# *Catalogue of Child Care Conference Information*

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*Senate Hearing Info: Congressional Caucus for Women's Issues 0-3 Child Care Hearing 7/10/97

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*packet

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Sylvan Learning Systems, Inc.
1000 Lancaster Street
Baltimore, MD 21202
*letter and packet

Deborah Phillips
*letter and study on The Future of Child Care

reports:

Financing Child Care in the United States: An Illustrative Catalog of Current Strategies by the Ewing Marion Kauffman Foundation and the Pew Charitable Trust

Making Work Pay in the Child Care Industry bythe National Center for the Early Childhood Work Force

The 1997 California Child Care Portfolio

articles:

The Impact of Child Care Policies and Practices on Infant/Toddler Identity Formation by J. Ronald Lalley

Giving Children a Strong Start: Effective Early Childhood Education Policy in the States by Louise Stoney

Building and Maintaining an Effective Child Care/Early Education System in Your State

other:

draft of article for Working Mother Magazine

packet from Crystal Stairs

videotapes:

Resource for Infant Educarers: See How They Move

The Child Care Group: ABC World News Tonight with Peter Jennings "Solutions" segment: Relationship-Centered Child Care

CHILD CARE
Key Contacts

**Overall Child Care Information:**

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National Child Care Information Center
1-800-616-2242

Gail Richardson
Child Care Action Campaign
212-239-0138

**Federal and State Child Care Policies**

Helen Blank
Children's Defense Fund
202-628-8787

**Consumer Education/Parents:**

Yasmina Vinci
National Association of Child Care Resource and Referral Agencies (NACCRA)
202-393-5501

Network of child care referral agencies across the country providing parents with consumer education, provider training and employer support. Links with **Child Care Aware** (see attached)

Elaine Fersh
Parents United for Child Care
617-426-8288

Parent Advocacy group for Child Care

**Child Care Providers**

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Andrea Genser
National Center for Career Development in Early Care and Education
617-734-5200

Deborah Eaton, President
National Association for Family Child Care
619-466-8340

**Employer supported child care**

Ellen Galinsky
Families and Work Institute
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Fran Rogers
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**School-age Child Care**

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School-Age Child Care Project
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Ellen Clippinger, President
National School Age Child Care Alliance
317-283-3817

**Infant Care**

Dr. Ron Lally
Center for Child and Family Studies
415-331-5277

# Child Care Aware℠

*Informed parents making better child care choices.*

**Our Mission**

To ensure that every parent has access to good information about finding quality child care and resources in their community, through national consumer marketing and by raising visibility for local child care resource and referral agencies.

**Our Strategies**

Child Care Aware will accomplish its mission by:

1. Building consumer awareness and access to information on the national level, in partnership with retailers and other corporate sponsors, and by
2. Building consumer awareness of the information and services available from local community child care resource and referral agencies.

**Our Successes**

Founded in 1988 with a grant from the Dayton Hudson Foundation and the Dayton Hudson Corporation, including its three operating divisions (Target, Mervyn's and The Department Store Division), Child Care Aware has successfully accomplished many of the objectives of its original mission, which included pioneering and supporting the professional development and training of family child care providers as well as educating parents to recognize and choose good child care:

- Initiated development of training courses of 15 hours or more for 17,000 family child care providers in 40 local communities, improving the quality of care for over 85,000 children.
- Prompted the *1995 Family Child Care Training Study* conducted by the Families and Work Institute, which found that following training, children were more secure with their providers and more engaged in activities, and overall quality in family child care improved.
- Supported more than 700 family child care providers in achieving accreditation by the National Association for Family Child Care (NAFCC), the highest standard for family child care quality in the country. The providers supported by Child Care Aware account for half of all accredited family child care providers in the United States.
- Conducted parent focus groups in nine cities to better understand parents' values, attitudes and concerns about child care. Results were used to craft messages and identify communication strategies during Child Care Aware's national consumer awareness campaign launched in 1992.
- Established a national, toll-free parent information hotline linking parents nationwide with their local child care resource and referral agencies, and disseminating information about how to recognize and choose quality child care.
- Distributed 7.25 million information-packed brochures directly to parents through the toll-free hotline; through Dayton Hudson Corporation retail stores, child care resource and referral agencies, community organizations, hospitals, churches and schools; and at public events.
- Awarded Consumer Education Grants totaling over $360,000 for 36 pilot programs in 21 states, designed for replication by community-based and statewide child care advocacy organizations.
- Contributed to articles on choosing good child care in *USA Today*, *Parents* magazine, *Family Circle*, *Working Mother*, *Business Week*, *Fortune* and *The Wall Street Journal*, and to segments on ABC, CBS and NBC network news programs.

Over, please.

**Our Leadership**

The Child Care Aware Board of Directors is made up of distinguished leaders in the field of child care and in the corporate community. Current Board membership includes:

**Gail Dorn**, vice president of communications and community relations, Target Stores and Dayton Hudson Corporation, Minneapolis, MN

**Deborah Eaton**, president, National Association for Family Child Care (NAFCC), San Diego, CA

**Ellen Galinsky**, co-president, Families and Work Institute, New York, NY

**Barbara Reisman**, executive director, Child Care Action Campaign (CCAC), New York, NY

**Tutti Sherlock**, executive director, Child Care Resource & Referral Inc., Rochester, MN, and chair of the Board

**Polly Talen**, senior program officer, Dayton Hudson Foundation, Minneapolis, MN

**Yasmina Vinci**, executive director, National Association of Child Care Resource & Referral Agencies (NACCRRA), Washington, DC

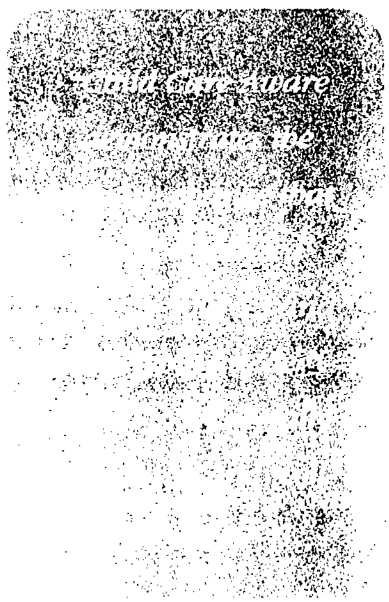
**Barbara Willer**, director of public affairs, National Association for the Education of Young Children (NAEYC), Washington, DC

**Our Plan**

In August 1996, the Board of Directors redefined the mission of Child Care Aware to focus solely on integrating child care and the child care provider selection process into the consumer marketplace.

