 6 in this country; almost 13 million of them are placed in non-parental child care during some portion of the day. About 29% of these children are in center-based care, including day care centers, Head Start programs, and nursery schools. The other 71% of these children are in non-center-based care, including family child care, in-home child care, and care by a relative.

There are about 99,000 licensed child care centers. In addition, there are about 283,000 regulated or licensed family child care providers. In CPSC staff's review of state licensing requirements for child care, however, most of the hazards included in this child care study were not addressed. For example, although cribs are covered by both federal regulations and voluntary safety standards, many states did not require day care centers to use cribs that met all of these standards. Although virtually all child care settings use nursery equipment, like high chairs and strollers, none of the states reviewed had requirements for addressing recalled nursery equipment.

Description of Study

CPSC staff conducted a national study to identify potential safety hazards in child care settings during October and November of 1998. Eight product areas were examined, including: cribs, soft bedding, playground surfacing, playground surface maintenance, child safety gates, window blind cords, drawstrings on children's clothing, and recalled children's products.

CPSC staff visited 220 licensed child care settings throughout the country. Four types of settings were visited: 23 Government Services Administration (GSA)-managed child care centers, sponsored by Cabinet-level and independent federal agencies; 77 non-profit centers; 68 in-home settings; and 52 for-profit centers.

These child care settings were spread across three regions of the country: eastern (68), central (71), and western (76). Within each region, about 10% of the child care settings were GSA-sponsored; 40% were non-profit; 30% were in-home; and 20% were for-profit.

Where possible, participating child care settings were selected randomly from regional or national lists of licensed child care providers. When such lists were not available, selections were made from a variety of other sources, including Internet sites and local yellow pages.

CPSC field staff used a prepared checklist to observe conditions related to the eight product areas. Information from the checklists was entered into a database for further analysis.

Results of Study

Two-thirds of the child care settings in this study exhibited at least one of the targeted safety hazards. The overall results for each hazard are discussed below. To see how each different type of child care setting fared in this study, please refer to the attached chart.

o CRIBS: 8% of the child care settings had cribs that did not meet current safety standards.

Older cribs can present many dangers to children, including strangulation and suffocation.

More babies -- about 40 to 50 each year -- die in incidents involving cribs than with any other piece of nursery equipment. Most of these are older, used cribs. Since 1990, at least nine children have died in incidents involving cribs in child care settings. Children can strangle when their bodies slip between crib slats that are too far apart and their heads catch in the slats. Children can suffocate when their faces and noses are wedged between a too-small mattress and the crib. There also can be problems when used cribs are not sturdy or have catchpoints that can entangle children's clothing. In related nursery equipment, playpens have been involved in the deaths of at least eight children at child care centers since 1990.

CPSC enforces federal regulations on crib safety and has actively worked to develop and improve voluntary safety standards for cribs and playpens.

o SOFT BEDDING: 19% of the child care settings had cribs containing soft bedding.

Soft bedding may present a suffocation hazard for infants.

Each year, as many as 900 babies whose deaths are attributed to Sudden Infant Death Syndrome (SIDS) may have suffocated on soft bedding.

CPSC staff brought national attention to this issue by publishing a report in 1995 that linked soft bedding in cribs -- like quilts, comforters, and pillows -- with possible infant suffocation. In April 1999, CPSC recommended eliminating all soft bedding in babies' cribs to prevent deaths.

o PLAYGROUND SURFACING: 24% of the child care settings did not have safe playground surfacing.

o PLAYGROUND MAINTENANCE: 27% of the child care settings did not keep the playground surfacing well-maintained.

Young children can be seriously hurt from falls on playgrounds.

For children under 6, playground-related injuries (about 90,000 each year) account for more visits to U.S. hospital emergency rooms than any other child care-related injury. About 15 children die each year from playground-related injuries, including at least three children on playgrounds at child care settings since 1990. Most injuries occur when a child falls from the equipment onto the ground. Fractures are the most commonly reported diagnosis, accounting for about one-third of the injuries. Injuries most often involve the head and/or face (37%) and arm and/or hand (37%).

To help protect children from serious injuries, especially head injuries, safe playground surfacing should have at least 12 inches of wood chips, mulch, sand, or pea gravel, or should be mats of safety-tested rubber or rubber-like materials. In addition, the surfacing should be properly maintained. CPSC staff found that playground surfacing at some child care settings included dirt, grass, bricks, asphalt, and thinly-laid wood chips over concrete -- all surfaces that will not protect children when they fall.

CPSC developed playground safety guidelines, which are widely used throughout the country, to design, construct, operate, and maintain safe public playgrounds.

o CHILD SAFETY GATES: 13% of the child care settings did not use child safety gates where necessary.

Child safety gates can protect children from hazards, especially falls down stairs.

Safety gates can prevent a wide range of injuries. For example, in 1997, over 100,000 children under 5 went to U.S. hospital emergency rooms with stair-related injuries. Many of these injuries might have been prevented had safety gates been used.