To help accomplish our mission, we are seeking additional corporate and foundation sponsors as well as Board members from the corporate, media, marketing and financial communities who have a demonstrated interest in quality child care, and who will contribute the expertise and financial resources that will help achieve our objectives.

We anticipate that Child Care Aware will grow in service to the nation's working families, employers, and communities, while remaining focused on our mission to integrate quality child care into the marketplace and to end the isolation of parents making child care decisions.



*Families and Work Institute*

# Child Care:
# A Parent's Most Important Consumer Decision

Every day, **10 million to 12 million children below the age of 5** require full-time or part-time child care, for which parents are spending **$27 billion a year**. That's just for care of children under age 5! The numbers swell when combined with quality care for the **24 million school-age children** too young to stay home alone before and after school while parents work, look for work, or get job training.

According to the New York-based Families and Work Institute, only about one percent of employers in the U.S. offer child care options such as flex-time, on-site child care and subsidized care. That leaves the majority of parents on their own to find quality, affordable child care that will give them peace of mind.

Even when parents do have sufficient information to recognize and choose good child care, they sometimes cannot find it. The solemn fact is that only 9 to 12 percent of child care in America is truly growth-enhancing for children, and that 60 percent is merely custodial—that is, not harmful to children but not particularly nurturing either. The remaining 28 to 31 percent of child care is inadequate care. However, with well-informed consumers comes demand for more and better services—for quality child care as for well-maintained aircraft or low-fat foods.

*"I remember... calling up the list of licensed day cares, all these names that you know nothing about. There was a [child care provider] in the neighborhood, and I remember going and pinning a note on her door. It was a horrible feeling of - not knowing where to turn."*

*Parents Speak About Child Care*,
Kathy Modigliani, Wheelock College

Why do we believe that a **consumer marketing approach** can help solve America's child care dilemma?

- Because in order to reach parents everywhere with the messages and frequency required to change attitudes and behavior, we need to meet them on their own ground: the consumer marketplace. The Child Care Aware toll-free information number must be accessible through popular media and wherever parents go for shopping, personal services, health care, recreation, transportation and worship.
- Because in focus groups, parents say they feel isolated when looking for child care. When local child care resource and referral agencies become as familiar as the yellow pages, parents will know where to turn for help and will no longer feel alone in their search.
- Because the quality of child care needs to improve, and economic studies have shown that quality improvement happens only when consumers demand it. We can increase demand by educating parents so that they know what good child care looks like and how to ask for it.
- Because child care is perceived as a family affair, even though child care issues affect the workplace and community, too. National studies provide overwhelming evidence that good child care contributes to the high self-esteem that helps keep kids away from drugs, early pregnancy and crime. And good child care means a better outlook for our future workforce.
- Because TV reports about bad or abusive child care do not offer practical advice for avoiding bad care and recognizing quality care. Parents need this information and they need to know about the local resources available to help them.

Child Care Aware is a **privately funded** initiative uniting national nonprofit child care concerns, local child care resource and referral agencies, and corporate sponsors in the effort to create a marketplace of informed parents making better child care choices and driving demand for quality child care. The results, we believe, will benefit not only parents, but also employers and every community.

Examples

**NATIONAL CAMPAIGN**

**Healthy Child Care Campaign**
(Contact American Academy of Pediatrics-**attached**)

**STATE-WIDE INITIATIVES**

**North Carolina** (contact Susan Russell 919-967-3272)
**Smart Start (attached)**
**T.E.A.C.H. Program**

**California Resource and Referral Service**
(Contact Patti Segal-

She can provide in-depth info on innovations throughout California, including Parent Supports

**Indiana Financing Symposium**
**(attached)**

**Florida Public/Private Partnership**
**(attached)**

**COMMUNITY-WIDE INITIATIVES**

**Making the Most of Out-Of School Time** (MOST)

3 city project- DeWitt Wallace Foundation funded
**(attached)**

**Allegheny County Early Childhood Initiative**

Private Sector Support
(Contact Marge Patrusca, Heinz Foundation 412-338-2615)
**(attached)**

**Rochester/ Monroe County Early Childhood Initiative**
**(attached)**

**Madison, Wisconsin-Family Child Care Networks**
**(attached)**

**Palcare, Burlingane, Ca**
**(attached)**

Healthy
Child Care
America

CAMPAIGN

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The American Academy of Pediatrics (AAP) has been commissioned by the Child Care Bureau and the Maternal and Child Health Bureau to provide information, coordination, and technical assistance for the Healthy Child Care America Campaign. For further information please contact:

Laura Aird, Healthy Child Care Program Manager
American Academy of Pediatrics
1-800-433-9016

Information on the Healthy Child Care America Campaign is available on the World Wide Web through the National Child Care Information Center at:
http://ericps.ed.uiuc.edu/nccic/hcca/abthcca.html

# DRAFT

"People helping people help themselves"

Frank O'Bannon, Governor
State of Indiana

*Indiana Family and Social Services Administration*
402 W. WASHINGTON STREET, P.O. BOX 7083
INDIANAPOLIS, IN 46207-7083

Katherine L. Davis, Secretary

# NEWS RELEASE

For immediate release *Tuesday, June 3,* 1997

**GOVERNOR O'BANNON ANNOUNCES $3 MILLION IN NEW SUPPORT FOR AWARD-WINNING CHILD CARE PROJECT**

Governor Frank O'Bannon announced today that the state is putting $3 million into initiatives that will help local communities make more and better child care available. He said this builds on successes already achieved in recruiting businesses as leaders in this effort, which just makes good business sense while easing working parents' stresses.

The local projects are being created by the Indiana Child Care Symposium Initiative, a multi-year effort to build public/private partnerships in communities all over the state. Local businesses and civic leaders, together with local Step Ahead and planning councils will design and implement child care projects in response to local community needs of working families.

The money is from federal Child Care Development Block Grant dollars that were reserved for the state's investment in quality. The $3 million will be used to support existing partnerships in 63 counties and to help initiate planning in the 29 remaining counties.

Specifics about tangible results of the Initiative in participating counties are available in a new report from Purdue University, which independently evaluated the project. Dr. Douglas Powell, head of Purdue's Department of Child Development and Family Studies, concluded that local projects are being tailored to the unique local needs and resources and are improving the quality of care while educating employers, parents, and the general public to the need for quality child care.

"The Purdue report is an exciting confirmation that the partnerships resulting from the Child Care Symposiums are achieving their goals and will increase child care supply and improve its quality in Indiana," said Katherine Davis, Secretary of the Family and Social Services Administration.

The Indiana Child Care Symposium Initiative received a prestigious Innovative Excellence Award from the Alliance of Work/Life Professionals. A new Purdue University study also has confirmed the project's effectiveness in creating new child care spaces and building public awareness and attracting private sector partners.

The Child Care Symposium Initiative was launched in November 1995 at the first Indiana Symposium on Child Care Financing, which brought together business leaders, early childhood professionals, educators and community organizations from 17 counties. The symposium grew out of a collaboration between the Child Care Action Campaign (CCAC), a nonprofit organization based in New York, and the Family and Social Services Administration.

The results reported by the 17 original teams at the second symposium, in October 1996, led 43 additional counties to join the Initiative. Thanks to the symposium, more than two-thirds of Indiana's 92 counties are pursuing child care financing initiatives.

Each of the symposiums focused on increasing the role of private sector employers as leaders in child care issues and as investors in building the capacity and improving the quality of child care for all working families in Indiana. Public-private partnerships were formed in each participating county to invest in child care projects identified by local leaders and coordinated by local Step Ahead and local planning councils. The projects range from making the public aware of child care needs to helping family child care providers refurbish their homes.

"In recognition of the critical role of quality child care and early education in the growth and development of Indiana's children, I am delighted to announce this investment in the Child Care Symposium Project," Governor O'Bannon said. "New research on the development of children's brains between birth and age 3 shows us how important it is for all children to have the safe, stimulating care that will help them enter school ready to learn. This money is an investment in Indiana's future as well as a help to its current workforce.

"The successes we've seen in the participating counties indicate every county could benefit by participating in this project," the governor said. "We're proud that Indiana is creating a model other states will surely follow."

For more information, Ed Stattmann, FSSA Office of External Affairs, 317-233-2202.

Child Care Action Campaign's report, "A Giant Step for Child Care," details the process and results of the first symposium. The report is obtainable from Ellen Lubell at CCAC, 212-239-0138.

# Smart START

## Building brighter futures
### for North Carolina's children

### What is Smart Start?

Smart Start is a comprehensive public-private initiative to help all North Carolina children enter school healthy and ready to succeed. Smart Start programs and services provide children under age six, access to high-quality and affordable child care, health care and other critical family services.

Smart Start was launched in 1993 by Gov. Jim Hunt and is the only program of its kind because it is a comprehensive approach to preparing children for school. Local partnerships determine programs and services that best meet local needs. The North Carolina Partnership for Children is the nonprofit organization which sets guidelines as well as provides oversight and technical assistance to local partnerships across the state.

### FACTS

- High quality child care makes a difference. **Smart Start has increased the overall quality of child care** in the 18 counties which first started providing programs and services. *(FPG study)*
- The number of top quality child care centers in the state has increased by more than 60 percent in Smart Start counties.
- Smart Start programs and services are currently in 43 counties while 12 counties are in the planning phase. Applications from the remaining 45 counties were approved in May.

### Getting results throughout the state

In **Ashe County**, 58 of the 69 child care teachers in the county (85 percent) have received a higher level of education, through a credential or degree program, because of the T.E.A.C.H. Early Childhood Project.

In **Orange County**, 182 child care teachers and directors received salary supplements to increase their education and to encourage them to remain in their programs. As a result, there was a 22 percent decrease in the turnover rate in the county.

In **Wilkes County**, every child care center in the county and 50 percent of its family child care homes are participating in Smart Start programs designed to improve the care for children. These improved services are affecting the care of approximately 1,234 of their young children.

Because of the collaboration initiated through Smart Start, the local community college in **Cleveland County** has established an early childhood associate degree program, a child care administrators certificate program as well as the child care credential program. None of these were in place prior to Smart Start.

In **Person County**, an assessment was conducted of children who were not recommended for promotion to kindergarten. No child identified as unready was involved in Smart Start services.

In **Cumberland County**, 3,578 new spaces are available for children in licensed family child care homes and centers, Head Start, and other early intervention programs.

*(continued on back)*

### OUR GOAL

Smart Start reaches children during the most critical years of development, with the intent that they arrive to school healthy, motivated and ready to succeed. Our goal is to ensure that every child in North Carolina has this opportunity for a brighter future.

### CORE SERVICES

- **Child care:**

  **high quality**
  (incentives for higher quality, TEACH, classroom assessment, technical assistance)

  **accessible**
  (resource & referral, transportation, additional child care spaces)

  **affordable**
  (financial help for low-income working families)
- **Health**
  (vision, dental, hearing screenings, immunizations)
- **Family Support**
  (family resource centers, resources/information for parents)

## FACTS

In 32 Smart Start counties:

- more than 34,000 children have received child care subsidies so their parents can work.
- more than 22,000 child care spaces have been created.
- more than 72,000 children have received early intervention and preventive health screenings.
- more than 26,000 teachers have received additional training through Smart Start educational programs.

- Smart Start should be expanded statewide:

Eighteen percent of kindergartners in 1995 were not ready to participate successfully in school, according to their teachers. (UNC-CH)

- The NC Partnership adopted and implemented an accountability plan to ensure the fiscal integrity and accountability for all Smart Start funds and programs.

- The NC Partnership raised $3.4 million this year for fiscal year 1996-'97. In-kind contributions were $4.7 million. There were more than 107,000 hours of volunteer time donated. In total, more than $18 million in cash has been raised since Smart Start began.

In **Halifax County**, a large rural county, a child care and education program was established in 1995 through Smart Start and now serves 160 children in four Head Start classrooms and three child care classrooms. The school system makes the school available at no cost and blends funds with Smart Start to pay for the food program, cafeteria, custodial staff and transportation.