CPSC helped develop a voluntary safety standard for child safety gates.

o WINDOW BLIND CORDS: 26% of the child care settings had loops on the window blind cords.

Children can strangle in the loops of window blind cords.

About one child a month strangles in window covering cords. Many strangulations occur in the loop of the cords. At least two children since 1990 have died in child care settings after standing up in their cribs and becoming entangled in a window blind cord.

Because of CPSC's work with industry, all loops on mini-blind cords have been eliminated. CPSC also advises that child care providers with older miniblinds or venetian blinds cut the looped cord, remove the buckle, and put a safety tassel on each cord. Older vertical blinds and drapery cords should have tension or tie-down devices to hold the cords tight. When buying new window coverings, child care providers should ask for child safety features. For additional safety, cribs should not be placed near windows.

o CLOTHING WITH DRAWSTRINGS: 38% of the child care settings had children wearing clothing with drawstrings at the neck.

Drawstrings on clothing can catch on objects and strangle a child.

Since 1985, CPSC has received reports of at least 22 deaths and 47 non-fatal incidents caused by drawstring entanglement. At least one death since 1990 occurred at a child care location where a drawstring on a child's piece of clothing caught on playground equipment.

As a result of CPSC negotiations with industry, manufacturers have agreed not to include drawstrings at the neck of children's upper outerwear clothing and now adhere to a voluntary safety standard.

o RECALLED PRODUCTS: 5% of the child care settings had products that had been recalled by CPSC.

Using recalled nursery products and toys can be a hazard to young children.

CPSC is aware of at least three children in child care settings since 1990 who have died in incidents involving children's products recalled by CPSC. In each of these instances, a portable crib/playpen was involved in the deaths.

Removing potentially dangerous children's toys and products from the marketplace and people's homes is a top CPSC priority. In 1998, for example, CPSC conducted about 100 recalls (or about a third of all CPSC recalls) that involved more than 30 million children's products. If notices of recalled children's products were regularly posted or distributed in

child care settings, caretakers and parents would be better able to prevent deaths and injuries. Some of the CPSC-recalled products found at child care settings included toys, cribs, and bean bag furniture.

Conclusion:

After observing 220 child care settings across the United States, CPSC staff found that most of these settings (two-thirds) had at least one of the safety hazards targeted in this study. That means that children in these settings may be at risk of injury or death.

CPSC staff's review of state licensing requirements indicates that most of the hazards included in the study are not adequately addressed in these requirements. In many cases, it is likely that well-intentioned child care providers and parents are not aware that many of the hazards exist.

To help remedy this situation, CPSC staff prepared a "Child Care Safety Checklist for Parents and Child Care Providers." The checklist is easy to use -- with just eight points that should be examined in every child care setting. In addition, parents may want to use the safety checklist at home.

Nothing is more important than the safety of America's children. More of our young children die from injuries than from any disease. Because so many children are in child care at some point in their life, it is essential that these settings be as safe as they can be.

CPSC Staff Study of Safety Hazards in Child Care Settings

Percentage of Child Care Centers with Safety Hazard					
	Overall	GSA	Non-Profit	In-Home	For-Profit
Unsafe Cribs	8%	10%	15%	8%	0%
Soft-Bedding Present	19%	42%	21%	8%	14%
Playground Safety: Unsafe Surfacing	24%	5%	18%	46%	17%
Playground Safety: Poor Maintenance	27%	11%	24%	33%	31%
Safety Gates Not Used	13%	6%	8%	21%	13%
Blind Cord Loops Present	26%	22%	31%	26%	20%
Drawstrings on Children's Outerwear	38%	30%	45%	26%	47%
Recalled Products in Use	5%	4%	5%	6%	4%



**LIFETIME TELEVISION DECLARES APRIL NATIONAL CHILDCARE MONTH AS
PART OF CARING FOR KIDS: OUR LIFETIME COMMITMENT PUBLIC
AWARENESS CAMPAIGN**

**First Lady Hillary Rodham Clinton Lauds LIFETIME's
Initiative for Putting Faces on National Statistics**

- Parking lot attendants earn an average \$6.38 an hour while childcare workers earn an average \$6.12 an hour. We as a nation pay people more to watch our cars than to watch our kids....
- In a poll of the nation's police chiefs, nine out of ten chiefs agreed that "America could sharply reduce crime if government invested more in programs to help children and youth get a good start...."
- Economists estimate that the cost, including crime and welfare costs, of allowing low-income children to go without at least two years of quality early childhood care and education is approximately \$100,000 per child, totaling roughly \$400 billion for all poor children now under the age of five....

NEW YORK, March 11, 1999 -- LIFETIME Television, in collaboration with over 100 non-profit women's and children's advocacy organizations, has declared April National Childcare Month to help bring attention to the need for quality, affordable childcare in this country. With this declaration, LIFETIME continues to expand its award-winning *Caring for Kids: Our Lifetime Commitment* campaign, which serves as a voice for viewers' concerns about childcare and urges national policymakers to take action.