Six pre-kindergarten classes have been established in **Jones County** to teach readiness skills to young children who have never been exposed to learning activities. In addition, eight learning groups have been established for very young children in area churches to allow them to have readiness experiences.

In **Catawba County**, almost 1,000 children receive subsidized child care every month with funds provided through Smart Start and the waiting list for child care has been completely eliminated. This county has allocated 79.3 percent of their total Smart Start funds to pay for subsidies and to improve the quality of child care.

**Mecklenburg County** spends more than 80 percent of their Smart Start funding to subsidize child care. Last year nearly 7,000 children were involved in programs that received Smart Start enhancements to improve the quality of their care.

In **Burke County**, prior to Smart Start, more than 33 percent of the children entering kindergarten needed dental treatment. Through Smart Start, a public dental health clinic was established, bringing together local dentists and the health department, to provide dental treatment for children and dental education for parents. More than 200 children have had corrective treatment done in the clinic so far.

Smart Start has made it possible for nearly 1,400 children in **Lenoir and Greene counties** to have health and developmental screenings.

In **Nash and Edgecombe counties**, 2,265 families with young children have been identified through the Smart Start outreach project and have received parent education and support.

## Smart Start cited a national model

North Carolina is **one of only eight states** in the nation with a comprehensive, focused plan to promote the well-being of children, according to Columbia University.

Research conducted by the Frank Porter Graham Child Development Center determined that **Smart Start has increased the overall quality of child care** in the 18 counties which first started providing programs and services.

*Working Mother* magazine recognized North Carolina as working harder than any other state in the nation to improve the quality of child care and expand services to children and families. In 1995, the magazine called North Carolina the **"Most Exciting State"** because of Smart Start.

The *Pittsburgh Gazette, The New York Times, and Appalachia* magazine have recognized Smart Start and North Carolina as a **model for early childhood initiatives**.

Through its efforts with Smart Start, Wilkes Community College was selected among 12 other programs in the nation to receive the Secretary's Award for Outstanding Adult Education and Literacy.

A Coopers & Lybrand Performance Audit called for the expansion of Smart Start and confirmed that it is a **"credible program that delivers substantial good to children and families in North Carolina."**

NORTH CAROLINA PARTNERSHIP FOR CHILDREN
1100 Wake Forest Road, Suite 300, Raleigh, NC 27604
Phone 919-821-7999 Fax: 919-821-8050 Web: http://www.smartstart-nc.org

# THE CHILD CARE FOCUS

*A newsletter published by The Florida Children's Forum*

A NETWORK OF CHILD CARE RESOURCE AND REFERRAL AGENCIES

*Summer 1996* *Vol. V No. 3*

# Child Care Partnership Program Supported by Research Results

***By LisaAnn Z. Benham** • Research Coordinator*

The 1996 Florida Legislature took a positive step toward recognizing both the needs of working parents and the important role employers play in addressing these needs. As a part of Florida's new welfare reform plan, entitled WAGES (Work And Gain Economic Self-Sufficiency), the Child Care Partnership Program was established, and $2 million dollars was allocated for the first year of the program.

The Child Care Partnership Program provides incentives for employers to contribute to meeting the needs of their employees' families by matching public dollars with local funds. The intent is for Florida communities to create local, flexible partnerships with employers. Partnership funds will be used at the discretion of the local communities to meet the needs of each community addressing the child care requirements of working parents.

The Governor will appoint a total of nine individuals from the corporate and child care communities to the Child Care Executive Partnership Board. The board will assist in the formulation of child care policy, approve an annual budget, and provide an annual report to the Governor, Speaker of the House, and President of the Senate once a year.

Child care purchasing pools will be administered by local child care coordinating agencies to ensure seamless service delivery and promote easy access for families. Agencies who wish to administer one of the purchasing pools must commit to matching the state funds on a dollar for dollar basis and collect parent fees based on the subsidized child care sliding fee scale. Additionally, the agency must establish a task force with a majority of the members representing employers. This task force will be responsible for developing a plan for using the child care purchasing pool funds. The plan must include information about how many children will be served and how the agency intends to attract new employers and their employees to the project.

## Identifying a Need

Support for this legislation was provided by the Tri-State Child Care Research Partnership. The Partnership is comprised of economic and social science researchers, state administrators, child care resource and referral agencies, and advocates from Alabama, Florida, and Massachusetts.

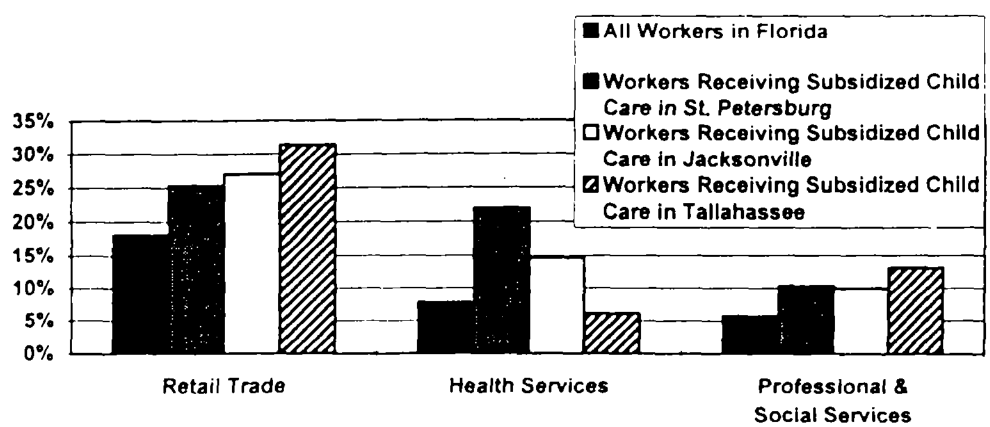
*"Findings indicated that workers who receive subsidized child care are more likely than the general population to work in the retail trade sector. Additionally, within the retail trade sector, these workers tend to be concentrated in eating establishments."*

The overriding goal of the Partnership is to study two generational self-sufficiency in families receiving subsidized child care. Data is currently being collected in Alabama and Florida to track the earnings of families receiving subsidized child care. Future research will focus on school readiness of children who received child care subsidies.

A study of the employment patterns of families receiving

Research • continued on page 5

Comparison of Workers Receiving Subsidized Child Care in Select Cities to All Workers in Florida

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*The MOST Initiative*
*Making the Most of Out-of-School Time*
*Supported by DeWitt Wallace-Reader's Digest Fund*

# *Spotlight on MOST*

**Published by: The School-Age Child Care Project (*SACCP*)**
**Center for Research on Women** **Wellesley College**

## *BUILDING COMMUNITIES IN THESE TIMES*

**By Joyce A. Shortt, Project Director, MOST Initiative**

For the past several years the mechanisms of partnership and collaboration have been extolled as ways to efficiently and effectively deliver services to children and families. But in these times, when the future feels more like today than tomorrow, what shape will these strategies take? Recently I attended a conference titled, "Leadership for the New Era: Building Child Care Policies for Family, Workplace and Community," which impelled me to reflect on the role of MOST in providing leadership on behalf of children and youth in communities. A panel of four discussed what leadership in the future will look like and Robert Theobald, a noted author and futurist, was the respondent.

Each of the other panelists described the challenges they see "in these times" in their areas of journalism, workplace, and politics. Solutions were similar across disciplines with a focus on staying involved--with the media, in electoral politics and in self-development. The favored strategies are, 1) establish a set of guiding principles that value children and families, 2) pay attention to outcomes and results and 3) utilize community organizing.

Ironically, community organizing was touted as the most important strategy for making change by both a panel member who has worked within the political system for a long time, and Robert Theobald with a futurist's perspective. Theobald identified the rapid growth of technology as the impetus for a series of vast changes in our society in the areas of economics, morality, social consciousness and spirituality.

***(See BUILDING COMMUNITIES, page 6)***

## *What is MOST?*

In 1994, DeWitt Wallace-Reader's Digest launched the MOST Initiative by selecting five cities from an applicant pool of 27 to receive one year planning grants. During this time, community-based coalitions developed Action Plans to address the national goals of the Initiative. These goals include:

- increased public awareness of the need for out-of-school care
- increased numbers of children served
- program start-up and improvement
- participation in a national accreditation pilot
- increased professional development and in-service training opportunities for providers

***(See WHAT IS MOST?, page 5)***

### *In this issue...*

# Spotlight on Seattle

The Seattle School District has experienced tremendous growth in school-based care services in the past decade in response to the needs of Seattle's families. Fifty-one Seattle School District elementary schools have on-site care programs operated by community organizations through lease agreements. Informal programs (such as homework centers) are offered in additional elementary school buildings. All fifteen middle schools offer free after-school activities at least two days per week funded by the Families and Education Levy.

The Seattle School District, DHHS and Seattle Parks and Recreation are working together to develop a "**School-Based Child Care Memo of Agreement**", in order to further strengthen these working partnerships. Site-based school/child care memos of agreement have also been developed at a few schools.

Lower-income parents receive child care financial support from city and state dollars and the MOST Initiative (DeWitt Wallace-Reader's Digest Fund). Quality enhancement services are provided by School's Out Consortium, Seattle Central Community College, Seattle-King County Public Health Department and the Seattle Departments of Housing and Human Services (DHHS) and Parks and Recreation.

***Building Excellence Project***

Fourteen new or remodeled elementary schools will include dedicated school-age space in the school district's current "Building Excellence" construction project. Child Care and education specifications were developed by Richard Marshall, School's Out and *SACCProject* trainer, with input from providers. Space design is a team approach involving the school principal, the provider (if one exists), state child care regulatory agency staff, the DHHS School-Age Care coordinator, the school architect, construction managers and Richard Marshall, whose technical assistance time is funded by MOST.

This collaborative planning is resulting in child care space design that represents best practices for children, facilitates the children's transition from the school day to their out-of-school program and meets child care regulatory requirements. At the same time, it is building partnerships between school district personnel and child care representatives and also providing valuable education on child care space design for architects and construction managers.

***Strategies for Reinforcing Learning***

Many parents are requesting help from out-of-school programs in supporting their children's success in school. School-based programs are responding to this need by offering help with homework, one-to-one tutoring, problem-solving and positive social skills, reading activities, computer projects, and educational games using multiple intelligences. Program staff also communicate with school teachers, parents and school family support workers on learning needs, behavioral issues, and family concerns and participate in school/parent conferences for students of concern.

School-based care programs are also teaming up with the school district to focus on school success strategies for children at risk. School's Out Consortium is developing provider training on activities that will reinforce the school district's curriculum framework expectations. The school district is working cooperatively with DHHS, Parks and Recreation and School's Out Consortium so that summer school participants will have access to extended care. ❑

**Kathleen Groshung**

## Upcoming Conferences and Workshops

### *Meet the MOST Initiative In Orlando...*

On April 17-19, 1997 in Orlando, Florida, the **National School-Age Child Care Alliance's (NSACA's) National Conference, "We are M.A.G.I.C.--Making A Genuine Impact on Children"**.
Workshops by the MOST Initiative's staff and Partners. Contact Lillian Coltin, *SACCProject*, (617) 283-2539

### *School-age Care Seminar in Seattle:*

June 25-28, 1997, **The National Institute for Early Childhood Professional Development's (NIECPD's) Conference, "Transforming Ideas into Action,"** Seattle, Washington.
On Friday, June 27th, there will be a full day seminar on **Higher Education's Role In Developing and Linking Community Based and College Training in School-Age Care,** sponsored by The MOST Initiative; The National School-Age Care Alliance (NSACA); and the Wellesley School-Age Child Care Project (*SACCProject).* Contact Ellen Gannett, *SACCProject*, (617) 283-2544.

### *Advanced Seminars in Child Care Administration at Wheelock College in Boston:*

July 19-24, 1997, **School-Age Child Care Advanced Leadership Institute.**
The School-Age Child Care Project (*SACCProject*) will once again co-sponsor the 5-day Institute during the Wheelock College Advanced Seminars in Child Care Administration. This yearly event is designed for experienced directors and other leaders of school-age care programs. The interactive, hands-on approach will feature case material from participants on major challenges as well as guest speakers who are currently working on these issues. Topics will include: improving program quality through a national accreditation system; building a professional development system for staff; community collaboration; resource development and other policy and professional issues currently faced by the field. Contact: Lillian Coltin, *SACCProject*, (617) 283-2539. ❑

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**The School-Age Child Care Project's** (*SACCProject's*) mission is to improve the quantity and quality of school-age child care programs nationally through collaborative work with communities, individuals, and organizations, and to raise the level of public awareness about the importance of children's out-of-school time. The *SACCProject* concentrates its efforts in four primary areas—research, education and training, consultation, and program development.