National Childcare Month on LIFETIME features original programming throughout April, including "**Confronting the Crisis: Childcare in America**," a one-hour documentary by Academy Award-winning actress and director Lee Grant, hosted by actress and mother Kyra Sedgwick, airing **Tuesday, April 20 from 10-11PM ET/PT**, a week of childcare segments on the Network's magazine series "New Attitudes" beginning **Monday, April 19 at 11PM ET/PT** and public service announcements.

LIFETIME kicked off *Caring for Kids: Our Lifetime Commitment* in March, 1998, when the Network partnered with leading women's and children's organizations representing more than six million women (including Families and Work Institute, the Committee for Hispanic Children and Families and the National Council of Women's Organizations, which encompasses organizations including NOW Legal Defense and Education Fund, the Child Care Action Campaign and the YWCA of the U.S.A.) and the Congressional Caucus for Women's Issues to draw attention to the childcare crisis in this country.

(More)

2-2-2-2

LIFETIME/*Caring for Kids*: National Childcare Month

Throughout the year, via a toll-free number (1-800-522-0925) and Lifetime Online (www.lifetime.com), LIFETIME gathered thousands of childcare stories from women and families across the country and presented them to all Members of Congress, the President and the First Lady, who read one of LIFETIME's stories in a Rose Garden Ceremony. The Network and its partners also served as the catalyst for one e-mail writer to testify before the Senate Banking Committee.

In February 1999, the First Lady read one of LIFETIME's stories in a discussion on childcare. Mrs. Clinton complimented LIFETIME's efforts "to bring to a broader audience the real true-life stories," noting "the impact that one single story ... can have" versus the confusing statistics and data that too often define the nation's struggles with childcare.

"Our campaign is pioneering in its effort to weave the outreach of national organizations with the capacities of cyberspace and television, so that women have the opportunity -- and the power -- to have their voices heard in a new way," said Meredith Wagner, Senior Vice President of Public Affairs for LIFETIME Television. "In a recent poll, 87 percent of Americans said it was difficult to find affordable, good quality childcare. The stories we've collected are the faces behind these numbers. LIFETIME's *Caring for Kids* campaign is about amplifying these voices so that women can lead the way and make the solutions happen. Childcare is a problem we can solve, but only if we speak up --- and work together."

"We applaud LIFETIME for its long-term commitment to women's issues and to the well-being of American families," said Faith Wohl, President of the Child Care Action Campaign. "LIFETIME's *Caring for Kids* initiative is helping to amplify the voices of thousands of women who are struggling to find safe, affordable, good-quality care for their children. LIFETIME's efforts will go a long way to produce action on childcare that will benefit all families."

"I want to commend LIFETIME Television. This is a wonderful, creative way in which to engage the entire country...in legislation that is so important to their lives," said Representative Rosa DeLauro (D-CT).

"I want to thank LIFETIME for recognizing that childcare is a lifetime investment," said Representative Connie Morella (R-MD).

The Network's childcare awareness efforts are the latest in LIFETIME's rich history of national outreach on issues that matter most to women. Each October, LIFETIME conducts an annual breast cancer awareness campaign for National Breast Cancer Awareness Month. Last year, a record 1,400 cable affiliates participated in the program.

(More)

3-3-3-3

LIFETIME/*Caring for Kids*: National Childcare Month

LIFETIME Television is dedicated to providing contemporary and informative programming for women. LIFETIME is available on more than 11,000 cable systems and alternative delivery systems nationwide, serving over 73 million households. Learn more about LIFETIME Television on the Lifetime Online website at www.lifetimetv.com.

#

Contact:	Kate Goldberg, LIFETIME	212.424.7343
	Winnie Atterbury, LIFETIME	212/424.7396
	Andrea Camp	410/719.2309

U.S. CONSUMER PRODUCT SAFETY COMMISSION WASHINGTON, D.C. 20207



ANN BROWN Biographical Sketch

Ann Brown was sworn in as Chairman of the U.S. Consumer Product Safety Commission (CPSC) on March 10, 1994. She was nominated by President Clinton and confirmed by the U.S. Senate as a Commissioner and the seventh Chairman of the CPSC.

As Chairman, Mrs. Brown's goal has been to keep families -- and especially children -- safe. She has frequently cited the equal responsibility of consumers, industry and the CPSC in promoting consumer safety.

Chairman Brown believes that voluntary cooperation with industry is often the fastest and most effective means of addressing safety concerns. She underscored her belief in the importance of safety to industry by establishing the Chairman's Commendation to recognize outstanding contributions to safety; it has

been awarded to 17 recipients, including Procter & Gamble, Toys R Us, Hasbro's Playskool Division and the Whirlpool Corporation. In addition, she has sponsored three major conferences with industry: "Safety Sells," global harmonization of safety standards and working with small business.