Have a MOST-like initiative in your community? Interested in starting one up? Please talk to us about it—let's share ideas and collaborate!

Joan E. Gillespie, Project Administrator
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106 Central Street
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# ALLEGHENY COUNTY
# EARLY CHILDHOOD INITIATIVE

**MISSION: THE EARLY CHILDHOOD INITIATIVE IS DESIGNED TO HELP LOW INCOME CHILDREN AGES BIRTH TO 5 BECOME SUCCESSFUL, PRODUCTIVE ADULTS BY BUILDING CAPACITY FOR AND ENROLLING THEM IN HIGH QUALITY EARLY CARE AND EDUCATION SERVICES**

## I. SCOPE OF PROJECT

- Raise $59.4 Million over 5 years, mostly from the private sector, to enroll more than 75% of the eligible <u>unserved</u> children who live in targeted neighborhoods

## II. SERVICE GOALS

- Enroll a minimum of 7,600 new children (which will almost double the current number of children served) over the next 5 years in high quality early childhood programs including Head Start, child care and other community readiness programs
- Invest in building 9 new child care facilities and rehabilitate 93 existing Head Start classrooms to bring them up to code
- Invest in equipping 297 new Family Day Care Home facilities to meet Registration requirements
- Implement Programs in 80 Allegheny County neighborhoods

## III. PRINCIPLES

- Quality early childhood education is a proven strategy to enhance the chances for children to become successful productive adults
- Neighborhood based decision making brings the strengths of communities to ensure that goals of the initiative are compatible with the needs of participants.
- Only a concerted effort launched to serve the majority of at-risk children (move from 45% to 80%) will produce results that benefits our entire community long term
- This initiative will establish a comprehensive community based **<u>system</u>** for serving young children and their families replacing the parallel funding streams that now enroll eligible children
- No one sector can meet the challenge to ensure successful experiences for the majority of 0 to 5 year old children, it requires a public/private partnership with individual families, community agencies, government and the business community
- The cost of providing high quality early childhood education now is less than the cost of correcting future problems

- Because of the number of single parents and two parent working families in the workforce child care is an underpinning of productivity as well as being the foundation of achievement for our future workers

## IV. OPERATING GOALS

- Parents will choose the appropriate service for their children within the range of neighborhood selected services
- Payments will be made to participating providers under specific agreement for services rendered
- The initiative will be supported by a public/private partnership
- ECI will build a compelling case to obtain government commitment by year 3, to fund services at approximately a $28 Million level beginning year 6
- Accountability will be provided by an evaluation of the performance of enrolled children against agreed upon school readiness indicators
- Data will be reported to public officials on cost effectiveness and administrative efficiencies gained by this effort
- The management structure will provide a base for combining new welfare reform requirements with the existing local child care systems
- Technology will be incorporated to enhance local neighborhood services

## V. SYSTEM OBJECTIVE

- Build a management system for all children that will lead to high quality, relevant and cost effective early care and education services and that will serve as a replicable model for the state

## VI. OUTCOMES EXPECTED

- Short term success will mean a reduced failure rate from first to second grade, and fewer special education referrals in first grade for children enrolled in ECI
- Long term success will show increased high school graduation rates, increased earning power and decreased contact with the juvenile justice system

## VII. EVALUATION

- Key performance indicators will be established prior to ECI implementation
- The evaluation component will provide a profile of the status of children and programs by neighborhood
- A comprehensive review of instruments used in recent research will be completed
- Competency based measures will be used in addition to detailed key performance indicators

March, 1997

ChildCare ActioNews

CCAC

Child Care Action Campaign
May–June 1997 • Volume 14 No. 3

*Improving Care for Rochester's Children*

# Partnerships Build Quality Early Education

Dolores Schaefer

It has no address, phone number or paid staff. No bank account, logo, or glossy annual report.

What it does have are results: 2,000 new child care slots; one of the highest concentrations of accredited centers in the country; and a significant increase in the amount of subsidized care available to low-income families.

What has achieved these results? The Rochester/ Monroe County Early Childhood Development Initiative (ECD), a unique process begun in 1990, has brought together leaders of the public and private sectors to understand needs, agree on priorities, and develop strategies to improve child care and early education in this New York community. It is one of some 50 examples of innovative strategies outlined in *Financing Child Care in the United States*, produced by The Pew Charitable Trusts and the Ewing Marion Kauffman Foundation (see box, p. 5).

A 1988 study funded by the Rochester Area Foundation (RAF) showed that only a small percentage of three- and four-year-olds participated in formal pre-school programs. It also found that 40% of public school children in Rochester were held back for one year between kindergarten and third grade, indicating that an unacceptably high number of children were entering school unprepared to learn. RAF then asked a grassroots task force of child care and social service providers, city and county agencies, and local universities to recommend ways to improve child care and early education.

*The Rochester / Monroe County Early Childhood Development Initiative is making a difference for children and families.*

After being presented with facts and recommendations of this task force, the Mayor convened a small strategy group—including the County Executive, the heads of the Chamber of Commerce and Industrial Management Council, and the presidents of RAF and United Way—to examine the problem. The group concluded that what was needed was a feasible strategy to move a community agenda forward that included practical funding recommendations. The Mayor challenged the group to come up with one.

## Creating Consensus on Priorities

The strategy group believed that progress on early

(Continued on page 4)

# Partnerships Build Quality Early Education

*Children read at the Jefferson Avenue Childhood Development Center in Rochester, which is working toward accreditation by NAEYC. Rochester's Child has raised $96,000 for the accreditation effort.*

*(Continued from page 1)*

childhood development meant bringing people together to agree on priorities, and that no single participant could finance—or gain the commitment of community leaders to finance—the array of projects needed to make a difference. It called upon the Mayor and County Executive to sponsor an Early Childhood Development Initiative and to put in place a Steering Committee that would approve the strategy, assess what progress had been made, and determine if priorities had changed and new problems had arisen. Over the years the Steering Committee grew from 12 to some 40 members and became known as the Forum. A smaller Strategy Committee was formed that meets at least monthly to examine problems, come up with solutions and find people to implement them. It meets with the larger Forum three or four times a year.