Chairman Brown's actions on behalf of children earned her the "Champion of Safe Kids Award" from the National Safe Kids Campaign, the "Humanitarian of the Year" award from the Danny Foundation, and the "Clarion Award" from the National Parents Day Coalition. In 1995, Chairman Brown received the "Government Communicator of the Year Award," and in 1996, the Golden Trumpet Award from the Publicity Club of Chicago. In 1996 she also received the Margaret Dana Award for excellence in voluntary standards development from ASTM.

Her leadership of agency efforts to provide better customer service has been honored by four awards for reinventing government from Vice President Al Gore. The awards commended the CPSC for its improved Hotline, for an innovative telecommuting program, for its work to simplify government telephone Blue Pages listings, and for a program that speeds up the recall of defective products. CPSC was named a 1998 winner of the Innovations in American Government Award for its Fast-Track Product Recall Program. Innovations awards are a program of the Ford Foundation, administered by Harvard University's Kennedy School of Government, in cooperation with the Council For Excellence in Government.

For more than two decades prior to her appointment, Mrs. Brown was a consumer advocate. She served as vice president of the Consumer Federation of America for nearly 15 years, and was chairman of the board of the consumer advocacy group Public Voice from 1983 to 1994. In 1989, she was named "Washingtonian of the Year" by Washingtonian magazine.

Mrs. Brown attended Smith College from 1955 to 1958 and received a B.A. in 1959 from The George Washington University. She has been married since 1960 to attorney and former Harvard Business School professor Donald Brown. They have two daughters and three grandchildren.

For additional information, call CPSC's Office of Public Affairs, (301) 504-0580.



**U.S. GENERAL SERVICES ADMINISTRATION
Administrator**

David J. Barram

Dave Barram was appointed Administrator of the General Services Administration in March, 1996 by President Clinton. As the number one official, Mr. Barram directs all functions assigned to this independent agency of the executive branch.

GSA has been around since 1949. In a nutshell, GSA houses federal workers and provides products and services to support the important work of government throughout the country. GSA negotiates contracts that account for over \$40 billion of goods and services bought annually from the private sector. GSA employs about 14,300 people and has an annual budget of just over \$13 billion.

Of GSA, Mr. Barram says, "This is not your father's GSA." Under Vice President Gore's National Performance Review (NPR), GSA has embraced change with energy and enthusiasm and is fundamentally reshaping itself, streamlining the processes and becoming more client focused. Under the NPR, GSA is saving money on new construction, reinventing the space leasing process, getting the best prices on goods and services for our clients, leasing vehicles at low prices with great service, and negotiating low air fares for federal travelers.

Mr. Barram came to GSA from the Department of Commerce, where he had served as Deputy Secretary and Chief Operating Officer since October 1993. While there, he directed the day-to-day operations of the 36,000-person organization. In addition to heading GSA, Mr. Barram is vice chair of the President's Management Council (PMC), made up of the chief operating officers of the executive branch agencies.

A 24-year veteran of Silicon Valley, Mr. Barram played a key role in shaping and implementing the federal government's technology initiatives while in senior positions at Apple Computer, Silicon Graphics, Inc. and Hewlett-Packard. Mr. Barram joined Hewlett-Packard in 1970 and spent 13 years in finance and marketing positions. In 1983, he left the then-80,000-employee HP to become the first Chief Financial Officer at 30-person Silicon Graphics. In April 1985, he joined Apple Computer as the Vice President of Finance and CFO and also held the positions of Vice President of Corporate Affairs and Vice President of Corporate Communications.

Throughout his career, Mr. Barram has been a strong advocate for American industry and workers. In addition, he has been actively involved in education issues, encouraging the use of advanced technology in the classroom and job-based training. He chaired the California Commission of Public School Administration & Leadership, and he continues to serve on the board of the National Center for Education & the Economy, which published the report, *America's Choice: High Skills or Low Wages?*

Mr. Barram earned a bachelor of arts degree from Wheaton College in 1965 and holds a master's degree in business administration from Santa Clara University.

From 1966 to 1969, Mr. Barram was a commissioned officer in the U.S. Navy. After receiving his commission in December 1966, Mr. Barram served his active duty aboard two coastal mine sweepers on the East Coast, including his last 18 months as officer-in-charge of the USS Kingbird (MSC-195) in Pensacola, FL.

Mr. Barram and his wife, Joan, live in Washington, D.C. Their son, Ted, works for Digidesign in Palo Alto, California, and their daughter, Diane, is part of the start-up team for a national restaurant chain, Pallino Pastaria, in Seattle, Washington.

1800 F Street, NW, Washington, DC 20405-0002



Carole Black
President and CEO
Lifetime Television

Burbank, CA -- February 15, 1999 -- Carole Black, veteran television executive and currently President and General Manager of NBC4 in Los Angeles, has been named President and CEO of Lifetime Entertainment Services, it was announced today by Robert Iger, President of ABC, Inc. and Frank A. Bennack, Jr., President and CEO of The Hearst Corporation.