### Business Promotes Quality

Businesspeople answered the call to get involved in ECD by forming a private sector fundraising initiative called Rochester's Child. They wanted to make sure that the care children received was of good quality. They set a high standard—accreditation by the National Association for the Education of Young Children (NAEYC)—and recruited businesses to "adopt a center." Since its inception in 1990, Rochester's Child has raised $2 million, increasing the number of accredited centers from three in 1989 to over 40 today. Most importantly perhaps, Rochester's Child set the quality standard for efforts that followed, including those of the Wegman family and United Way's Success by Six.

Last year Rochester's Child began working with United Way to help family child care providers become accredited by the National Association for Family Child Care. It provides funds for training and matching funds for providers to buy equipment and make necessary improvements in their homes. Eighty homes were accredited last year, and another 40 providers are currently in the training program.

### Creative Solutions to Expand Supply

During its first five years, ECD's effort led to the development of some 2,000 new child care slots. 86% of three- and four-year-olds in Rochester are now in some sort of program, up from 55% of four-year-olds and 20% of three-year-olds in 1989.

United Way, a key participant in ECD's Steering Committee, adopted the Success by Six model in 1991, and allocated $4.3 million a year for programs to address the needs of children from conception to age nine. Success by Six reaches 20,000 children a year with a host of programs that promote healthy births, school readiness and success, and family stability. Among its efforts is the Rochester Early Education Program (REEP), a collaborative effort of 15 agencies whose services include prenatal care, infant-toddler playgroups, pre-school programs, and after-school care.

According to Mary Kanerva, Manager of Community Investment Operations at United Way, ECD has helped make United Way's work more effective. "We do more things collectively, we have a mission, and we know what the community's plan is. We set goals each year, review progress, and brainstorm about what issues need to be addressed."

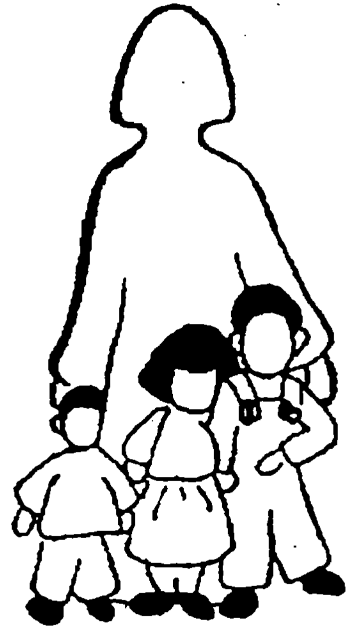
For example, United Way worked with the county's Department of Social Services (DSS) to leverage funds needed to draw down federal child care money. DSS has been an important partner in ECD in developing strategy. In late 1995, when public attention was drawn to the long waiting list for subsidized care, the county worked to redirect existing funds to provide more subsidies. United Way pitched in with $500,000 for a scholarship fund to be used in accredited centers. As a result 630 new subsidized slots became available for low-income families.

# What Makes a Quality Child Care Program?

Providers who are members of Satellite make a commitment to become city certified and offer quality family chid care that meets higher standards than state or county regulations require. City certification addresses these areas that define quality of care:

- Meeting children's developmental needs including physical, intellectual, verbal and creative development;
- Meeting children's emotional needs, including guidance/discipline, and social development;
- Child care setting including safety, appropriate toys and equipment, arrangement of indoor/outdoor space;
- Interactions between parent and provider, provider and child, and provider and his or her own family;
- Business management and professionalism.

# SATELLITE FAMILY CHILD CARE, INC.



## A Family Child Care System for Providers and Parents

3200 Monroe Street
Madison, WI 53711
(608) 233-4752

# What is Family Child Care?

Family Child Care Providers care for small groups of children in their homes. Children spend their days in a home environment, and establish a caring relationship with one consistent provider.

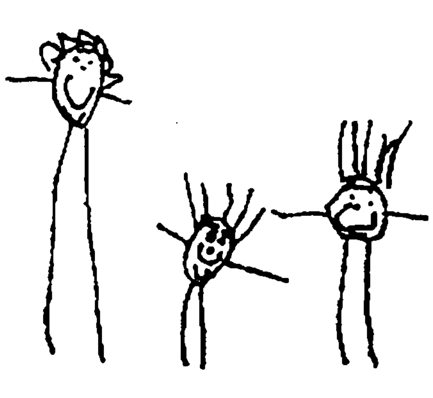
# What is Satellite?

Satellite Family Child Care works with family child care providers, parents, and the City of Madison to provide quality child care in the Madison area. Satellite staff offer a variety of services for families and providers. Together, they work to assure that the standards of quality care established by the City of Madison are maintained.

Each Satellite home is unique. Satellite consultants work with each provider to maintain an environment which enhances the emotional, physical, social and intellectual development of each child.

Satellite Family Child Care, Inc. is a non-profit agency. Funding sources include the City of Madison, United Way, and fees from parents and providers.

In addition to the family child care system, Satellite has established several community-based child care programs for low income children.



# Services to Providers

- City Certification
- Assistance in establishing and maintaining a quality family child care business.
- Home visits by professional consultants for technical assistance and support.
- Referrals: screened for appropriate location, age of child and full- or part-time care.
- Business support, including information on recordkeeping, and forms for enrolling families.
- Training opportunities, CPR classes, and an annual Family Child Care conference.
- Support network of professional providers.
- Recognition as a professional family child care provider.
- Qualified substitutes to care for your group. This service is structured to provide some respite at no cost and increased respite care at an hourly rate.
- Quarterly newsletters
- Professional growth opportunities, including assistance with State Quality Improvement grants, and CDA and WECA accreditation.
- Large equipment loans, including high chairs, porta-cribs, double strollers and gates.
- Curriculum Units: a collection of toys, materials, books and tapes centered around a theme.
- Program equipment loans, including large motor equipment, water tables, foam blocks and riding toys.