In her new position, Ms. Black will be responsible for the day-to-day operations of the premier provider of women's programming, including marketing, advertising sales, affiliate sales, new media, research, programming, strategic planning and operations. Ms. Black will oversee both Lifetime Television and the recently launched Lifetime Movie Network. Lifetime Entertainment Services is a 50/50 joint venture of The Hearst Corporation and The Walt Disney Company.

"Carole's record at NBC4, along with her vast experience, makes her the perfect person to lead Lifetime into the next millennium," says Anne Sweeney, President of Disney/ABC Cable Networks and a Co-Chair of Lifetime. "The Lifetime Networks will benefit significantly from her programming experience as well as her sharp business and management abilities."

Raymond E. Joslin, President of Hearst Entertainment and Syndication and the other Co-Chair of Lifetime, added, "Lifetime has been the leading television service for women for more than a decade. I'm confident that under Carole's leadership, the network will prosper further as the primary place for women's programming and information."

Ms. Black most recently served as President and General Manager of NBC4 in Los Angeles, where she was responsible for the day-to-day management of all areas of operation, including news, programming, sales, marketing, promotion, strategic planning and operations. Ms. Black was the first woman to head a commercial station in the Los Angeles marketplace.

Under her leadership, NBC4 enjoyed unparalleled success, rising from second in the marketplace to a dominant number one in the Southern California area in less than two years. In 1998, NBC4 became the first station to win seven out of seven weekday and weekend news races in a sweeps period, topping its own record of winning six out of seven in both 1996 and 1997. In the sales arena, NBC4 became the market's top billing station in 1996 for the first time in decades. It continued its sales

domination in 1997 and 1998, with the last three years being the most profitable in the station's 50-year history.

Prior to her appointment at NBC4, Ms. Black was Senior Vice President, Marketing, Television, at the Walt Disney Company, where she was key to the conceptualization and launch of "The Disney Afternoon," the highly successful children's programming franchise. She also led the marketing effort on the sale of "Home Improvement" into syndication, which proved instrumental in making that comedy series one of the most profitable shows ever sold.

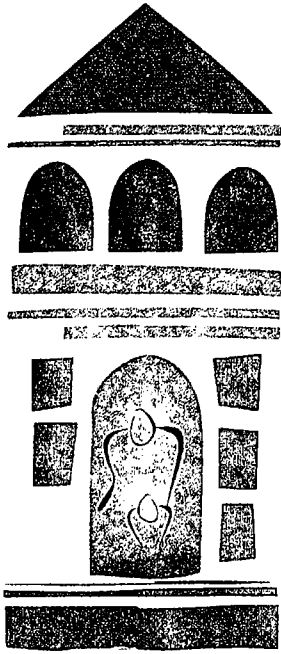
From 1986 to 1988, Ms. Black served as Vice President, Worldwide Marketing Home Video for Disney, where she was credited with establishing brand management and the enormously successful sell-through business of Disney-branded films. Under her direction, the domestic video division rose from sixth to first, and the Disney brand became the dominant leader throughout the world.

Prior to joining the Disney organization, Ms. Black worked at DDB Needham in Chicago from 1983 to 1986, where she rose from Account Supervisor to Senior Vice President, Management Representative. She began her career in brand management with Procter & Gamble in her native Cincinnati, just after she received a Bachelor of Arts degree in English literature from Ohio State University.

Active in the television industry, Ms. Black currently serves on the Board of Directors of HRTS (Hollywood Radio and Television Society) and NATPE (National Association of Television Programming Executives).

Cynthia Schnedar
Just Us Kids Parent

Cynthia Schnedar is an employee at the Department of Justice. Currently, she has twins who attend the Just Us Kids Child Development Center. A few years ago she had three children enrolled in the program for an annual tuition cost of \$26,000. The center provided her with tuition assistance.



*"We must have a place where
children can have a whole
group of adults they can trust"*

— Margaret Mead

Annual Profile of Child Care Centers in GSA Space

U.S. General Services Administration

Public Buildings Service

January 1999

**Data collected
as of
October 1998**

GSA's Child Care Program: Serving Federal Employee Families Nationwide

GSA's Child Care Program allows families of Federal employees to receive quality child care in centers located in GSA-managed space throughout the United States.

GSA works in partnership with Federal agencies and boards of directors to select high quality child care providers. We strive to take advantage of the best available child care resources within each local community. Overall program guidance and standards are prioritized in formal licensing agreements.

*"Family friendly
programs cut costs
and lift productivity
while improving
service and employee
retention."*

Title 40 of the United States Code, Section 490b, as amended, gives Federal agencies the authority to establish child care centers for Federal families without charge for rent or services. The Code, known as the Triple Amendment, requires that at least 50% of the children enrolled in a center be children or dependents of Federal employees. The remaining enrollment may be open to the general public.

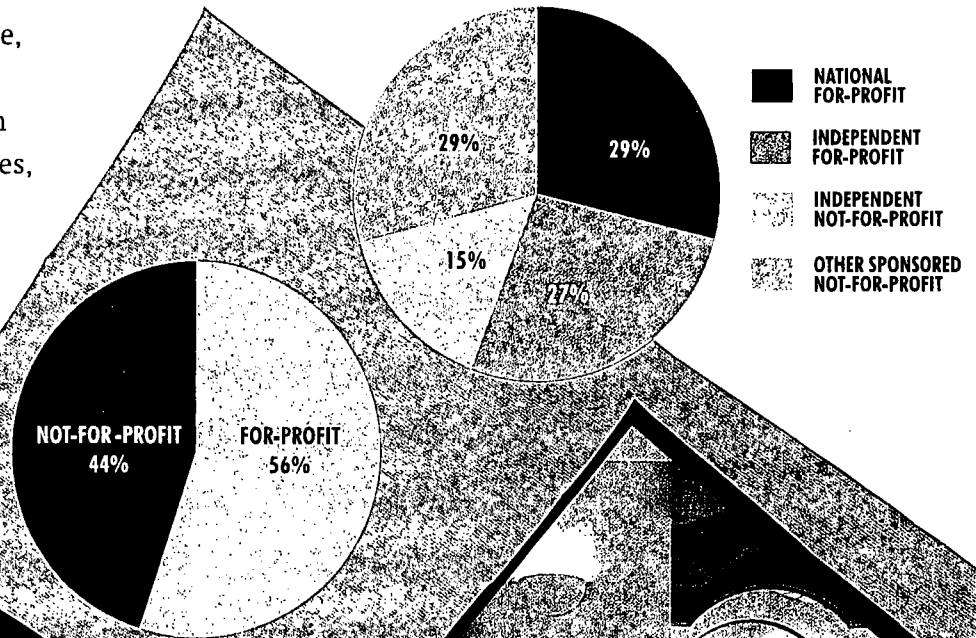


National Academy of Public Administration

Managed by the Best in National and Local Providers

GSA oversees a network of private, market-based child care providers. This network, which consists of both for-profit and not-for-profit companies, includes nationally recognized providers as well as small independent organizations.

WHO PROVIDES OUR CHILD CARE



Partners in the Community

Currently, 112 child care centers operate in 32 states and the District of Columbia. This year 20 centers participated in a variety of innovative partnerships addressing the quality, availability and affordability issues in their communities. These partnerships included: agreements with Head Start, the public schools, state funded pre-k programs, local community outreach programs, training agreements with universities, a pilot project with the military, and consortium agreements with local employers.

Reflecting Diverse Local Needs

PROGRAMS

Of the 112 centers operating nationally:

- 91% provide infant care
- 23% provide kindergarten (state-approved) programs
- 67% provide drop-in/emergency care
- 30% provide summer programs for school-age children
- 16% provide before/after school programs

Each community establishes priorities for its center within the quality guidelines set by GSA. As a result, GSA's Child Care Program serves a rich geographic and demographic diversity of Federal families.

"Childhood is a place as well as a time."

— Mary Sarton

OPERATING HOURS

- 89% of the centers are open 11 or more hours per day
- Open hours range from 10-13 hours per day

ENROLLMENT FIGURES

Total National Enrollment
... **7,646**

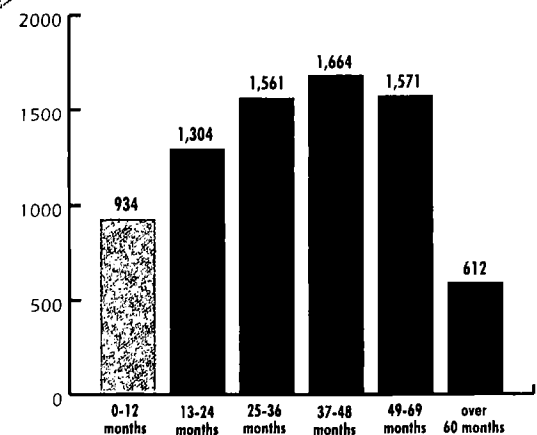
Full-time Enrollment
... 6,410

Part-time Enrollment
... 1,236

Enrollment from Federal families
... 4,281

Enrollment from Non-Federal families
... 3,365

AGE GROUP OF CHILDREN IN CENTERS



Providing Quality, Accredited Care

All centers operating in GSA managed space are required to achieve accreditation from the Academy of Early Childhood Programs, a division of the National Association for the Education of Young Children (NAEYC). Health and safety, staffing, staff qualifications, physical environment and administration are all reviewed during accreditation. 67% of eligible centers currently are accredited.

STAFFING LEVELS AND EXPERIENCE

- Centers employ 1,597 full-time staff and 384 part-time staff (caregivers, administrators and support staff)
- 71% of Directors have 10 or more years experience in early childhood education
- Average tenure for directors in a center is 3 years

STAFF SALARIES

	RANGE	AVERAGE
Director	\$18,684-\$57,482	\$32,210
Highest paid teacher salaries . .	\$13,711-\$54,080	\$23,947
Entry-level teacher (with degree) . . .	\$12,293-\$31,366	\$18,405

STAFF BENEFITS

99% of centers provide paid vacation, 83% provide paid sick leave, and 99% offer health insurance. 84 centers contribute 50% or more of the employee's premium. 61% of centers offer a retirement plan.