# Services for Parents

Satellite offers many services to families enrolled with Satellite Family Child Care providers.

- Screening and on-going monitoring of Satellite family child care programs.
- Referrals to alternate Satellite family child care programs if a provider is temporarily unable to provide care.
- Quarterly newsletters containing upcoming events and articles of interest on child care and children.
- Special events for parents and children.
- Information about tuition assistance for child
- Technical assistance with child development, child care, or other parenting questions.
- Information about other child care resou in th community.
- Parent participation opportunities, including Boa membership, committee membership and sharing.

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## Palcare
### Burlingame, CA

#### Partnership Profile

Palcare is a non-profit, tax exempt organization with a 501(c) (3) designation. Its mission is to meet the child care needs of employees based at the San Francisco International Airport and in the surrounding Bay Area communities. Its partners include: labor unions; the San Francisco Airports Commission; large and small employers, including United Airlines and Mills Peninsula Hospital; local and county governments; the Child Care Coordinating Council; and community members.

#### Impetus for the Partnership

Palcare began when a group of concerned labor leaders from the airline industry met to discuss the child care crisis around the San Francisco Airport. They were deeply concerned about young children sleeping in cars or — when a worker's supervisor allowed it — going to work with their parents. Parents were reporting extraordinary stress. Child care arrangements were continually falling apart and parents with changing work schedules were constantly forced to create new child care arrangements, often relying on family, friends, and unlicensed care to meet changing work demands.

The creation of the Palcare Child Care Center was made possible through the long-term work and cooperation of public and private organizations, labor and management within industries, and local and regional governments. This partnership conducted two surveys of airline and airport-related business employees to assess the real needs for child care. Once they understood the need, the partners worked to find a home for the child care center and to raise the capital to see that it opened. Its program is designed to fit the needs of families that have changing and/or non-standard work schedules. The process took ten years of effort: from the original meetings; through the surveys, planning, and creation of the non-profit; through consensus building, negotiation, and fundraising; to the opening of the Palcare Child Care Center in May 1993.

#### Program and Services

The Palcare Child Care Center is located in a newly renovated building, which it leases from San Mateo County. The Center is licensed to serve 150 children, between the ages of three months and five years, at any one time, 24 hours per day, seven days per week. The facility is open from 5:00 a.m. to midnight, or later as needed, seven days per week. The Center is located by a train station and a bus stop. Thus, Palcare parents can easily use mass transit to get to and from child care and work.

Palcare allows parents to create new child care schedules every month, which are entirely determined by family needs. Parents who are asked to work overtime or who have last minute schedule changes can request additional care.

Currently, 258 children are enrolled in the program: 69 infants, 49 toddlers, and 140 preschoolers. Average enrollments vary from 130 for regular day slots to 15-25 on evenings and weekends. Fifty-five percent of families have one or more parents employed in an airport-related business. United Airlines is the largest single employer of parents who use the center. Mills Peninsula Hospitals is the second largest. Other employers with significant numbers of employees using the center include American Airlines, U.S. Air, D.H.L. Worldwide Express, Southwest Airlines, Alaska Airlines, Baystar Ambulance, Hertz, U.S. Postal Service, Kaiser Permanente, Wells Fargo Bank, and P.G.&E.

Palcare follows guidelines for high quality programs advocated by the National Association for the Education of Young Children. Palcare recognizes that well trained, well compensated staff is critical to quality care and strives to offer wages, benefits and training opportunities that exceed the industry average.

### Management and Financing

The Palcare Board of Directors is an active, committed group of 16 volunteer leaders representing the varied constituencies that have come together to form Palcare. The Board determines the mission, philosophy and goals of the organization; monitors the quality and effectiveness of the services; and ensures adequate funding. The Executive Director, hired by the Board, is responsible for the operation and management of the program, as well as the hiring and supervision of the child care staff. An advisory council of parents and staff reviews and recommends policies, raises program funds, and plans family educational and social activities.

During 1993 and 1994, more than 17 foundations, employers, unions, local governments, and community organizations contributed funds and in-kind support to Palcare. Ongoing corporate donations support the costs of flexibility and quality. Currently only 20% of Palcare children are receiving subsidized child care benefits in the form of reduced evening and weekend fees, scholarships or alternative payments from other sources. A major goal of fundraising efforts is the Palcare Scholarship Fund.

## Tri-County Child Care Task Force
## Watkins Glen, NY

### Partnership Profile

The Tri-County Child Care Task Force (TCCC), which serves Chemung, Steuben, and Schuyler Counties in upstate New York, was created in 1987 to be the catalyst for addressing child care needs in these communities. The Task Force seeks to implement programs and policies to improve the quality, accessibility, affordability, and quantity of child care in the region. The task force is comprised of 23 members including representatives from local employers, the school district, local resource and referral agencies, United Way, and other non-profit organizations. The Industry Initiative Subcommittee of the TCCC Task Force is the focal point for initiating business involvement in child care for workers with non-standard work schedules.

### Impetus for the Partnership

The Industry Initiative Subcommittee is one of four Tri-County Child Care Task Force subcommittees. The Subcommittee was developed in 1992, in response to a meeting among the Work/Life Balance Department of Corning Incorporated, Local 1000 of the American Flint Glass Workers Union (AFGWU), and representatives from the Task Force. At this meeting they determined that child care during the day did not meet the needs of Corning's workforce.

The Subcommittee is composed of members from Corning Incorporated, Elmira Economic Development Zone, Star-Gazette, Five Lakes Development Corporation, and United Way of Chemung and Steuben Counties. The Subcommittee reviewed the child care issue and determined that a variety of factors were impacting hourly workers and causing significant work/family balance issues. Many area industries were cutting back their workforces while at the same time requiring remaining employees to work evening and rotating shifts, as well as significant overtime hours. The Subcommittee started developing a process for long-term business involvement and investment in child care in the Tri-County area.

After committee members talked with many companies in the area, three companies representing the high-tech, manufacturing, and services industries — each with around 1,000 employees — expressed an interest in exploring the issues. They felt that child care and early childhood education were critical issues for their employees; realized that direct and indirect costs were associated with lost productivity and employee turnover; and decided that child care should be a part of their long-term business strategies.