STAFF TURNOVER

- Average number who left centers in the 12-month period: 8
- Average annual turnover rate: 48%
- Average turnover rate for full-time teaching staff: 33%

OFFERING MARKET-DRIVEN, FEE-BASED CARE

Cost of care in GSA Child Care Centers is determined locally. Tuition rates vary according to geographical location, services offered, number of operating hours, size of center and other criteria. Federal agencies do not subsidize operating costs. Instead, parent fees are assessed.

TUITION DATA

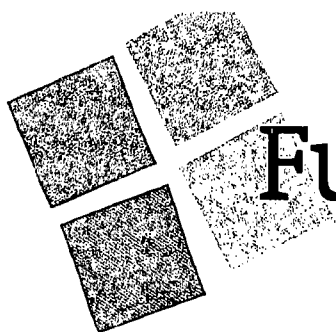
AVERAGE TUITION PER WEEK:

	Federal	Non-Federal	Tuition Ranges:
Infants	\$152	161	\$77-240
Toddlers	\$145	151	\$77-240
2's	\$129	134	\$65-224
Pre-school	\$116	121	\$65-191
Kindergarten	\$110	114	\$45-180

TUITION ASSISTANCE

Because the cost of high quality care is not affordable for many families—even when the government provides space and equipment—tuition assistance is critical.

- 100% of the centers offer a tuition assistance program
- 1,840 families received some form of tuition assistance at some time between October 1997 and September 1998.
- Centers reported a total of \$1,395,662 was distributed from a variety of sources—\$323,082 from Combined Federal Campaign/United Way contributions and the balance primarily from state funds, recycle funds or fundraising events run by the boards of directors.
- 70% of the Centers received Combined Federal Campaign and/or United Way contributions
- Grant money, used for training and special programs to enhance quality, also directly or indirectly affected the cost of care for parents.
- 23 centers received non-Federal grants
- 31 centers participated in the USDA Food Program



Future Directions

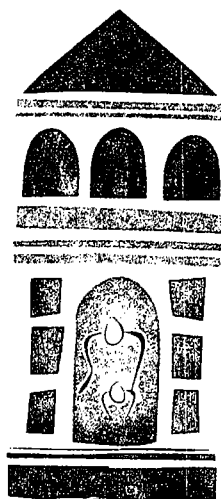
The GSA network of child care professionals remains committed to addressing the staffing, quality, and affordability challenges. GSA centers will strive to continue providing accessible, high-quality early care and education programs on behalf of Federal families.

*“Children’s faces looking up
holding wonder like a cup”*

—Sara Teasdale

U.S. General Services Administration
Child Care Operations Center of Expertise
26 Federal Plaza, Room 1709
New York, NY 10278
(212) 264-8321

<http://www.gsa.gov/pbs/centers/child/>



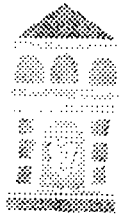
Data Sources

Surveys were distributed to each center in GSA space in October, 1998. The information provided by centers was in terms of their status as of October 15, 1998. Completion of the survey typically involves the center director, the provider and the board of directors.

The results of these surveys provide GSA and its client agencies with an updated analysis of center operations. The results are also used for legislative briefings and to provide policy makers with accurate information about GSA's Child Care Program.



baby talk



Issue 1.2

General Services Administration

Office of Child Care

April 22 1999

First Lady Visits GSA Center

Mrs. Clinton and Administrator Barram at Just Us Kids

Most of the children at the Just Us Kids child care center at the Department of Justice knew that something different was happening the morning of April 12th. Few realized however that the extra commotion was due to the security issues and media preparations surrounding the visit of Hillary Rodham Clinton. The message Mrs. Clinton brought with her that morning promises to have a lasting effect on each child. The First Lady was on hand to publicize the Consumer Product Safety Commission's Child Care Safety Checklist and kick-off LIFETIME Television's "Caring for Kids" Campaign (see Issue 1.1 of *baby talk*).

Joining Mrs. Clinton at the Just Us Kids Center were Senator Christopher Dodd of Connecticut, Janet Reno, Attorney General, Ann Brown, Chairman of the CPSC, Carole Black, President and CEO of LIFETIME Television, and Dave Barram, GSA Administrator. A group of parents was invited to attend as were the children and the center's staff.

Lauding the CPSC's work on consumer protection for children, Mrs. Clinton also had high praise for the Just Us Kids center's compliance with the new safety checklist. She applauded GSA's commitment to have all of our centers' staff and families aware of the new guidelines and future CPSC alerts. Framed by the colorful artwork designed by the children, she cited Administrator Barram's pledge to put all centers online by Mother's Day as an excellent way to encourage communication and to build a strong Federal child care network.

"This effort is part of the Administration's commitment to making child care better, safer and more affordable for America's working families," said the First Lady.

For more information about the First Lady's commitment and interest in issues helping parents balance family and work, visit her website at www.whitehouse.gov and click on "President and Vice President," then follow the links.

Conferences Highlight Affordability & Quality

In addition to GSA's Annual Child Care Conference **July 7-9 in San Diego** (phone 202/501-3464 or 202/501-3965 today for more information), several other workshops, conferences and meetings are being held this spring and early summer to tackle the issue of more affordable child care. On April 20-21, GSA held a roundtable discussion on affordability organized by Project 180, a private research and consulting firm. These discussions will form the basis of a report on affordability within the GSA system, and we will highlight that report in this newsletter when it is completed.

OPM Summit

On May 12-14th, the Office of Personnel Management will hold a summit on Affordable, Quality Child Care in Kansas City. Their focus is slightly different in that it more directly addresses affordability across the Federal government.

Infancy Institute

Bank Street College in New York City holds its 12th annual Infancy Institute for Caregivers, Teachers, Directors, Trainers, and Family Day Care Providers on June 22-24. One of the nation's leading institutions in early education, Bank Street will host workshops and classes focused on quality child development. As part of the workshop, Bank Street will be hosting visits to exceptional child care centers in New York City on the morning of June 24th. One popular choice is sure to be the Bank Street Family Center, a mixed-age program which includes children with disabilities. For more information about the Infancy Institute, contact your GSA regional coordinator or Bank Street (212/875-4728) for registration information.

Don't forget: you can contact *baby talk* by e-mail (keith.donohue@gsa.gov) or by phone at 202/501-1054

Child Care Safety Checklist

Consumer Product Safety Commission teams up with GSA for safer centers

About 31,000 children under the age of 4 were treated in U.S. hospital emergency rooms for injuries at child care/school settings in 1997. In a recent national study, CPSC staff visited 220 child care settings and found that two-thirds of them had one or more potentially serious hazards. CPSC has printed a child care safety checklist for parents and child care providers. Here's what to look out for:

CRIBS: Make sure cribs meet current national standards and are in good condition with a certification safety seal. Crib slats should be no more than 2 3/8" apart, and mattresses should fit snugly.

SOFT BEDDING: Be sure no pillows, soft bedding, or comforters are used when you put babies to sleep. Remember the Back to Sleep Campaign recommends children on their backs on a firm, flat mattress to reduce the risk of SIDS.

PLAYGROUND SURFACING: Outdoor playgrounds should have safe surfaces -- at least 12 inches of wood chips, mulch, sand, pea gravel, or mats made of safety-tested rubber or rubber-like materials -- to protect against injuries.

PLAYGROUND MAINTENANCE: Check playground surfacing and equipment regularly to make sure they are in good condition.

SAFETY GATES: Be sure that safety gates are used to keep children away from potentially dangerous areas, especially stairs.

WINDOW BLINDS AND CURTAIN CORDS: Make sure miniblinds and venetian blinds do not have looped cords. Check that vertical blinds, continuous looped blinds, and drapery cords have tension or tie-down devices to hold the cords tight. These safety devices can prevent strangulation in the loops of window blinds and curtain cords.

CLOTHING DRAWSTRINGS: Be sure that there are no drawstrings around the hood and neck of children's outerwear clothing. Other types of clothing fasteners, such as snaps, zippers or hook and loop fasteners (such as Velcro) should be used. Drawstrings can catch on playground and other equipment and strangle young children.

RECALLED PRODUCTS: Check that no recalled products are being used and that a current list of recalled children's products is readily visible.

For more information about children's safety and recalls of children's toys and products, contact:

U.S. Consumer Product Safety Commission

Washington, DC 20207

Toll-free hotline: 1-800-638-2772

Website: www.cpsc.gov

What GSA Is Doing

One of the most effective ways of getting safety information to all of our centers quickly is via the Internet. Administrator Barram has asked all of the regions to provide the necessary equipment and connections to give all of our centers online access by Mother's Day, May 9. GSA will then be able to pass along CPSC alerts and updates directly to each child care center. Mrs. Clinton applauded this initiative at her visit to Just Us Kids on April 12th, and she also noted with enthusiasm Administrator Barram's commitment to have all GSA centers in compliance as soon as possible.

Our new online connectivity will also enable GSA and the centers to share information and ideas -- electronically. We have big plans for the future, including the development of a website that will help solidify our child care network. Look for more information in our next issue. We are also teaming up with the CPSC to print additional copies of the Child Care Safety Checklist for distribution to parents. Once the pamphlets are printed, we will be sending packages to all 113 centers with enough copies to put in each child's cubby to be taken home by parents. Safety does not end at the center doors, and families will benefit greatly from these common sense tips.

We're Expecting!

The "Federal Employees Child Care Act" (S.813) has been introduced in the Senate. Stay tuned.